

Special Report

WSPBB?

Where should Parham-Bridges be? WSPBB? That is essentially the question posted in a 1-Dec-2011 [installment of The Farm](#) detailing the recent announcement that CoB *assistant professor* of finance and real estate, Kimberly Goodwin, has received the long-dormant Parham-Bridges Chair in Real Estate. Besides being a *relatively new PhD* and an *assistant professor*, the implication from one of the [reports linked in that story](#) is that Ernest King, a professor in the same CoB academic unit, should instead hold that prize. After a bit of work from the USMNEWS.net research department, a case can easily be made for King.

A recent web search indicates that Goodwin currently has a handful of publications, including one in the *Journal of Real Estate Finance and Economics*, which is rated as an **A** in USM's business college.



Goodwin also has hits in other real estate journals, such as the *Journal of Real Estate Research* and the *Journal of Housing Research*. Though high-quality, these are not as prestigious as the one above.



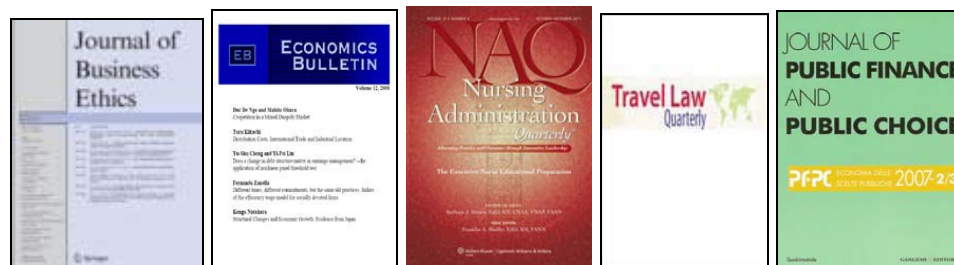
Like Goodwin, King has published in the *Journal of Real Estate Finance and Economics*. Additionally, King has a real estate publication in the *Journal of Real Estate Research*, *Applied Financial Economics* and a number in the *Real Estate Law Journal*. On the basis of this comparison alone, it is difficult to argue that the Parham-Bridges chair has landed in the appropriate place.



The case for King gets even stronger when his other journal publications are considered, particularly the two in the *Journal of the Academy of Marketing Science*, a **premier journal** in the CoB, and *Applied Economics*, another **A** in USM's business college.



Inclusion of King's other journal publications, many of which are shown on the pages below, seems almost unnecessary in terms of this comparison, as does mention of the fact that King holds the CoB's 2011 Louis K. Brandt Award.





As interesting as the Goodwin-King comparison is, another comparison is arguably even more intriguing. It also involves another point made in the 1-Dec-2011 installment of **The Farm** linked above. There, USMNEWS.net reports that Goodwin arrived in USM's CoB after a number of former faculty in that unit had just departed. To assist Goodwin in filling these faculty holes, the CoB hired Gary Wayne Kelly, a long-time faculty at Mississippi State University, just before the 2011-12 academic year. Like Goodwin and King, Kelly has also published in the *Journal of Real Estate Finance and Economics*, however Kelly has done so *three times* during his academic career.



In addition to these real estate publications, Kelly also has two in *The Appraisal Journal* and one in *Real Estate Perspectives*. When Kelly's other publications are added to the mix (see below), several of which are **A** hits, it is arguably clear that *he* should be resting in the Parham-Bridges Chair.



As sources point out, it is cases such as this that call for USMNEWS.net reports like the current one. Those who hold decision-making authority in the CoB, and at USM, continue to make decisions that lack a basis in merit, fairness or any other reasonable criterion. As one source stated, hires are made on the basis of *potential*, while named chairs, on the other hand, are awarded on the basis of *accomplishment*, not *potential*. Time and again officials in the CoB fail to understand this process, and the recent award of the CoB's long-dormant Parham-Bridges Distinguished Professorship in Real Estate is simply the latest example.