

The Top CoB Stories of 2012

By Duane Cobb

Each year at about this time I provide USMNEWS.net *my* top news items involving USM's business school for the year. This is Part 1 in that countdown for the top CoB stories of 2012.

8. **Slow Start to Find New Dean** – Visitors to USMNEWS.net's **HELP WANTED** series have seen that several universities are moving quickly in the 2012-13 academic year in filling their b-school dean openings. Of course, on the waiting list for a new b-school dean is USM's business college. The powers at USM have not, however, moved so quickly. It's somewhat understandable – one can't expect a b-school dean search to take priority over one for a new head football coach. Still, it's December already and there has been no movement on that front. The best candidates are being selected already.

7. **Zantow on Search Committee** – The resignation of USM president Martha Saunders in April shocked the USM community. The selection of CoB management professor Kenneth Zantow to serve on the search committee to replace her sent at least some minor shock waves throughout the CoB. Zantow is not generally thought of as a leading member of the CoB professorate. He needed four years to pass third-year review, and even then it took his ol' pal Harold Doty, the former CoB dean, to get that done. Talent must certainly be thin on the ground in the CoB for such a selection to have been made.

6. **ECO on the Mend in CoAL** – Former USM president Martha Saunders may have successfully wiped economics off the USM map back in 2009-10, but the morsel of ECO that remained and was shipped to CoAL has spawned a rebuilding process that has at least made some progress. If you visit the CoAL departmental pages on the USM website, you will see a small, but growing group of ECO faculty that includes CoB holdover Trellis Green. It also Edward Sayre, the economist that chose the CoAL's international affairs department over the CoB's economics and finance department back during former CoB chairman George Carter's reign. Now, Sayre presides over Green and recently-hired economists that are offering a small core of ECO courses under the CoAL umbrella. Will ECO ever be what it once was? Not likely. But, a start is a start at this point. At least it's breathing again.

5. **Wittmann Wears 2 Many Hats** – CoB marketing professor Michael Wittmann was placed into a seat at the CoB's central administration table during the summer. On its own, that sounds routine. However, Wittmann is the holder of the Max Draughn Professorship in Healthcare Marketing, a chair that is supported by a \$1 million donation to the CoB from the pharmaceutical sales mogul who graduated from USM. Knowing, or in this case perhaps not knowing, that your endowment is now supporting a central administrator – the interim associate dean for external relations – would not likely make one feel like a million bucks. For the CoB, it seems, this is simply more of the same.