

The 2009 Louis K. Brandt Research Award: A Look Ahead

Part 4

With the 2009 Louis K. Brandt Research Award less than one year away, USMNEWS reporters have decided to take a look at the top contenders for the award, on a unit-by-unit basis. Each unit will be covered in this multi-part series, and the final installment in this series will aggregate all of the information from each issue in order to present an overall ranking of contenders.

The contenders for 2009 LKBRA are judged on their research records over the 2007-08 calendar years, which is the same period that CoB administrators and external reviewers will examine in order to select the 2009 recipient. Part 4 in this series takes a look at what's been going on in the scholarly area with the CoB's fashion merchandising and marketing faculty. Table 1 below ranks the contenders in fashion merchandising and marketing, as of 16 months into the 24 month period for determining the winner.

Table 1
2009 Louis K. Brandt Research Award Contenders

| Rank | Name | Academic Rank | Journal Hits |
|------|--------------------|---------------------|--|
| 1 | Wittmann, Michael | Assistant Professor | <i>Journal of Business-to-Business Marketing</i> (2007) |
| 2 | Burgess, Brigitte | Associate Professor | <i>College Student Journal</i> (2007); <i>Environment & Behavior</i> (2007) |
| 3 | Drake, Erin | Assistant Professor | |
| | LaFleur, Elizabeth | Professor | |
| | Smith, William | Assistant Professor | |
| | Yaoyuneyong, G. | Assistant Professor | |

Sources: Academic Search Premier, Business Source Premier and EconLit.

As Table 1 above indicates, Michael Wittmann, behind the \$1 million *Draughn Professorship in Healthcare Marketing*, edges out associate professor of fashion merchandising, Brigitte Burgess, for the top spot in marketing and fashion merchandising. Given that Wittmann's one hit is not of particularly high quality, Burgess may have occupied the number one spot if not for the pedagogical nature of her two publications.

Sitting in the outside pack, with a number of assistant professors, is Elizabeth LaFleur, a professor of marketing. LaFleur has no hits after 2005 in the databases listed above. Her 2005 hit is an economic impact analysis of shrimping that was published in *Marine Fisheries Review*. Before that her most recent hit is an MIS article from 2002. Based on the results in Table 1 above, and in the previous installments in this series, the CoB seems to be drying up (in a big way) when it comes to intellectual activity.

With the results from management presented in Part 3, we are able to provide a complete ranking for the CoB's MGT & MKT Department. This is shown below, as Table 2:

Table 2
2009 Louis K. Brandt Research Award Contenders: MGT & MKT

| Rank | Name | Academic Rank | Journal Hits |
|------|--------------------|---------------------|--|
| 1 | Sequeira, Jennifer | Assistant Professor | <i>Journal of Business Research</i> (2007); <i>Journal of Developmental Entrepreneurship</i> (2007) |
| 2 | Peyrefitte, Joseph | Associate Professor | <i>Journal of Managerial Issues</i> (2007) |
| 3 | Wittmann, Michael | Assistant Professor | <i>Journal of Business-to-Business Marketing</i> (2007) |
| 4 | Burgess, Brigitte | Associate Professor | <i>College Student Journal</i> (2007); <i>Environment & Behavior</i> (2007) |
| 5 | Doty, Harold | Professor | |
| | Drake, Erin | Assistant Professor | |
| | Duhon, David | Professor | |
| | LaFleur, Elizabeth | Professor | |
| | Smith, William | Assistant Professor | |
| | Topping, Sharon | Professor | |
| | Zantow, Kenneth | Associate Professor | |
| | Yaoyuneyong, G. | Assistant Professor | |

Sources: Academic Search Premier, Business Source Premier and EconLit.

As Table 2 above indicates, assistant professor of management, Jennifer Sequeira, is clearly in the lead off the strength of her A-level hit in the *Journal of Business Research*. Behind her are associate professor of management and the CoB's Interim Associate Dean, Joseph Peyrefitte, and Wittmann. These two are the only MGT & MKT faculty poised to give Sequeira any kind of run, though they aren't likely to overtake her in the next 8 months or so.

Bringing up the rear are Harold Doty, David Duhon and LaFleur. In all, eight of the 12 MGT & MKT faculty have come up with zilch since the beginning of 2007. That's 75 percent of the department, if you're keeping score.