

# Special Report

## Name that Former CoBer

### An Investigative Report on CoB Faculty Research Credentials

The [6-Feb-09 update](#) to the *Special Report* “Name-worthy” reminds USMNEWS.net readers that former CoB associate professor of international business Len Trevino is now affiliated with Loyola University in New Orleans. With his recent (Jan-09) move to LU, Trevino becomes the 10<sup>th</sup> former CoB faculty to have joined a named business college/school since leaving the CoB in or after [2003](#). In his move to LU, Trevino also accomplished something else – he picked up a named professorship/title. Trevino is now the *Gerald N. Gaston Eminent Scholar Chair in International Business* at LU, and with this title he is one of only three CoBers (who departed in/after 2003) to have picked up such an honor. As Table 1 below indicates, Trevino joins former CoB marketing professor Barry Babin and former CoB economist Charles Sawyer as named professors. Babin is now the *Max P. Watson, Jr. Endowed Professor of Marketing* at Louisiana Tech University, while Sawyer is now the *Hal Wright Professor in Latin American Economics* at Texas Christian University.

Former CoBer	Named Position	Institution
Babin, Barry	<i>Max P. Watson, Jr. Endowed Professor of Marketing</i>	Louisiana Tech University
	<ul style="list-style-type: none"> <li>• <i>Journal of Business Research</i></li> <li>• <i>Journal of Business Research</i></li> <li>• <i>Journal of Business Research</i></li> <li>• <i>Psychology &amp; Marketing</i></li> <li>• <i>European Business Review</i></li> <li>• <i>Journal of Retailing &amp; Consumer Services</i></li> <li>• <i>Journal of Marketing Theory &amp; Practice</i></li> <li>• <i>Journal of Marketing Theory &amp; Practice</i></li> </ul>	
Sawyer, Charles	<i>Hal Wright Professor in Latin American Economics</i>	Texas Christian University
Trevino, Len	<i>Gerald N. Gaston Eminent Scholar Chair in International Business</i>	Loyola University
	<ul style="list-style-type: none"> <li>• <i>Journal of International Business Studies</i></li> <li>• <i>International Journal of Human Resource Management</i></li> </ul>	

There have been reports that Sawyer’s position is mainly teaching-related, while the new posts held by Babin and Trevino are primarily as research ones, as are

most named professorships in academia. Though USMNEWS.net reporters have yet to confirm these reports, Internet searches have failed to turn up any TCU-affiliated publications by Sawyer since his departure from the CoB in July of 2007. Trevino, on the other hand, has already gifted LU with two publications, one of which is in the **premier-level** *Journal of International Business Studies*. Making this feat even more impressive is the fact that Trevino has been at LU for only 45 days or so. Like Sawyer, Babin left the CoB in the summer of 2007, yet since then Babin has provided LTU with *no fewer than eight* journal publications, four of which are in **A-level** journals. Three of these are in the *Journal of Business Research*, while the remaining one is in *Psychology & Marketing*.



There are other “name-worthy” former CoBers on the list of CoB departures since 2003 that is linked above. Given that, this report will almost certainly soon be ripe for an update or two (or three). Stay tuned.