

Special Report

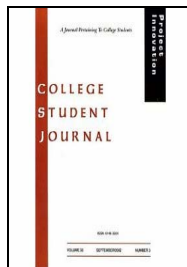
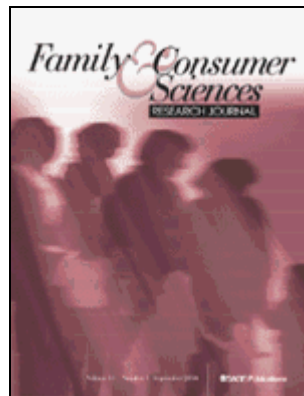
Fashionably Great

An Investigative Series on CoB Faculty Research Credentials

A USMNEWS.net reader recently commented that the list of CoB faculty who have exited the CoB since 2003 contains the names of individuals who are arguably the best scholars to have ever represented their particular units in USM's business school. That comment inspired the idea for a new series on the greatest scholars to have graced the suites of each unit in the CoB. Interestingly, the common thread among these individuals is that they were generally brought to USM under the business school leadership of former CBA dean, Tyrone Black. And, among the ones who have left the business school for other pastures (usually greener ones), most of them departed under the leadership of either former CBA dean, William Gunther, or former CoB dean, Harold Doty (usually the latter).

The contest for "the greatest ever" in the CoB's fashion merchandising group is one of the closest in this series. Fashion merchandising became part of the CoB some time after the major reorganization of USM in 2003. As a result, candidates for the top spot were, or have been, in the CoB for only a brief period. That said, there are some worthy candidates. We begin with former assistant professor of TM, Joy Kozar, who is now an associate professor at Kansas State University.

With a recent publication in the *Family & Consumer Sciences Research Journal*, Kozar is in the A-level journal column. That publication is supported by Kozar's second-line portfolio, which is inserted at the bottom of this page.



Not only does Kozar's second-line portfolio include publication in the *Journal of Fashion Marketing and Management*, it also contains cross disciplinary publication in the *Journal of Human Resources in Hospitality & Tourism*. Kozar is also involved in pedagogical research efforts, as indicated by the other second-line journal publication outlets shown above.

Next, we turn our attention to current CoB associate professor of FM, Brigitte Burgess. Like Kozar, Burgess has an A-level publication to her credit. In Burgess' case that came via publication in *Environment & Behavior*.

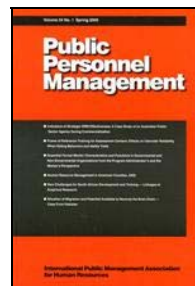
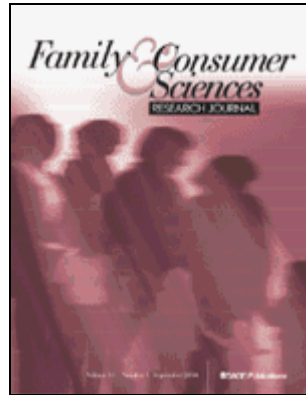


In the second line are two additional FM journal publication outlets. These are *The International Journal of Retail, Distribution and Consumer Research* and the *Journal of Fashion Marketing and Management*.



The Kozar-Burgess race is a very close one. Perhaps the best way to distinguish between them is to give credit to Kozar for a two-tier improvement in academic affiliation, which came via her move from USM to Kansas State University. Both of these faculty are relatively new to the profession, so this race could well be a competitive one into the near future and beyond. If either one is able to pull away, that could be Kozar, given the access to greater resources that she will likely have as a result of her move from Hattiesburg to Manhattan.

Before the crown of "the best ever" in FM is delivered, at least temporarily, to Kozar, there is one other FM scholar to consider. That person is FM professor, and Associate Provost of USM, Cynthia Easterling Moore. Moore, like Kozar, has a relatively recent publication in the *Family & Consumer Sciences Research Journal*, which is, as pointed out above, currently ranked as an A-level journal in the CoB. In addition, Moore has published in second-line journals such as the *American Journal of Business* and *Public Personnel Management* (among others). Along with *TFCSRJ*, these two are shown below. Moore's record is very competitive with the records of Kozar and Burgess that are covered above in this report.



If not for taking a position in USM's central administration years ago, Moore may very well have taken the crown as "the best ever" in the CoB's TM unit. As it stands, that crown is now held by Kansas State's Kozar. Give the comparable records across these three FM faculty, that crown may indeed move from person to person over the next few years.