

Special Report

Wittmann's Nest Getting Bigger **An Investigative Report on CoB Faculty Research Credentials**

The recent *Special Report* entitled [Dakhliya & Co. Rank MKT Journals](#) pointed out that associate professor of economics Sami Dakhliya and the 2007-08 Journal Ranking Committee (JRC) moved 11 marketing journals that were formerly in the B-level column (in the mid-1990s journal classifications) to the A-level column of the CoB's new 2008 journal classifications. A follow-up to that story, [A Bird's Nest on the Ground](#), showed how the CoB's *Draught Distinguished Associate Professor of Healthcare Marketing* Michael Wittmann benefitted greatly from his position on the 2007-08 JRC. In moving from the old journal classifications to the new, Wittmann went from 0 A-level publications to 2, while the number of journal publications in his B-level column quadrupled with the adoption of the new (2008) journal classifications.

One of the marketing journals that was elevated by Dakhliya & Co., and one that was not highlighted in the earlier *Special Report*, is *Industrial Marketing Management*. According to [Dakhliya & Co. Rank MKT Journals](#), the *IMM* was moved from a B to an A. This elevation is now significant, given the results of a recent Google Scholar search conducted by reporters at USMNEWS.net. That search found that Wittmann has had not one but two articles published by the *IMM* in recent months/weeks.



One of these is coauthored with two faculty at the University of North Texas, Wittmann's previous employer, while the other was written with two faculty at Texas Tech University, Wittmann's (PhD) alma mater.

This finding supports the argument made by sources who stated that the elevation of so many of the CoB's journals, including *IMM*, by the 2007-08 JRC was ill-advised. An [earlier report](#) here at USMNEWS.net showed how CoB

economist Akbar Marvasti appears to be taking advantage of another “ill-advised” elevation – the move of *Applied Economics* from a B to an A – by swamping that journal’s editorial office with submissions. When (if) these turn into acceptances, as Wittmann’s growing number of *IMM* submissions have, then, according to sources, Marvasti and Wittmann will be having merry Christmases for years to come.

