

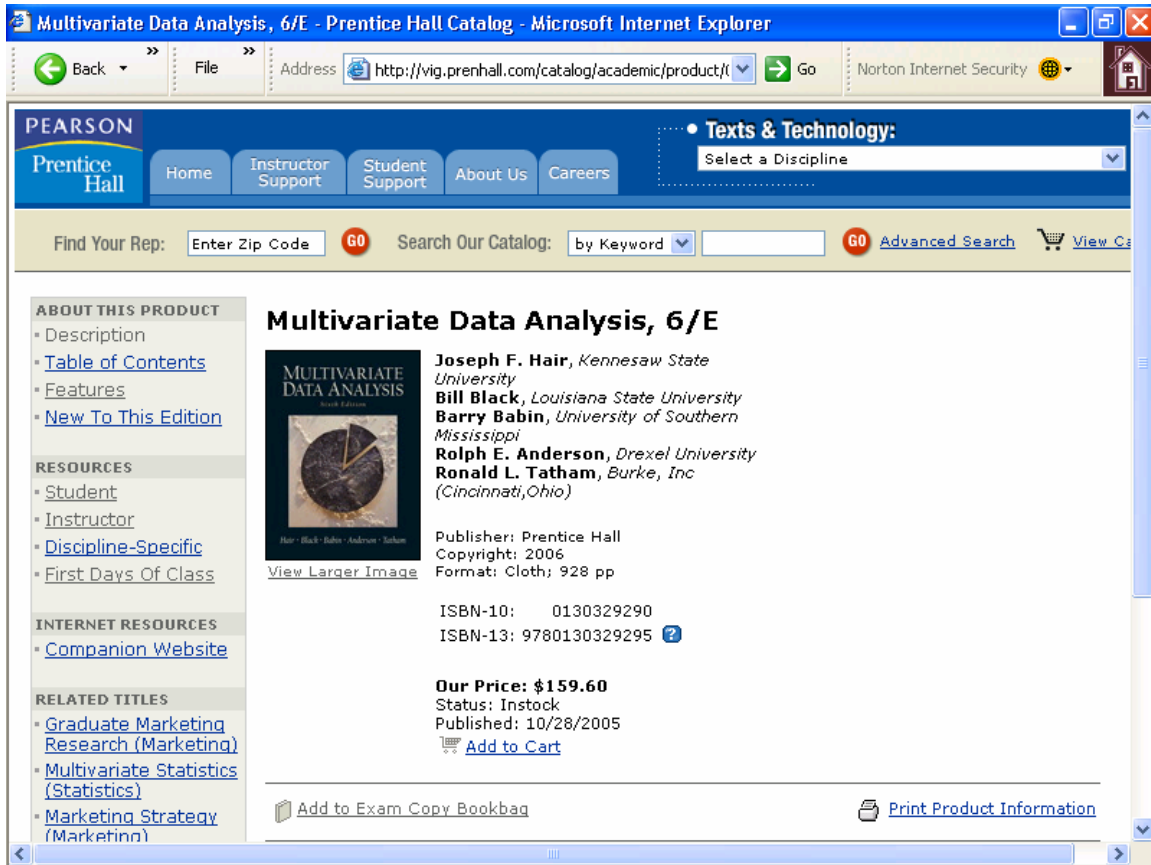
## Special Report

# The Babin Textbook Factory

### An Investigative Series on the use of the CoB for Personal Gain

Recent documents posted to usmpride.com have examined Barry Babin's (Chair of Management, Marketing and Fashion Merchandising) editorial connections and international travel. This "Special Report" takes a look at Babin's textbook enterprise. As his bio on the CoB's webpage indicates, Babin is a coauthor of three textbooks. These books are published by Pearson/Prentice Hall, Wiley, and Thomson-Southwestern, respectively.

We begin with *Multivariate Data Analysis, 6/E*, by Joseph F. Hair, Bill Black, **Barry Babin**, Rolph E. Anderson, and Ronald L. Tatham. Information about this book, published by Pearson/Prentice Hall, is contained in the screen below:



The screenshot shows a Microsoft Internet Explorer browser window displaying the Pearson Prentice Hall website. The page title is "Multivariate Data Analysis, 6/E - Prentice Hall Catalog". The address bar shows the URL "http://vig.prenhall.com/catalog/academic/product/". The page features a navigation menu with "Home", "Instructor Support", "Student Support", "About Us", and "Careers". A search bar is present with the text "Find Your Rep: Enter Zip Code" and "Search Our Catalog: by Keyword". The main content area displays the product page for "Multivariate Data Analysis, 6/E". The page includes a sidebar with "ABOUT THIS PRODUCT" (Description, Table of Contents, Features, New To This Edition), "RESOURCES" (Student, Instructor, Discipline-Specific, First Days Of Class), "INTERNET RESOURCES" (Companion Website), and "RELATED TITLES" (Graduate Marketing Research (Marketing), Multivariate Statistics (Statistics), Marketing Strategy (Marketing)). The main content area shows the book cover, authors (Joseph F. Hair, Bill Black, Barry Babin, Rolph E. Anderson, Ronald L. Tatham), publisher (Prentice Hall), copyright (2006), format (Cloth, 928 pp), ISBN-10 (0130329290), ISBN-13 (9780130329295), and price (\$159.60). There are buttons for "Add to Cart" and "Add to Exam Copy Bookbag".

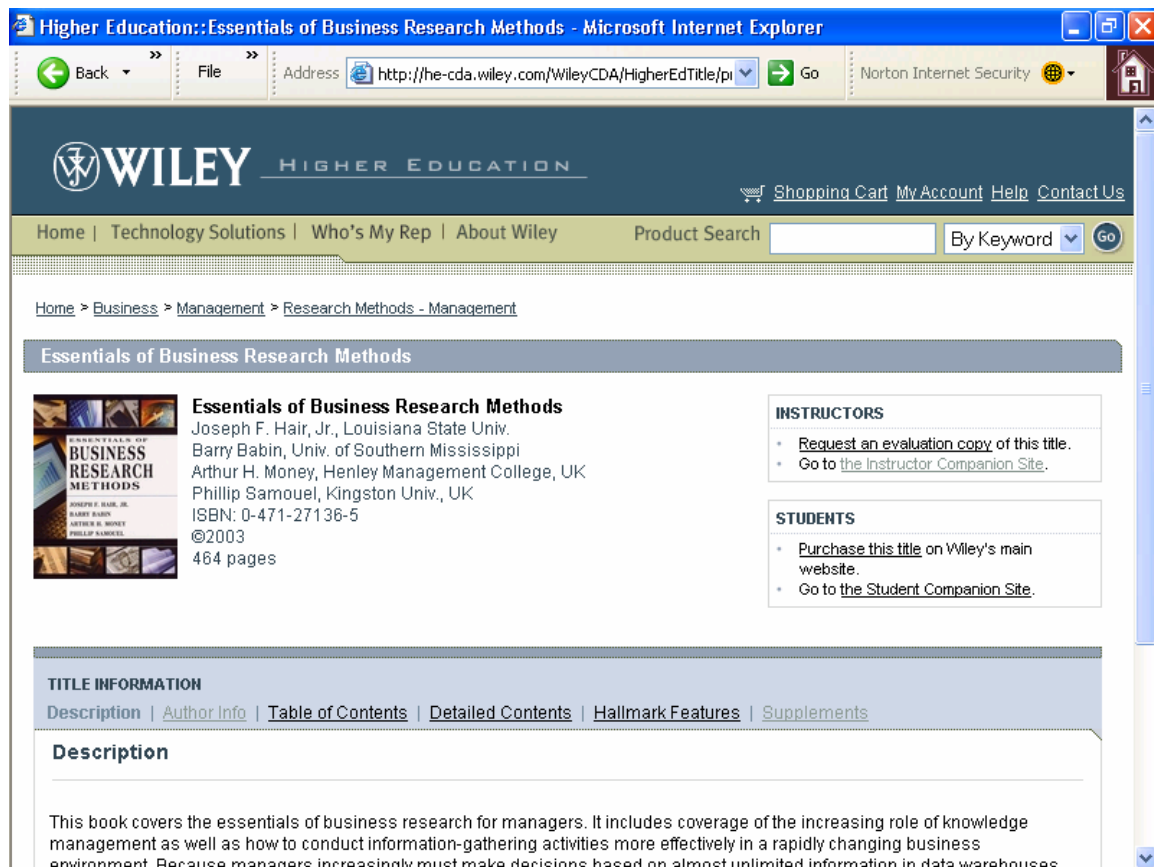
Notice that the text is in its 6<sup>th</sup> Edition, and it retails for \$159.60 online. According to Babin's bio on the CoB's webpages, this text is "the most widely noted source of its type in business-related social science research."

Next, we turned to the text published by Wiley, *Essentials of Business Research Methods*, by Joseph F. Hair, Jr., **Barry Babin**, Arthur H. Money, and Phillip Samouel. Babin's author bio on the Wiley Higher Education site is:

**Barry Babin** holds a Ph.D. In Business Administration. **he is author of over fifty research articles** covering a wide range of topics and appearing in marketing, retailing, psychological, and management oriented journals. Currently, he is Associate Editor of the Journal of Business Research and professor of Marketing and Consumer Research at the University of Southern Mississippi. Prior experience includes engineering, managerial, and marketing related experience in numerous industries including defense, specialty retailing, and consumer products. He is former President of the Society for Marketing Advances and his research has been recognized with several national and international awards. **He performs consulting and executive education in the areas of** creative decision making and business research.

Our investigators added the boldface type above so that further discussion is more effectively presented in the “Analysis and Commentary” section that will follow in this report.

For a look at the text through a screen taken from wiley.com, see below:



The screenshot shows a Microsoft Internet Explorer browser window displaying the Wiley Higher Education website. The address bar shows the URL: <http://he-cda.wiley.com/WileyCDA/HigherEdTitle/pi>. The page features the Wiley logo and navigation links such as "Home", "Technology Solutions", "Who's My Rep", "About Wiley", "Product Search", "Shopping Cart", "My Account", "Help", and "Contact Us". The breadcrumb trail indicates the location: Home > Business > Management > Research Methods - Management. The main content area is titled "Essentials of Business Research Methods" and includes a book cover image, author information (Joseph F. Hair, Jr., Barry Babin, Arthur H. Money, Phillip Samuel), ISBN (0-471-27136-5), and page count (464 pages). There are sections for "INSTRUCTORS" and "STUDENTS" with links to request evaluation copies, go to instructor companion sites, purchase the title, and go to student companion sites. A "TITLE INFORMATION" section is also visible, with a "Description" tab selected. The description text is partially visible: "This book covers the essentials of business research for managers. It includes coverage of the increasing role of knowledge management as well as how to conduct information-gathering activities more effectively in a rapidly changing business environment. Because managers increasingly must make decisions based on almost unlimited information in data warehouses..."

As the “main site” at Wiley indicates, this book retails for \$62.95 online.

Now we turn to the final text in the series, *Exploring Marketing Research, 9e*, by William G. Zikmund and **Barry J. Babin**. This book is in its 9<sup>th</sup> Edition. The screen below provides a peek at the book, which retails for \$150.26 online, as it appears on the Thomson-Southwestern website:

ThomsonEDU - Instructor product Details page - Microsoft Internet Explorer


Address: http://www.thomsonedu.com/thomsonedu/instruct

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**Exploring Marketing Research, 9th Edition**

**William G. Zikmund** - The University of Southern Mississippi  
**Barry J. Babin** - Oklahoma State University

ISBN-10: 0324320884 | ISBN-13: 9780324320886  
 848 Pages Case Bound 8 1/2 x 10 7/8 Dimension  
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*The book in a nutshell.*

EXPLORING MARKETING RESEARCH deals with the design, collection, analysis, and reporting of marketing research data relevant to a firm's current and future needs. The text focuses on students as managers, not practitioners, of marketing research. Students learn about traditional types of marketing research, such as designing questionnaires, as well as the latest technological developments that facilitate marketing research including

We also discovered that Barry's wife, **Laurie Babin** (also Professor of Marketing at USM), is an ancillary author for this text, as the screen below indicates:

Book Companion Site - Instructor - Microsoft Internet Explorer

Address: http://websites.swlearning.com/cgi-wadsworth/col

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**Instructor's Manual**  
**ISBN-10: 0324535988 | ISBN-13: 9780324535983**  
 The Instructor's Manual, prepared by Laurie Babin of The University of Southern Mississippi, and Transparency Masters was designed to ease lecture presentation by offering detailed and comprehensive lecture outlines, solutions to all assignments, and transparency masters. The solution to each case and video case includes the objective of the case, a brief summary of the case, and recommended questions and solutions. The Instructor's Manual is available both on the Instructor's Resource CD-ROM and at www.thomsonedu.com/marketing/zikmund, on the instructor's portion of the Web site.

**Instructor's Resource CD-ROM**  
**ISBN-10: 0324360975 | ISBN-13: 9780324360974**  
 The Instructor's Resource CD-ROM contains valuable instructor resources on one easy-to-use CD-ROM: the Test Bank, ExamView Testing Software, the Instructor's Manual, PowerPoint presentation slides, and data sets for cases.

**PowerPoint®**  
**ISBN-10: 032453597X | ISBN-13: 9780324535976**

As the text in the screen above points out, Laurie Babin is the author of the *Instructor's Manual* to accompany the text. She also prepared "Transparency Masters" that are "designed to ease lecture presentation by offering detailed and comprehensive lecture outlines, solutions and assignments . . ."

## Analysis and Commentary

As usmpride.com readers may have discovered, the now well-known USM profit spreadsheet is available on this website. Below we have inserted salary and benefits information for Barry and Laurie Babin as of the beginning of 2005-2006.

	Salary	Ben. Rat.	Benefits
Babin, Barry J	\$122,000	0.233262	\$28,457.96
Babin, Laurie A	\$86,223	0.2358	\$20,331.38

The number in the center is the benefits ratio for each. These data indicate that, at the beginning of 2005-2006, the Babins were collectively earning \$257,012 in salaries/benefits. Given the 2006 merit raise data presented here at usmpride.com, along with the benefits ratios above, we know that the Babins' collective salary/benefits for 2006-2007, the current academic year, is about \$267,284. This figure doesn't include the possibility of earnings from Summer teaching by Laurie.

The total above, **\$267,284**, is staggering. But, it doesn't stop there. As this "Special Report" indicates, the Babins' textbook royalties tally is likely to be quite a sum, even with Barry sharing the rewards with a number of co-authors. Two of the three texts Barry Babin is involved with are beyond their fifth editions, and in one case the text is approaching its tenth edition. It also appears to us that Joseph Hair, a well-known textbook author in marketing/business, may be grooming Barry to take over the "controlling authorship" slot at some future date. There is also an issue we have discovered via tips from usmpride.com readers. That is, the marketing faculty are apparently feeling some pressure from their Chair to adopt the marketing principles text shown in the screen below, also authored by Joseph Hair and colleagues:

The screenshot shows a web browser window displaying the Thomson Learning website. The page is titled "Marketing (with InfoTrac), 8th Edition" and lists the authors: Charles W. Lamb (Texas Christian University), Joseph F. Hair (Louisiana State University), and Carl McDaniel (University of Texas, Arlington). The ISBN-10 is 032422155X and the ISBN-13 is 9780324221558. The book is 788 pages, hardcover, 8 1/2 x 10 7/8 inches, and is available now. The page features a "Request Review Copy" button, a "Student Companion Site" button, and an "Instructor Companion site" button. There are also sections for "ABOUT THIS BOOK", "RESOURCES", and "BETTER TOGETHER". The "ABOUT THIS BOOK" section includes an "Overview" link and a brief description of the book's content.

The book above is currently in use for various marketing sections in the CoB. It is bundled with the response system keypad (as shown above) and retails for \$158.60 at USM's Barnes & Noble Bookstore. Several hundred adoptions per year of Hair's book will certainly assist in what may be Babin's goal of succeeding Hair in managing this textbook portfolio.

Next, there is the issue of Laurie Babin's ancillary production, which is quite impressive. Her SEDONA file lists a relatively large number of ancillary products since 2003, including 6 separate ancillary products for 2006 alone. This includes two Instructor's Manuals, both published by Thomson-Southwestern, and 4 Test Banks --- two published by Prentice Hall, and one each by McGraw-Hill and Thomson-Southwestern. That kind of activity could easily rake in \$25,000/year, if not a good bit more. Thus, it might be the case that she does not overly concern herself with academic research. A search of the *Business Source Complete* database shows very little research activity by Laurie Babin over the past five years (see below), which was, however, a very productive time in her ancillary endeavors (see above).

Laurie Babin's Scholarship, 2001-2005	
<u>Year</u>	<u>Publications</u>
2005	
2004	
2003	
2002	<i>Journal of Marketing Education</i>
2001	<i>Journal of Business Research</i>

The table above also suggests that Laurie Babin is not *academically qualified* according to oft-cited "3 in 5" AACSB standard. Thus, her role as ancillary author may actually impede the CoB's AACSB reaffirmation efforts.

Another point of interest. It turns out that the newly developed Department of Management, Marketing and FM's Spring academic retreat, held this past May at Canebrake, was funded by Thomson-Southwestern Publishing. That funding covered a whole day's worth of meals/snacks and beverages (including alcohol). This must have been a nice bonus for departmental faculty. It also appears to be a good example of Chairman Babin's willingness to get cozy with textbook publishing companies. If this report is an indication of things, the Babins have a lot to lose with regard to their textbook factory.

A few final points. First, Barry Babin's indication on the Wiley Higher Education website of having published over 50 research articles (see above) appears to be much closer to the reality produced by usmpride.com investigators than his "more than 70" claim at usm.edu. Second, the point in the same place about his executive education pursuits is often overlooked. Reports are that his executive education endeavors, in places as distant as Sweden, are often subsidized by Mississippi taxpayers, given that they occur during the academic year. Executive education makes a significant contribution to his textbook authorship pursuits. Finally, recent tips to usmpride.com point out that Chairman Babin has decided to retain one of the department's few Graduate Assistants to work solely on his journal editorship responsibilities. This is yet another indication that the northwest corner of the 3<sup>rd</sup> floor of JGH is about personal gain.