

WHERE DOTY FAILED

A New Look at the CoB's Move of IB to MGT

The Lance Nail administration's recent move of international business (IB) to management (MGT) marked the end of an age-old battle to have IB housed in the more appropriate confines of the general business curriculum. For years the CoB's economists used their affiliation with IB, and its dozens of student majors, to support their bloated existence in USM's b-school. However, as part of Nail's fall 2008 reorganization of USM's CoB, IB and its faculty are now affiliated with business management, and under the direction of David Duhon (not EFIB chairman George Carter).

In this move, Nail and CoB associate dean Joseph Peyrefitte succeeded where their predecessors, former CoB dean Harold Doty and former CoB associate dean Farhang Niroomand, failed. Upon Doty's arrival in 2003, CoB associate professor of IB Len Trevino reportedly approached Doty and suggested that IB be moved to management, Doty's home unit. Many CoB faculty felt that Trevino's request would be honored, given Doty's formal training in management (PhD in MGT from UT-Austin). Doty was, after all, the first non-economist dean in CoB history. It was not to be. Some sources say that Doty was captured by the Niroomand (ECO)/George Carter (ECO) wing of the CoB, and was unable to move IB into MGT. Others contend that Doty's refusal to place IB in MGT was simply a result of his incompetence. Either way, IB remained with ECO throughout the Doty/Niroomand administration (2003-07), and the Alvin Williams administration (2007-08) that followed.

When Doty failed to move IB the CoB's lone IB faculty at the time, Trevino, jetted off to Tier 2 Washington State University. There IB was (is) part of MGT. Eventually, the CoB's current IB faculty, John Lambert, was brought in by Carter and former CoB economist Charles Sawyer. The differences between these two – Trevino and Lambert – are striking. Trevino earned degrees from the University of Notre Dame and Indiana University. Lambert was reportedly trained at a distance by the *University of Phoenix* and Grenoble. To date, Lambert has no Google Scholar cites. Trevino currently has 380, and today he holds a distinguished professorship in IB at Loyola University.

While Nail was able to fix one Doty mistake (leaving IB with ECO), others (hiring Lambert) live on into perpetuity. This story forms part of the anatomy of why the CoB toils away today in mediocrity and obscurity.