

Special Report

CoB IB Ed: Going . . . Going . . . Gone 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).

There is no doubt that former CoB associate professor of international business, Len Trevino, is the most accomplished international business faculty to have worked in USM's business school. Hired during the first year of the Gunther administration (1998-99), Trevino entered the CBA as an assistant professor of international business in 1999. He would depart after the 2003-04 academic year, Doty's first year as dean. According to sources, Trevino was one of the few CoB faculty to have correctly predicted the future courses of both the Shelby Thames administration of USM (2002-07) and the Doty administration of USM's business college (2003-07). He did not stick around USM to experience most, or even much, of either administration. Trevino is now at Washington State University, a "Top National University" according to *U.S. News & World Report*.

What sets Trevino apart from other current/former CoB IB faculty is his career research record. In professional golf or tennis parlance, Trevino has accomplished the elusive "career grand slam." Since receiving his PhD in IB from Indiana University, Trevino has published in the *Journal of International Business Studies* -- the world's premiere IB journal -- and the *International Business Review*, an outlet quite often considered #2 in the IB world. For Trevino, these two journals bookend two other major IB journals: *Management International Review* and the *Journal of World Business*. Both of these are A-level journals.



The accomplishment above, which does not even account for the number of times Trevino has published in these outlets, is enough to put him atop the CoB's IB column. However, Trevino's IB-related publishing doesn't end with this quartet of journals. The seven (7) journal outlets shown below, each of which Trevino has published in at least once, put Trevino not only in the areas of basic research in IB, but also in IB pedagogical research. And, with the *Review of World Economics*, Trevino's work lands in the realm of international economics (IE).



But, Trevino's research profile does not end with the 11 unique IB and IE journal outlets shown above. No, in Trevino's case one must squeeze in another 10 unique journal outlets, as our reporters have done below.



Trevino is now bearing down on 10 A-level journal publications. Using historical journal classifications from USM, he is already there. Clearly, this record, which also includes more than 200 Google Scholar cites, makes Trevino the CoB's "greatest ever" in IB. One would think, then, that Trevino held the *Kaetsu Distinguished Professorship in IB* while at USM. If so, one would be wrong.¹ However, if it is any consolation to Trevino and/or those who believe he should have, that title has never been held by an *international business professor* since it came to the CoB from Japan.

Sadly for the CoB, its current IB faculty, assistant professor of IB, John Lambert, would not only *not* rate second behind Trevino -- a position securely held by Trevino's immediate successor, Linghui Tang (now at the College of New Jersey) -- he (Lambert) arguably ranks at the bottom among all IB faculty in the history of USM's business college. Thus, for the CoB at least, global business education appears to be going . . . going . . . gone.

¹ Trevino was, according to sources, never allowed by CoB administrators to get a reimbursement for attending the annual Academy of International Business meetings. Funding for these trips was, instead, reserved for former associate dean, Farhang Niroumand, who did not hold a degree in IB. Sources also tell USMNEWS.net that the Doty administration took an adversarial position vis-à-vis Trevino, as it did so many other productive CoB faculty. As a result, Trevino exited the CoB at the first opportunity to do so.