

Special Report

"Drop the Zero, and Get With the Hero"

An Investigative Series on CoB Faculty Credentials

Management professor Stephen Bushardt will soon be departing for Spring Hill College. There, he will share his knowledge of the "Heroes and Storytellers" program, which can be found at www.timbersnursery.com, with the Jesuit institution's faculty. Whether or not Bushardt's program is well received at SHC, the fact remains that it has shaped the College of Business at USM for more than a decade.

This report provides an accounting of the CoB's remaining "heroes" -- individuals who will be held up by CoB administrators as examples for young, new CoB faculty to emulate. At the same time, those very CoB administrators will likely be pointing to various CoB "zeroes," who sources say are individuals who are put down by CoB administrators as people for young, new CoB faculty to avoid. Interestingly, as data in this report indicate, the "zeroes" are more productive than the "heroes." And, as sources indicate, this is usually the case among the CoB's faculty ranks.

Table 1 below lists various heroes and zeroes for both the EFIB and the SAIS.¹

Table 1
CoB Heroes and Zeroes

EFIB		SAIS	
Heroes	Zeroes	Heroes	Zeroes
Dakhlia, Sami	Lindley, Tom	Clark, Stan/Jordan, Charles	DePree, Marc
2008:			
2007:	<i>Financial Management</i>	<i>J of Applied Bus Research</i> <i>J of Education for Bus</i>	<i>CPA Journal</i>
Marvasti, Akbar		Hsieh, Chang-Tseh	King, Ernest
2008:			<i>Managerial Finance</i> <i>Atlantic Economic J</i>
2007: <i>American Economist</i>		<i>Indust Mgt Data Systems</i> <i>Computer Info Systems</i>	

Source: Academic Search Premier, Business Source Premier, etc.

As Table 1 shows, two popular heroes of the EFIB -- Sami Dakhlia and Akbar Marvasti, both economists -- have produced only a single, C-level journal publication combined over the period 2007-present. Finance professor, Tom Lindley, is generally thought of by CoB administrators as an EFIB zero, yet Lindley arguably has the most impressive vita in the CoB. That vita includes a 2007 publication in *Financial Management*, an A-level journal. The careers of young, new EFIB faculty would be much better served by collaboration with Lindley than by collaboration with either Dakhlia or Marvasti.

¹ MGT & MKT and TM (Tourism Mgt) have been so devastated by faculty turnover since 2003 that neither department retains much in the way of heroes and/or zeroes.

The hero-zero situation in the SAIS is even more puzzling. On the accounting side of the SAIS, the most popular heroes, Stan Clark and Charles Jordan, coauthor with one-another almost exclusively, and they have produced just two articles together since 2007. Neither of these publications is in an accounting journal, while one is a pedagogical paper. Marc DePree, on the other hand, has a 2007 publication in the *CPA Journal*. DePree, however, is most likely to be counted among the CoB zeroes by CoB administrators.

On the other side of the SAIS is hero Chang-Tseh Hsieh, who published two journal articles in 2007. Business law professor, Ernest King, has matched Hsieh's "two," and he (King) has done so in 2008. However, as a CoB zero, King will be listed among those CoB faculty to avoid by administrators, and again probably so to the detriment of the careers of young, new faculty. Finally, sources tell USMNEWS.NET reporters that King and DePree may well be the CoB's *only* faculty who are *both* academically *and* professionally qualified, which is quite a feat.