

The **facebook** CoB

There is no doubt that the CoB is experiencing a changing of the guard. A new generation of CoB faculty is taking over, and reports here at USMNEWS.net have shown that this new guard is not as interested in academic research as past generations. That shown, one wonders exactly how members of this generation are using their time. With shrinking teaching loads, something being pushed for by this new generation, one is not likely to find that teaching is the activity reaping the benefit of all of the time that is no longer being devoted to academic research. It is here that this investigation began, and what was discovered is quite interesting.

Many of the CoB's new, young faculty are spending time managing **facebook** accounts and pages. This group even includes one of the CoB's "eminent scholars," *Draughn Distinguished Associate Professor of Healthcare Marketing* Michael Wittmann. Wittmann's **facebook** [page](#) greets one with his photo (see below) and a sampling of his **facebook** friends.



One of Wittmann's **facebook** friends is new CoB assistant professor of marketing Melinda Andrews. Andrews' own **facebook** [page](#) presents her photo below:



Over in the EFIB, associate professor Sami Dakhliia maintains his own [facebook page](#), and one is greeted there by his photo below:



Among Dakhliia's [facebook](#) friends are new CoB assistant professor of tourism management [Babu George](#) and CoB assistant professor of economics [Daniel Monchuk](#), each of whom maintains a [facebook](#) page.



Both Dakhliia and Monchuk list former CoB assistant professor of marketing [Talai Osmonbekov](#) as a [facebook](#) friend. Osmonbekov lists George and Andrews as [facebook](#) friends.

Also from the EFIB, new assistant professor of economics [Deniz Gevrek](#) maintains a [facebook](#) page, as does new CoB assistant professor of management [Bret Becton](#).



And not to leave out fashion merchandising, new assistant professor [Gallayanee Yaoyuneyong](#) also maintains a **facebook** page.

As shown here, the **facebook** phenomenon is widespread in USM's business school. Perhaps new CoB dean Lance Nail (who does not maintain a **facebook** page) should consider integrating **facebook** time into the CoB's annual evaluation process.