

“What Can You Do?”

A LOOK BACK AT BAD TRADES IN COB HISTORY

Bad trades of one sort or another have seemed to characterize USM’s College of Business since 2003, the year that D. Harold Doty became the organization’s fourth permanent dean. Those trades have since stretched beyond the Doty administration (2003-07) to include the interim administration of former CoB marketing professor Alvin Williams (2007-08), who is now with the University of South Alabama. One particularly bad trade spanned parts of both the Doty and Williams administrations. That trade also involved the Department of MGT and MKT, home to both Doty and Williams from 2003-08. The principals in this particular trade are Brian Gregory, the 2004 Auburn University PhD (management) who departed the CoB after 2006-07, and Bret Becton, the 2005 Auburn University PhD (management) who joined the CoB in August 2008 as Gregory’s replacement.

Our look back at this “bad trade” begins with Becton, who came to the CoB from Winthrop University. A search of EBSCOhost, Google Scholar and USMNEWS.net turned up seven refereed journal publications for Becton. Five of these are shown below, along with their 2008 classifications (CoB journal ranking list, 2007-08).



The journals above are *Employee Relations* (-), the *Journal for Quality and Participation* (-), the *International Journal of Human Resource Management* (C), *Police Quarterly* (-) and the *Journal of Organizational Behavior* (B). The two journals not shown above are *Public Personnel Management* (-) and *Public Management* (-). With seven publications in 3.5 years, which comes to 2.0 publications per year, Becton is doing quite well on *quantity*. It’s in *quality* that Becton’s research portfolio is lacking. Counting the unlisted journals as D-Level publications, Becton’s “research GPA” over the seven journal publications is a paltry 1.429.

Our search of EBSCOhost, Google Scholar and USMNEWS.net turned up six refereed journal publications for Gregory. These are shown below, along with their 2008 classifications (CoB journal ranking list, 2007-08).



The journals above are the *Journal of Management* (A), *Consulting Psychology Journal: Practice and Research* (-), *Action Research* (-), the *Journal of Small Business Management* (B), the

Journal of Marketing Theory and Practice (B) and the *Journal of Business Research* (A). With six publications in 4.5 years, which comes to more than 1.3 articles per year, Gregory is doing more than adequately on *quantity*. It's in *quality* that Gregory's research portfolio is far superior to that of Becton. Counting the unlisted journals as D-Level publications, Gregory's "research GPA" over the six journal publications is a solid 2.667. If a refereed publication in *Group & Organization Management* (B), which sources indicate that Gregory now has, is added to mix, then Gregory's *quantity* rises to seven publications in 4.5, which comes to about 1.6 articles per year, while his *quality* improves to very respectable 2.714 on the "research GPA" scale.

In summary, with Gregory the CoB *gave up* 2 A-level journal publications over only 4.5 years of professional activity. That comes to an A-level journal publication every 27 months. Looked at the other way, that is about 0.44 A-level journal publications per academic year served for Gregory. Based on all of the data above, it is likely that the Becton for Gregory "trade" is not one that various CoB constituencies will look favorably upon in the years to come.