

The Road to 100

The CoB is Not on It, but Some of Its Former Faculty Are

When Harold Doty arrived in Hattiesburg in the summer of 2003 as the new Dean of USM's College of Business and Economic Development, he told CBED students, faculty, donors, and USM administrators that he was taking the CBED down the road to 100, a reference to Doty's goal of putting USM's business school in the nation's Top 100. That was 2003, and this is 2007. The CoB sits worse off than it was before Doty arrived in 2003, and, as the *31st & Pearl* column "Black to Fade" describes, the CoB has been riding a 10-year slide since the departure of Tyrone Black as its (then CBA) Dean.

What has happened to the CoB is well documented here at USMNEWS.NET and elsewhere (e.g., *The Chronicle of Higher Education* online, *The Hattiesburg American*, etc.). One recurring report on this website is the "CoB Faculty Turnover, 2003-Present" list, showing the alarming faculty turnover rate in the CoB since Doty's arrival in 2003. Examination of that list reveals something quite amazing -- a number of former CoB faculty are now heading down the Road to 100. Consider the following **Table 1**, which shows the destinations of six (6) former CoB faculty who departed 2003-present. The table shows where they landed, and the *U.S. News & World Report's America's Best Colleges 2007* ranking of their destination school.

Table 1
Former CoB Faculty Now on the Road to 100

<u>Name (Unit)</u>	<u>Destination School</u>	<u>USNWR Ranking</u>
Fisher, Dan (MKT)	University of Tulsa	88
Hwang, Johye (TM)	University of Missouri	88
Wong, Sunny (ECO)	University of San Francisco	112
Trevino, Len (IB)	Washington State University	112
Eisenberg, Larry (FIN)	New Jersey Institute of Technology	124
Kozar, Joy (FM)	Kansas State University	124

A number of things about **Table 1** above are noteworthy. First, six (6) faculty have left the CoB since 2003 and have gone to well-recognized, well-respected (nationally) institutions. The *USNWR* rankings of the destination schools for these six (6) faculty ranges from a high of 88 to a low of 124. The *average* ranking across these six (6) destination schools is 108 -- a very respectable outcome for these former CoB faculty. These six are truly on The Road to 100.

Second, one of these six (6), former CoB assistant professor of finance Larry Eisenberg, was object of a successful termination campaign led, according to sources, by EFIB Chair George Carter. Like a cat, Eisenberg landed on his feet, at 124th-ranked (nationally) New Jersey Institute of Technology. Sources say that the EFIB and the CoB refused to step in and assist Eisenberg in improving his teaching skills. It's now one year later and the CoB is doing everything possible to tenure MIS' Kuo Lane Chen, who is reportedly in an *English as a Foreign Language* program after her tenure dossier was remanded by USM Provost Jay Grimes at the end of 2006-07. USMNEWS.NET has published a number of reports showing Chen is at the bottom, or near the bottom, of the CoB in terms of teaching effectiveness.

Finally, an perhaps most the amazing feature of **Table 1** above, all six (6) of these departing faculty who are now on The Road to 100 are from distinct disciplines (CoB units). These cover economics, fashion merchandising, finance, international business, marketing, and tourism management. This goes to show that the CoB's talent can, when allowed to, be widespread and flourish. Unfortunately for USM students and alumni, too many of the CoB's current and former administrators and faculty seem to have been much more of a hindrance than a help over the years. Among those, D. Harold Doty is arguably the worst.