

Special Report

Labored Breadth

An Investigative Series on CoB Faculty Research Credentials

The recent *Special Report* series on "the greatest ever" scholars in CoB history produced a mountain of new data. Reporters at USMNEWS.net decided to make good use of some of it by ranking CoB faculty on the basis of the breadth of their academic research. To do this, the number of unique A-level journals hit by each faculty was collected and ordered from biggest to smallest. The results are shown below in Table 1.

Table 1

Unique A-Level Journals Hit by Current CoB Faculty

Rank	Name	Unit	# Unique A-Level Journals Hit
1	Lindley, James	FIN	11
2	Davis, Donna	MIS	6
	DePree, Marc	ACC	6
4	Doty, Harold	MGT	5
	Lai, Fujun	MIS	5
6	Carr, Jon	MGT	3
	Clark, John	FIN	3
	Clark, Stanley	ACC	3
	Dakhlia, Sami	MGT	3
	Hsieh, Chang-Tseh	MIS	3
	Jordan, Charles	ACC	3
	Laatsch, Francis	FIN	3
	LaFleur, Elizabeth	MKT	3
	Malik, Farooq	FIN	3
	Nissan, Edward	ECO	3
	Smith, Robert	ACC	3
	Wittmann, Michael	MKT	3
18	Anderson, Mary	ACC	2
	Becker, Cheri	TM	2
	Green, Trellis	ECO	2
	Gunther, William	ECO	2
	Klinedinst, Mark	ECO	2
	Lunsford, Dale	MIS	2
	Marvasti, Akbar	ECO	2
	Nail, Lance	FIN	2
	Niroomand, Farhang	ECO	2
	Pate, Gwen	ACC	2
	Topping, Sharon	MGT	2
29	Burgess, Brigitte	FM	1
	Duhon, David	MGT	1
	King, Ernest	BL	1

	Peyrefitte, Joseph	MGT	1
	Pollitte, Wesley	MKT	1
	Sequeira, Jennifer	MGT	1
	Smith, William	MKT	1
	Zantow, Kenneth	MGT	1
37	Andrews, Melinda	MKT	0
	Becton, Bret	MGT	0
	Blettner, Daniela	MGT	0
	Carter, George	ECO	0
	Chen, Kuo Lane	MIS	0
	Collins, Brian	MGT	0
	Drake, Erin	FM	0
	Gevrek, Deniz	ECO	0
	Gibbs, SherRhonda	MGT	0
	Goodwin, Kimberly	FIN	0
	Henderson, James	ACC	0
	Hood, Matthew	FIN	0
	Jackson, Steven	ACC	0
	Jaio, Feng	FIN	0
	Lambert, John	IB	0
	Magruder, James	MIS	0
	Monchuk, Danuel	ECO	0
	Paster, David	TM	0
	Posey, Roderick	ACC	0
	Price, Catherine	TM	0
	Rivers, Amber	MKT	0
	Shi, Weihua	ECO	0
	Wolf, Marco	MKT	0
	Yaoyuneyong, G.	FM	0

According to the results in Table 1, there is a two-way tie for second, a two-way tie for fourth, a 12-way tie for sixth, an 11-way tie for 18th, an eight-way tie for 29th and a 24-way tie for 37th (last). That James Lindley (FIN) sits atop the current CoB in terms of research breadth is not surprising. After all, the recent "the greatest ever" series judged him to be tops in the CoB all time. What may be surprising to some readers, however, is that Lindley is the only current CoB faculty whose research breadth extends beyond that of professors Donna Davis (MIS) and Marc DePree (ACC). CoB administrators have historically derided Davis' research record in the presence of various faculty, and a large portion of the CoB's accounting department has consumed enormous resources in an attempt to marginalize DePree. To that aim, even *untenued assistant* professor of accounting, Mary Anderson, who sits in an 11-way tie for 18th, often publicly derides DePree's research accomplishments. These negative public relations efforts may have some readers surprised to see the data in Table 1 above.

In a two-way tie for fourth are Harold Doty (MGT) and Fujun Lai (MIS). Doty, a *full* professor since 2003, has often bragged about his own research record. Until

recently, Lai was an *assistant* professor. Based on research breadth, these two are equals. At the pace at which Lai is currently working, sources say his record will likely soon eclipse Doty's multiple times over. This may be a pleasant development for many current and former CoB faculty.

Rounding out the top 10 (including ties) are Jon Carr (MGT), who will soon be departing the CoB for Texas Christian University, and a host of others. Included in this group is Francis Laatsch (FIN), who is joining the CoB this year (2008-09), coming from a similar position at Bowling Green State University. Laatsch and the other new faculty in the CoB are all framed in gold (see Table 1). There are only three other new faculty who have more than 0 unique A-level journals on their c.v., and one of these is new CoB dean, Lance Nail. With full-time administrative duties, Nail will not likely be adding much to the CoB's research portfolio in the coming years. Though new to the CoB, Laatsch and Dale Lunsford (MIS) are relative old-timers in the academic world. As such, sources point out that their placements in Table 1 above are not as high as perhaps they should be.

Table 2		
Summary of the Table 1 Data		
<u>% at 0</u>	<u>% at 1 or below</u>	<u>% at 2 or below</u>
40.0	53.3	71.7

Finally, Table 2 above provides some summary information. One interesting tidbit is that two of every five CoB faculty have yet to publish in an A-level journal. For new PhDs like Melinda Andrews (MKT) and Kimberly Goodwin (FIN), this is certainly understandable. But for old-timers like George Carter (ECO) and Roderick Posey (ACC), it is much less pardonable. Table 2 also points out that solidly more than one-half of CoB faculty have published in no more than single A-level journal, if at all. Given the number of faculty in the other 46.7 percent who are climbing through the retirement window at the time of this report, the percent at 0 and the percent at 1 or below could rise to levels that harken back to the USM business school of the 1970s.