

# Special Report

## Lost 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. As in the [Labored Breadth](#) report, USMNEWS.net decided to make good use of some of it, only this time by ranking *former* CoB faculty (who departed for other universities since 2003) on the basis of the breadth of their academic research. To do this, the number of unique A-level journals hit by each these *former* 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 CoB Faculty Who Moved On Since 2003**

<b>Rank</b>	<b>Name</b>	<b>Unit</b>	<b># Unique A-Level Journals Hit</b>
1	Babin, Barry	MKT	8
	Mixon, Franklin	ECO	8
3	Henthorne, Tony	TM	7
4	Wong, Sunny	ECO	5
5	Lo, Melody	ECO	4
	Sawyer, Charles	ECO	4
	Trevino, Len	IB	4
	Williams, Alvin	MKT	4
9	Babin, Laurie	MKT	3
	Carr, Jon	MGT	3
	Osmonbekov, Talai	MKT	3
12	Fisher, Daniel	MKT	2
	Gregory, Brian	MGT	2
	Haggard, Stephen	FIN	2
	Hutchinson, Joe	TM	2
	Rambo, Robert	ACC	2
	Tang, Linghui	IB	2
	Yang, Jie	MGT	2
19	Bushardt, Stephen	MGT	1
	Daniel, Francis	MGT	1
	Eisenberg, Laurence	FIN	1
	Hwang, Johye	TM	1
	Kozar, Joy	FM	1
	Lopez, Tara	MKT	1
	Salter, Sean	FIN	1
26	Davis, Lizhu	FM	0
	Glascoff, David	MKT	0
	Haggard, Dana	MGT	0
	Hallab, Zaher	TM	0
	Lewis, Stanley	MIS	0
	Madaris, Michael	FIN	0

Michael, Daniel	MGT	0
Nam, Doowoo	FIN	0
Ruetzler, Tanya	FM	0
Taylor, Jim	FM	0

**Note:** Carr is listed in this report because he is leaving the CoB in December of 2008, bound for Texas Christian University.

According to the results in Table 1 above, there is a two-way tie for first, a four-way tie for fifth, a three-way tie for ninth, a seven-way tie for 12th, a seven-way tie for 19th and a 10-way tie for 26th (last). Tied for first, with eight hits across unique A-level journals, are former marketing professor, Barry Babin, and former economics professor, Franklin Mixon. Babin left the CoB after May of 2007, and is now affiliated with Louisiana Tech University. He recently received the "Close Call" distinction for being the fourth best scholar all-time out of the CoB. Mixon is now affiliated with Auburn University, after leaving the CoB in December of 2007. Mixon was recently judged "the co-greatest ever" out of the CoB's ECO unit.

Also in the top five are Tony Henthorne and Sunny Wong, with seven and five unique A-level journals hit, respectively. Henthorne is now at the University of Nevada -- Las Vegas, while Wong is situated at the University of San Francisco. Henthorne was recently judged "the greatest ever" out of the CoB's TM department. Tied for fifth, with five unique A-level journals each, are Melody Lo (ECO), Charles Sawyer (ECO), Len Trevino (IB) and Alvin Williams (MKT). Trevino, who is now affiliated with Washington State University, was recently judged "the greatest ever" out of the CoB's IB unit. Rounding out the top 10 are Laurie Babin (MKT), Jon Carr (MGT) and Talai Osmonbekov (MKT).

Table 2 Summary of the Table 1 Data		
<u>% at 0</u>	<u>% at 1 or less</u>	<u>% at 2 or less</u>
28.6	47.2	66.7

Finally, Table 2 above provides some summary information. One interesting tidbit is that only 1.4 of every five of these *former* CoB faculty have yet to publish in an A-level journal. This compares with 2 out of every five of the *current* CoB faculty who have yet to publish in an A-level journal. Similarly, each of the other two percentages in Table 2 above is also below its Table 2 counterpart from the [Labored Breadth](#) report about current CoB faculty. Like so many others, this report indicates that the 2003-present brain drain is really changing the CoB.