

Special Report

On the Clock

A Look at the 2011 *Louis K. Brandt Award Race*

The 2010 CoB awards banquet has come and gone, and now CoB faculty are on the clock for the 2011 awards banquet. There the 2011 *AT&T Outstanding Faculty Award* will be handed out, as will the 2011 *Louis K. Brandt Research Award*. The latter is the most prestigious award delivered by CoB administration, and as such, reporters at USMNEWS.net spend some time tracking the candidates and assessing prospects for those thought to be in the running.

The 2009 *LKBRA* winner was management's Fujun Lai, an associate professor who has amassed a phenomenal research record since coming to USM. Lai is arguably the top researcher in the college, at least in terms of ongoing efforts of the last few years. By winning in 2009, Lai is not eligible to win again in 2011. However, if he weren't ineligible in 2011, it looks as though that Lai would most likely be taking home the award once again. He has four A-level articles that have been published/accepted for publication during the 2009-10 eligibility period. These are in *Tourism Management*, *Decision Sciences*, the *Journal of Travel Research*, and the *Journal of Business Research*. Lai's 2009-10 journal publication portfolio is shown below.

Fujun Lai (Management)



The available data indicate that there are 14 CoB faculty who have at least one B-level (or better) publication over the 2009-10 period. We discuss each of these in turn below, in alphabetical order. The analysis begins with **Melinda Andrews** from marketing. Andrews is a relatively new hire, and she recently had an article accepted/published by the *Journal of Business Research*. Though this is a nice publication for Andrews, the *JBR* is managed by former CoB MKTer Barry Babin, who has shown a penchant for publishing the research of CoB faculty and other friends/associates. Given that this is Andrews' only A, sources say it should be discounted due to the Babin connection.

Melinda Andrews (Marketing)



A

New management faculty **Cherylynn Becker** has a *Journal of Foodservice Business Research*. While this is a respectable *beginning*, it is nowhere near enough to qualify for the 2011 LKBRA. Reports put Becker's odds well below that of the other CoBers above and below.

Cherylynn Becker (Management)



B

Though reports say fashion merchandising may be eliminated as a separate discipline at USM, associate professor of FM **Brigitte Burgess** has a legitimate shot at winning the LKBRA in 2011. Burgess has a publication in the A-level *Family & Consumer Sciences Research Journal*, putting her on Andrews' level. If it were down to these two, sources say that Burgess would likely get the not (due to the Babin connection explained above).

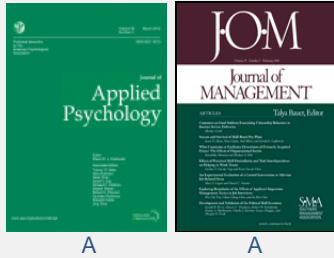
Brigitte Burgess (Fashion Merchandising)



A

Though it may come as a surprise to some CoBers, newly hired management faculty **Brian Collins** is currently leading the 2011 LKBRA race. Collins has publications in the *Journal of Management* and the *Journal of Applied Psychology*. Both of these journals are As. A very few other CoBers have a chance to overtake Collins at this point; with only 8.5 months left, Collins' lead is substantial.

Brian Collins (Management)



Like Cherylynn Becker, new management faculty **Bruce Gilstrap** is off to a respectable start with a publication in the *Journal of Organizational Behavior*. However, also like Becker, Gilstrap is far behind Collins and some of the others in the race for the 2011 LKBRA.

Bruce Gilstrap (Management)



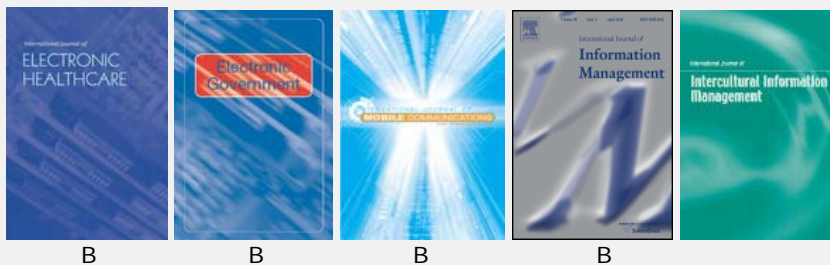
Assistant professor of finance **Matthew Hood** has an interesting 2011 LKBRA publication portfolio. In it he has three B-level publications with *Managerial Finance*, the *Journal of Economics and Finance* and the *Journal of Investing*. However, these journals are in the "upgrade" category in that they are considered Bs today only because they were raised by economics' Sami Dakhliya and Dakhliya's 2007-08 journal ranking committee. That journal ranking process was politicized, as indicated by a number of reports in the USMNEWS.net Archives. As such, Hood's portfolio below is a bit inflated.

Matthew Hood (Finance)



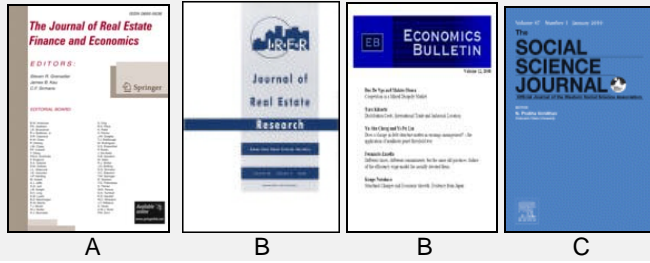
Decision sciences' **Chang-Tseh Hsieh** is also an interesting case. Hsieh has a number of B-level publications, including the *International Journal of Electronic Healthcare*, *Electronic Government*, the *International Journal of Mobile Communications* and the *International Journal of Information Management*. As it stands, Hsieh is behind Collins. However, with an A-level journal added to the mix, who knows? Still, there are two comments to make here. First, Hsieh's Bs are similar to those of Hood above in that they are of the "upgrade" variety. Second, despite the fact that Hsieh is the *University Distinguished Professor*, he does not publish in A-level journals at the same rate as several other CoBers. Thus, it is not likely that Hsieh will add an A in the next eight months.

Chang-Tseh Hsieh (Decision Sciences)



Business law professor **Ernest King**, on the other hand, is within striking distance of Collins. King has an A in the *Journal of Real Estate Finance and Economics*, and Bs in *Economics Bulletin* and the *Journal of Real Estate Research*. What King really needs at this point is a second A. Aside from that, three or so more solid Bs might do the trick. At this point, however, the latter may be too much for King to accomplish. With only 8.5 months left in the 2011 LKBRA race, an additional A seems more doable.

Ernest King (Business Law)



Finance professor **James Lindley** remains a rock of productivity for USM's b-school. Lindley has an A-level hit in the *Journal of Banking & Finance*, putting him within striking distance of Collins. One additional A here would create a tie between Collins and Lindley. With 8.5 months to go, that's a real possibility.

James Lindley (Finance)



Economist transplant **Farooq Malik** has two Bs in the *Journal of Economics and Business* and the *International Review of Financial Analysis*. This portfolio puts him ahead of a few, but not near Collins at the moment. Malik actually needs more than an A to catch the new management faculty.

Farooq Malik (Finance)



New marketing faculty **Wesley Pollitte** is even further behind Collins than Malik. Like a number of others mentioned in this report, Pollitte has a single B so far. There's still a way to go.

Wesley Pollitte (Marketing)



B

Management faculty **Jennifer Sequeira** has two publications in *Entrepreneurship Theory & Practice*. This makes two Bs for her, like Malik from finance. Thus, Sequeira also needs more than an A at this point.

Jennifer Sequeira (Management)



B

B

Draughn Associate Professor of Healthcare Marketing **Michael Wittmann** has an A in *Industrial Marketing Management*. This is paired with an unrated supply chain journal. This puts Wittmann within a reasonable distance of Collins, though it will take an additional A for Wittmann to catch the new management faculty.

Michael Wittmann (Marketing)



A

Associate professor of management **Kenneth Zantow** has a B-level hit thus far. This gets him on the board, but that's about it. Like some of the others detailed above, Zantow essentially needs two As to overtake Collins. Not likely.

Kenneth Zantow (Management)



B

The data above suggest that the race for the 2011 *LKBRA* may be the most exciting one in years. It was clear well in advance of spring 2009 that Lai would win the 2009 *LKBRA*. Similar situations existed in prior contests. The excitement that the 2011 race promises to provide is not only good for USMNEWS.net readers, it is also good for USM's b-school. With AACSB coming to Hattiesburg in 2012, the 2011 *LKBRA* is the only remaining prize that can serve to boost scholarly productivity in Greene Hall.