

# The Rise and Fall of CoB Dynasties

## A Look at CoB Politics Through the Lens of the 2007 Merit Raise Process

Much has already been reported about the 2007 merit raise process in the CoB. This report revisits that process from a different angle of sorts, by examining the unit-level raise data. Table 1 below presents unit-based rankings according to **mean** and **coefficient of variation** statistics computed from the 2007 CoB Merit Raises list that is available at [www.usmnews.net](http://www.usmnews.net).

**Table 1**  
**The Politics of CoB Raises**

<b>Unit</b>	<b>Mean Raise</b>	<b>Rank</b>	<b>CoV</b>	<b>Rank</b>
ACC	\$4,040	6	32.5%	4
ECO	\$5,190	2	38.2%	3
FIN	\$4,796	3	47.8%	1
MGT	\$4,450	4	24.4%	5
MIS	\$4,083	5	24.3%	6
MKT	\$5,290	1	42.8%	2

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**Notes:** Only faculty who remained on tenure-track appointments at the end of 2006-07 were included in calculating the statistics above. Tourism management faculty were combined with management, while fashion merchandising faculty were added with marketing.

The statistics in Table 1 above reveal plenty of interesting features of the CoB's political system. First, management's 4th place finish in the mean raise race reflects the early April-07 resignation of former CoB Dean Harold Doty, also a professor of management. Not only did MGT fall off in the raise race, the 5th place finish in terms of variation indicates that management is becoming that centrally planned commune that professors Stephen Bushardt and David Duhon fought so hard against during the Dec-2006 CoB faculty meeting.<sup>1</sup>

Second, accounting's poor performance (6th place) in the merit raise race reflects the turmoil that was occurring at the top of the unit during the 2007 merit raise process. Its *Interim* Director, Stanley Lewis, was negotiating a move to Troy University, where he is now located, at about that time. Management & Marketing chairman, Barry Babin, was also running the search for Lewis' replacement at that time, a move that suggests that accounting's political power within the CoB was sliding somewhat.

Third, the remarkable performance of marketing (1st) in the merit raise process reflects the ascendance of Interim Dean Alvin Williams to the top of the CoB. For years, the CoB's non-economists have complained that its economists reaped a disproportional share of the rewards, mainly as a result of the CoB's choice to hire economist-after-economist to fill the Dean's slot. With Williams at the helm, the marketing faculty is now in charge of the party. At the same time, the 42.8% CoV in marketing reflects the "Williams-Wittmann Effect" -- i.e., the marketing reward was essentially hogged by Williams and the Draughn Assistant Professor of Healthcare

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<sup>1</sup> Bushardt and Duhon fought against the CoB's old-style management team-based merit raise determination process by putting forth a proposal to have department-based raise determinations. That proposal passed by a majority vote in the CoB, and apparently to the detriment of Bushardt and Duhon.

Marketing, Michael Wittmann. In addition to receiving the two largest marketing raises, both Wittmann and Williams also hold USM degrees.

Fourth, with 5th and 6th place finishes, the CoB's management information systems unit continues to resemble the "College garbage can." Very small raises, very little (relatively) variation -- plain and simple.

Fifth, economics remains a CoB dynasty, only the members of its "royal family" have changed. The relatively large mean and CoV in economics reflect the "Dakhli-Marvasti effect," or the decision by CoB administrators to disproportionately reward *new* economics faculty Sami Dakhli and Akbar Marvasti. Finance sits just one spot behind economics in the mean merit raise race, while its variation is two spots up in the rankings. Both of these represent the "Clark effect," or the disproportionately large 2007 merit raise awarded to associate professor John Clark. The success of the EFIB continues to point to the rising political power held by EFIB chair, George Carter. Helping Carter maintain the EFIB's dynasty has also been a function of economics professor Farhang Niroomand, the former Associate Dean of the CoB.

In the CoB's, it's all politics, all the time. It's amazing that a simple table, like Table 1 above, goes as far as it does in pointing that out.