

Updated, See Below . . .
Special Report

Is TM's Research Quality Only Skin Deep?
An Investigative Series on CoB Faculty Research Credentials

A number of readers were surprised to learn how [highly ranked](#) Tourism Management faculty Cherylynn Becker and Catherin Price are in the various Google Scholar cites reports here at USMNEWS.NET. The [most recent](#) of these showed that both Becker and Price rank among the CoB's Top 10 when it comes to GS cites to solo-authored research. Some readers were left looking for "the rub" after reading this most recent report.

If there is any, that "rub" may come via the age of the scholarly output from each of these two TM faculty. Let's begin with Becker, whose research and GS citations are listed in Table 1 below.

Table 1: Cheri Becker's GS Cites

Article's Google Scholar Cites	Article's Age
14	8 years
11	9 years
10	9 years
7	13 years
6	16 years
4	12 years
4	12 years

Table 1 above indicates that Becker's GS cites total (56) is drawn from seven separate articles/sources. The newest of these is 8 years old, while the oldest is 16 years old. Clearly, the portion of Becker's work that is drawing GS praise was done well before coming to USM's business school in 2005.

Table 2: Catherine Price's GS Cites

Article's Google Scholar Cites	Article's Age
16	12 years
13	15 years

Table 2 above indicates that Price's GS cites total (29) is drawn from only two articles/sources. The newest of these is 12 years old, while the oldest is 15 years old. These produce an average age of 13.5 years.

Though these results support the "TM quality is only skin deep" position (i.e., that the GS cites totals come from older research), as some of the USMNEWS.NET readers suspected, they also show that the duo of Becker and Price will continue to give other CoB faculty fits when it comes to assessing the quality of CoB faculty research. By that we point to the fact that Price's GS cites count has grown by 16 percent in just the past few weeks, while Becker's has grown about 6 percent over that same time frame. These growth rates are large enough to continue to propel both Becker and Price upward in the CoB faculty research rankings.

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To further show how both Becker and Price are now "mailing it in" when it comes to academic research, a USMNEWS.NET reader suggested that we examine, in the fashion done above with Becker and Price, Talai Osmonbekov's Google Scholar cites. Osmonbekov, formerly an assistant professor of marketing at USM, is (as of August 2008) on the business faculty at Northern Arizona University.

Table 3 below shows Osmonbekov's GS cites production:

Table 3: Talai Osmonbekov's GS Cites

Article's Google Scholar Cites	Article's Age
28	6 years
12	3 years
8	2 years
5	3 years
4	6 years
3	6 years
3	3 years
1	6 years

As indicated in Table 3 above, Osmonbekov has an article that is only 3 years of age that has garnered 12 GS cites, and an article that is 2 years of age that has already produced 8 GS cites. Osmonbekov's 64 GS cites come from 8 articles, for a rate of 8 GS cites per article. This average (8) is notable, especially given that the average age among Osmonbekov's 8 articles is only 4.4 years. Like Osmonbekov, Becker's 7 articles produce a rate of 8 GS cites per article. However, the average age of Becker's 7 articles is 11.3 years, a figure that is about *2.6 times greater* than that for Osmonbekov.

Even in the case of Price, whose 2 articles/sources produce a rate of 14.5 GS cites per article/source, the articles/sources are much older than Osmonbekov's. For Price the average age is 13.5 years. So, while her GS cites rate is 1.8 times greater than that for Osmonbekov, the average age of Price's articles/sources is 3.1 *times greater* than that for Osmonbekov.