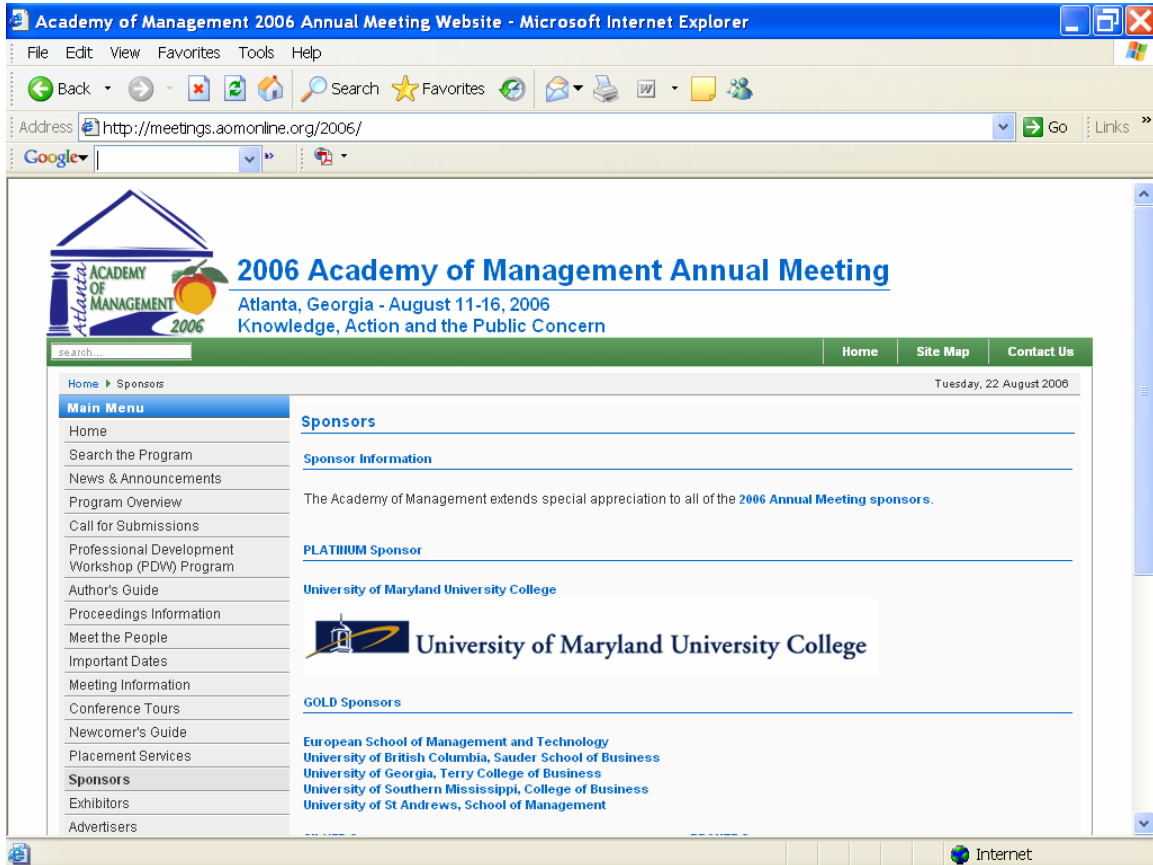


Special Report
Management is Golden
An Investigation into Administration Support in the CoB

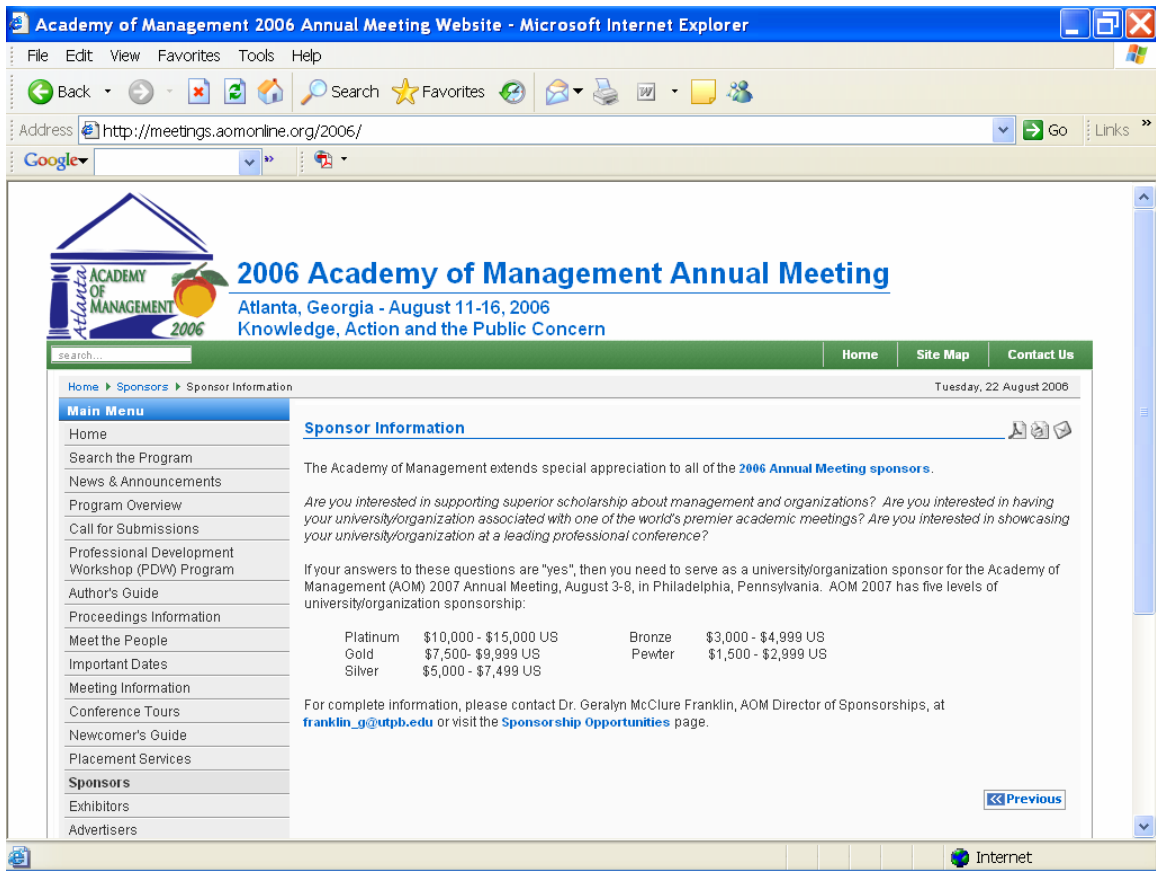
This special report examines the resource commitment that Dean Doty is making to improve the level of scholarship in the Management unit in the College of Business.

The screen below was taken from the Academy of Management's website. It depicts the institutional sponsors of its 2006 Annual Meeting in Atlanta, GA.



As you can see in the screen, the University of Southern Mississippi's (Tier IV) College of Business is recognized as a GOLD Sponsor, along with the University of Georgia's (Tier I) Terry College of Business. The only PLATINUM Sponsor of the 2006 event was the University of Maryland (Tier I). Tulane University (Tier I) and the University of Illinois (Tier I) represented the SILVER Sponsors.

Just what level of financial commitment does it take to be a GOLD Sponsor? Sponsorship fees are presented in the screen just below:



As the screen above shows, a GOLD Sponsorship runs from \$7,500 to \$9,999. We will assume that USM's CoB made a \$7,500 commitment to sponsor the 2006 AOM Meeting.

A search of previous Meeting sites indicates that USM was also a GOLD Sponsor at the 2005 AOM Meeting in Honolulu, HI (same sponsorship price list), and again at the 2004 AOM Meeting in New Orleans, LA. Thus, the College of Business has spent anywhere from \$22,500 to \$29,997 Sponsoring the Academy of Management's Annual Meetings over the 2004-2006 period.

Brief Commentary

We would hope some effort at assessing this "program" will be done in the near future. Is sponsorship of AOM meetings more than a public relations tool? That remains to be seen. Hopefully the line-items that sponsorship potentially provides (via paper presentations) are not highly weighted in the annual evaluation process. Otherwise, faculty in the other units should receive the same level of support with their national organizations.