

## The 2009 Louis K. Brandt Research Award: A Look Ahead Part 7

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 7 in this series takes a look at what's been going on in the scholarly area with CoB faculty as a whole accounting faculty. Based on the information presented in Parts 1 through 6 in this series, Table 1 below ranks the contenders, as of 16 months into the 24 month period for determining the winner.

Table 1  
2009 Louis K. Brandt Research Award Contenders: The CoB

Rank	Name	Academic Rank	Journal Hits
1	Lindley, Tom	Professor	<i>Financial Management</i> (2007)
2	Sequiera, Jennifer	Assistant Professor	<i>Journal of Business Research</i> (2007); <i>Journal of Developmental Entrepreneurship</i> (2007)
3	Malik, Farooq	Assistant Professor	<i>Quarterly Review of Economics &amp; Finance</i> (2007); <i>International Review of Economics &amp; Finance</i> (2007)
4	Nissan Edward	Professor	<i>Journal of Economics &amp; Finance</i> (2007); <i>International Advances in Economic Research</i> (2007)
	Hsieh, Chang-Tseh	Professor	<i>Industrial Management &amp; Data Systems</i> (2007); <i>Journal of Computer Information Systems</i> (2007)
6	Anderson, Mary	Assistant Professor	<i>CPA Journal</i> (2007)
	DePree, Marc	Professor	<i>CPA Journal</i> (2007)
8	Peyrefitte, Joseph	Associate Professor	<i>Journal of Managerial Issues</i> (2007)
9	Monchuk, Daniel	Assistant Professor	<i>Review of Agricultural Economics</i> (2007); <i>Nicotine &amp; Tobacco Research</i> (2007)
10	Carter, George	Professor	<i>Journal of Economics &amp; Finance</i> (2007)
	Hood, Matthew	Assistant Professor	<i>Journal of Economics &amp; Finance</i> (2007)
12	Clark, Stanley	Professor	<i>Journal of Education for Business</i> (2007); <i>Journal of Applied Business Research</i> (2007)
	Jordan, Charles	Professor	<i>Journal of Education for Business</i> (2007); <i>Journal of Applied Business Research</i> (2007)
	Wittmann, Michael	Assistant Professor	<i>Journal of Business-to-Business Marketing</i> (2007)
	Lai, Fujun	Associate Professor	<i>Industrial Management &amp; Data Systems</i> (2007)
16	King, Ernest	Associate Professor	<i>Atlantic Economic Journal</i> (2008)

18	Marvasti, Akbar Niroomand, Farhang	Professor Professor	<i>American Economist</i> (2007) <i>International Advances in Economic Research</i> (2007)
19	Clark, John	Associate Professor	<i>Journal of Marketing Theory &amp; Practice</i> (2008)
20	Burgess, Brigitte	Associate Professor	<i>College Student Journal</i> (2007); <i>Environment &amp; Behavior</i> (2007)
21	Smith, Robert	Associate Professor	<i>Journal of Education for Business</i> (2007)
22	Chen, Kuo Lane Davis, Donna Dakhliia, Sami Doty, Harold Drake, Erin Duhon, David Goodwin, Kimberly Green, Trellis Gunther, William Henderson, James Jackson, Steven Klinedinst, Mark Laatsch, Francis LaFleur, Elizabeth Lambert, John Lunsford, Dale Magruder, James Pate, Gwen Posey, Roderick Smith, William Topping, Sharon Yaoyuneyong, G. Zantow, Kenneth	Assistant Professor Professor Associate Professor Professor Assistant Professor Professor Assistant Professor Associate Professor Professor Associate Professor Associate Professor Professor Professor Assistant Professor Associate Professor Associate Professor Associate Professor Professor Assistant Professor Professor Assistant Professor Professor Assistant Professor Associate Professor	

---

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

Though ranking all 44 CoB faculty was not simple task, Table 1 above makes a good go of it. The first thing to notice is that 23 of the 44 individuals listed in Table 1 above, a total that accounts for 52.3 percent of the CoB, have yet to produce anything (according to the three databases listed in the Table 1 footnote) to qualify themselves for the 2009 Louis K. Brandt Research Award. This group includes Sami Dakhliia (ECO), Harold Doty (MGT), Mark Klinedinst (ECO), Roderick Posey (ACC) and others who are often held up by USM administrators as being among the best faculty in the USM's College of Business.

Sitting at the top of Table 1, with his A-level hit in *Financial Management*, is finance professor Tom Lindley. Just behind Lindley is assistant professor of management, Jennifer Sequeira, who also has an A-level hit in the *Journal of Business Research*. Among the first group of contenders for the 2009 LKBRA are Farooq Malik (FIN), Edward Nissan (ECO), Chang-Tseh Hsieh (MIS), Mary Anderson (ACC), Marc DePree (ACC), and Joseph Peyrefitte (MGT).

Absent from this group is any representation from fashion merchandising or tourism management - a result not *unexpected*. However, neither international business nor

marketing is represented here, which will likely be surprising to those familiar with the history of the CoB. Former CoB IB faculty (Len Trevino and Linghui Tang) routinely produced high-quality research. John Lambert, the CoB's current IB faculty, generally sticks to vanity press publishing, as numerous reports here at USMNEWS.NET have shown. As for marketing, the loss of Barry and Laurie Babin, Tara Lopez, and Talai Osmonbekov has meant the loss of hits in the *Journal of the Academy of Marketing Science, Psychology & Marketing* and other quality journals that would've lifted the CoB's MKT representation in the table above. As it stands now, MKT is relying solely on the efforts of Michael Wittmann, and even though he holds the prestigious *Draughn Professorship in Healthcare Marketing*, he has yet to show (throughout his career) that he is capable of producing A-level journal publications. Finally, though Peyrefitte provides MGT with one spot in the contenders category, his is the only contribution from that unit. The recent loss of Brian Gregory has subtracted the *Journal of Management* (A-level) from that unit's repertoire.

This has been an enjoyable series to produce, and we hope you have enjoyed reading it. After the 2008 calendar year comes to an end, we will update it so that everyone can compare the rankings to what actually happens at the spring 2009 CoB awards banquet. If that banquet were held tonight, something tells us that Lindley's name would *not* be called by Interim CoB Dean Alvin Williams. Only time will tell how things actually shake out in spring 2009.