

Special Report

New Faces in the CoB, 2008-09 An Investigative Series on CoB Faculty Credentials

A few new faculty are joining the CoB at the beginning of the 2008-09 academic year, and this report takes a look at some of them. Those covered in this report are listed below in Table 1.

Table 1
New CoB Faculty, 2008-09

Name	CoB Unit	Fall 2008 Teaching Schedule
Andrews, Melinda	MKT	MKT 365, 2:25p-3:40p, TTh; MKT 424, 3:30p-4:45p, MW
Becton, John Bret	MGT	MGT 470, 2:25p-3:40p, TTh; MGT 472, 11a-12:15p, TTh
Blettner, Daniela	MGT	MGT 364, 8a-9:15a, 11a-12:15p, TTh
Gevrek, Deniz	ECO	ECO 201, 9a-10:50a, 10a-11:50a, MWF
Gibbs, SherRhonda	MGT	MGT 475, 1p-2:15p, 3:50p-5:05p, TTh
Goodwin, Kimberly	FIN	REI 330, 3:25p-4:40p, MW; REI 432, 2p-3:15p, MW
Laatsch, Francis	FIN	FIN 300, 6:30p-9:15p, T; FIN 310, 2:25p-3:40p, TTh; REI 340, 6:30p-9:15p, Th
Lunsford, Dale	MIS	
Pollitte, Wesley	MKT	MKT 370, 1p-2:15p, TTh; MKT 380, 11a-12:15p, TTh

Melinda Andrews is a new PhD from Florida State who is joining the CoB's marketing unit in 2008-08. Though new to academe, Andrews already has two academic journal publications. One of these comes via the *Journal of Interactive Advertising* (C-Level) while other is in the *International Marketing Review* (see below).



B-Level

While neither the *JIA* nor the *IMR* is an A-level hit, both come to the CoB's marketing research profile at a time when they are sorely needed. After losing Barry Babin, Laurie Babin, Tony Henthorne, Tara Lopez, Talai Osmonbekov and Alvin Williams in just the past year or so, the CoB's marketing area is at or near its historical low. Given the dire situation in marketing, and given Andrews' quite remarkable start, sources say that it is a shame that new MGT & MKT chair, David Duhon, could not manage an appropriate fall semester teaching load for her. As Table 1 indicates, Andrews has a 2-prep teaching

load that is spread out over four days (MTWTh) each week. One is not hard pressed to argue that Andrews' fall 2008 load is the worst out of the new CoB faculty.

Next in line is John Bret Becton, who comes to USM from a faculty position at Winthrop University. Becton is another part of the CoB's relatively recent "bring 'em all home" hiring campaign, having earned a B.S. from USM years ago. Becton joins the CoB's MGT unit, and his research portfolio already includes some journal publications (see below).



Becton has published in the *Journal of Organizational Behavior*, *The International Journal of Human Resource Management*, and *Employee Relations*. As a replacement for Brian Gregory, however, Becton's research portfolio does not add back what the CoB lost. Gregory has published in both the *Journal of Management* and the *Journal of Business Research*, both A-level journals. And, if Becton's inaugural teaching schedule is any indication of how MGT & MKT chair, David Duhon, will be treating Becton, he (Becton) will not have much opportunity to replicate Gregory's past successes. As Table 1 above indicates, Becton will be teaching a 2-prep load in his first semester at USM.

Another experienced educator joining the CoB in 2008-09 is Daniela Blettner, who is now part of the MGT unit. Blettner holds a PhD in management from the University of St. Gallen (Switzerland), and she has been a researcher at the University of North Carolina. However, unlike some of the other experienced academics highlighted in this report, reporters could not locate any journal publications for Blettner.

New assistant professor of economics, Deniz Gevrek, was, as reported previously by USMNEWS.net, chosen as a finalist for a position in ECO months ago. Gevrek, shown below, holds a PhD from the University of Texas.



Deniz Gevrek

Unlike some of the other individuals covered in this report, there is no indication that Gevrek has yet produced a journal publication. Even so, EFIB chair, George Carter, took the necessary steps to set Gevrek up with a 1-prep teaching load that concludes each day (MWF) by lunch.

SherRhonda Gibbs comes to USM's business school from Inovatrics Technologies, where she served as President/CEO. Gibbs has a B.S. from Grambling State University, an MBA Winona State University, and she is currently working on PhD at Mississippi's Jackson State University. Gibbs has a journal publication to her credit. Interestingly, that comes through a co-authorship with Jennifer Sequeira, an assistant professor of management in USM's CoB.

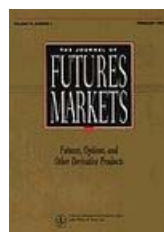


--

Gibbs' publication is in the *International Journal of Globalisation and Small Business*, which is an unclassified journal in USM's business school. So, as in Becton's case, Gibbs' portfolio does not bring to the CoB what has been lost through recent faculty exits (e.g., Gregory, etc.). However, unlike Becton, Gibbs was given a 1-prep teaching load in her first semester at USM. This is so even though Becton's research and experience far exceeds that of Gibbs.

Though little is know about her from Table 1 above, Kimberly Goodwin joins the CoB as an assistant professor of finance. Goodwin, whose PhD is from the University of Alabama, takes over the CoB's real estate program from Sean Salter, who is now at Middle Tennessee State University. Based on evidence from USMNEWS.net's "the greatest ever" series, Goodwin has big shoes to fill. Salter was judged "the greatest ever" in the real estate area. Goodwin will face some of the same difficulties faced by Salter, if Table 1 above is any indication. She begins her CoB career with a 2-prep teaching load. When her 2-course load goes away, she will likely average 2.5 preps per semester in the CoB.

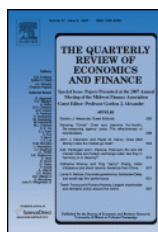
Another new CoB faculty member that has been the subject of past reports is new finance professor, Francis Laatsch. Laatsch joins the EFIB after a lengthy academic career that brings him to the CoB from Bowling Green State University.



A-Level



A-Level



B-Level



A-Level

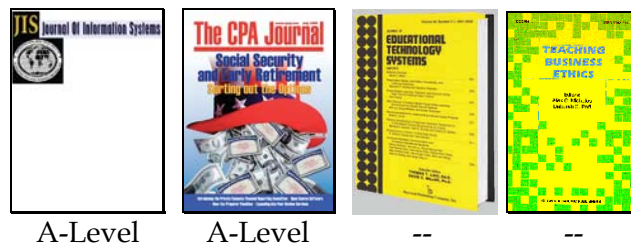


B-Level

After a lengthy career, Laatsch has published in a number of academic journals, including those shown above. Among those are *The Journal of Futures Markets*, *Financial Services Review* and *The Journal of Derivatives*. All three of these are classified by the CoB as A-level journals. This production level apparently failed to impress EFIB chair George Carter, who assigned Laatsch to a 3-prep teaching load for fall 2008. Sources say this treatment is more reflective of Carter's anti-FIN biases. One thing is certain, Laatsch's treatment at the hands of Carter does not compare with how Carter treated Akbar Marvasti, the newly-promoted economics professor who joined the CoB in the fall of 2006. Back then, Carter delivered a 2-course load to Marvasti that sources say encompassed a single preparation. That was so even though Marvasti had put in more than 20 years in academia before joining the CoB. Unfortunately for Laatsch, whose vitae is much more impressive than Marvasti's, that treatment did not extend into the 2008-09 academic year.

Laatsch replaces Stephen Haggard, who recently left the CoB for Missouri State University. Haggard, a relatively new PhD, has since published in *Financial Management* and *Financial Review*, also A-level journals in the CoB. Based on Haggard's potential, one source tells USMNEWS.NET that the CoB's FIN unit remains behind recent levels.

Like FIN, MIS brought in an individual who has been around academia for quite some time. That individual is associate professor of MIS, Dale Lunsford, who joins the CoB from High Point College in North Carolina. Unlike Laatsch, Lunsford's academic employment history includes a stint in USM's business school, where Lunsford worked in the 1990s. According to sources, Lunsford was encouraged to exit the CoB during his first stint, due to a lack of research productivity.



Lunsford's research record includes publications in the *Journal of Information Systems*, and accounting's *The CPA Journal*. As noted above, both of these are A-level journals in the CoB. Much of Lunsford's other research appears in lesser-known places.

We end this report with Wesley Pollitte, a new PhD from Michigan State University who is joining the CoB's MKT unit. Like Andrews, Pollitte comes to the CoB with a research head-start. Unlike Andrews, Pollitte has already published in an A-level journal, the *Journal of International Business Studies*. Not only is *JIBS* an A-level journal in the CoB, it is the premier journal in the field of international business, marking yet again the shortcomings of current CoB IB assistant professor, John Lambert.



A-Level

Pollitte's forthcoming *JIBS* publication is, however, not without its own *issues*. In this case the CoB's Pollitte is **one of 8 authors** on the article, a situation that will confront MGT & MKT's Duhon, and new CoB dean, Lance Nail, at annual evaluation time. As Table 2 below indicates, Pollitte is listed as the **7th** of **8** authors on the *JIBS* article.

Table 2
Co-Authorship on Wesley Pollitte's Forthcoming *JIBS* Article

<u>Author Number</u>	<u>Author Name</u>
1	Hult, Thomas
2	Ketchen, David
3	Griffith, David
4	Chabowski, Brian
5	Hamman, Mary
6	Dykes, Bernadine
7	Pollitte, Wesley
8	Cavusgil, Tamer

How much credit will Duhon, and ultimately Nail, give Pollitte for this one-eighth of an A-level publication? That remains to be seen.

While it has been mentioned above that the quality of the new faculty who are joining the CoB appears to be below that of the former CoB faculty who the new group is replacing, it has not been noted heretofore that the *number* of new faculty also appears to fall well short of the number of faculty who have left the CoB in recent months. And, with Jon Carr's reported imminent departure for Texas Christian University (end of 2008), the list of faculty leaving after/during the 2008-09 academic year is already populated.