

## The Great Race 2007: Google Scholar Cites by Unit

As was done in 2006, USMNEWS.NET has also prepared a report on Google Scholar Cites by CoB unit. The results are presented in the table below.

2007 Google Scholar Cites by Unit					
CoB Unit	#Fac	2007 GSC	Rank	2007 GSC/Fac	Rank
Accounting	9	40	6	4.4	7
Economics	10	520	1	52.0	4
Fashion Merch	1	3	8	3.0	8
Finance	5	374	3	74.8	1
Management	11	243	5	22.1	5
MIS	6	385	2	64.2	2
Marketing	6	346	4	57.7	3
Tourism Mgt	2	<u>23</u>	7	11.5	6
		1,934			

As the table above points out, even with the loss of Ernest King to SAIS, finance sits atop the CoB with 74.8 GSC per faculty. King's move to MIS, combined with Donna Davis' increased GSC count from 2006 to 2007, vaults MIS into second place at 64.2 GSC per faculty. Despite losing both Barry and Laurie Babin, marketing sits in third place with 57.7 GSC per faculty.

How do these numbers compare with 2006 figures? The table from the 2006 report is inserted at the top of the next page. It shows how badly marketing has been hurt by the loss of the Babins. It also shows how much improvement management has made, increasing its GSC per faculty from 13.9 in 2006 to 22.1 in 2007. The fall of economics in relative importance is also evident. Despite increasing its GSC count per faculty from 48.8 to 52.0, economics fell from 3rd to 4th among the units of the CoB.

It's also interesting to see that there are 50 faculty in each table, yet the total number of GSC in 2007 (1,934) falls short of the 2006 total (1,986) by more than 50. In other words, 50 CoB faculty had an additional year to accumulate more GSC and they went out and *lost* 50 of the total they started with (astounding). So, while the figures in the paragraph above show the demise of certain units, this statistic points to the fall of the CoB as a whole.

### Do CoB Administrators Count Cites?

#### Unit-Based Analysis of CoB Faculty Citations from Google Scholar

CoB Unit	#Fac	GSC	GSC/Fac	GSC Rank	GSC/Fac Rank
Accounting	10	35	3.5	6	6
Economics	9	439	48.8	2	3
Finance	5	418	83.6	3	2
Management	12	167	13.9	4	5
MIS	6	154	25.7	5	4
Marketing	8	773	96.6	1	1

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Notes: Google Scholar citations count taken in July of 2006. Readers are encouraged to report any errors and omissions they find.