

## What Does a "C-Publication" Cost These Days?

### An Answer from a Surprise Found During the Production of "Jaw Dropper"

A recent report published here at usmnews.net entitled "Jaw Dropper on the Horizon . . ." delved into the news that EFIB Chair George Carter has informed members of the EFIB Department that (1) only research that is *in print* will count toward EFIB faculty's annual reviews, tenure & promotion applications, and AQ status for AACSB, and (2) only research that falls within one's pre-specified field will count toward EFIB faculty's annual reviews, tenure & promotion applications, and AQ status for AACSB.<sup>1</sup>

To apply Carter's new model for the EFIB faculty, usmnews.net reporters identified assistant professor of finance John Clark as the EFIB faculty member most adversely impacted by Carter's new model. As the results suggest, Clark has published more than one-half of his "toward-tenure research" in marketing journals, putting Clark in a tenuous situation vis-à-vis tenure (in a couple of years).

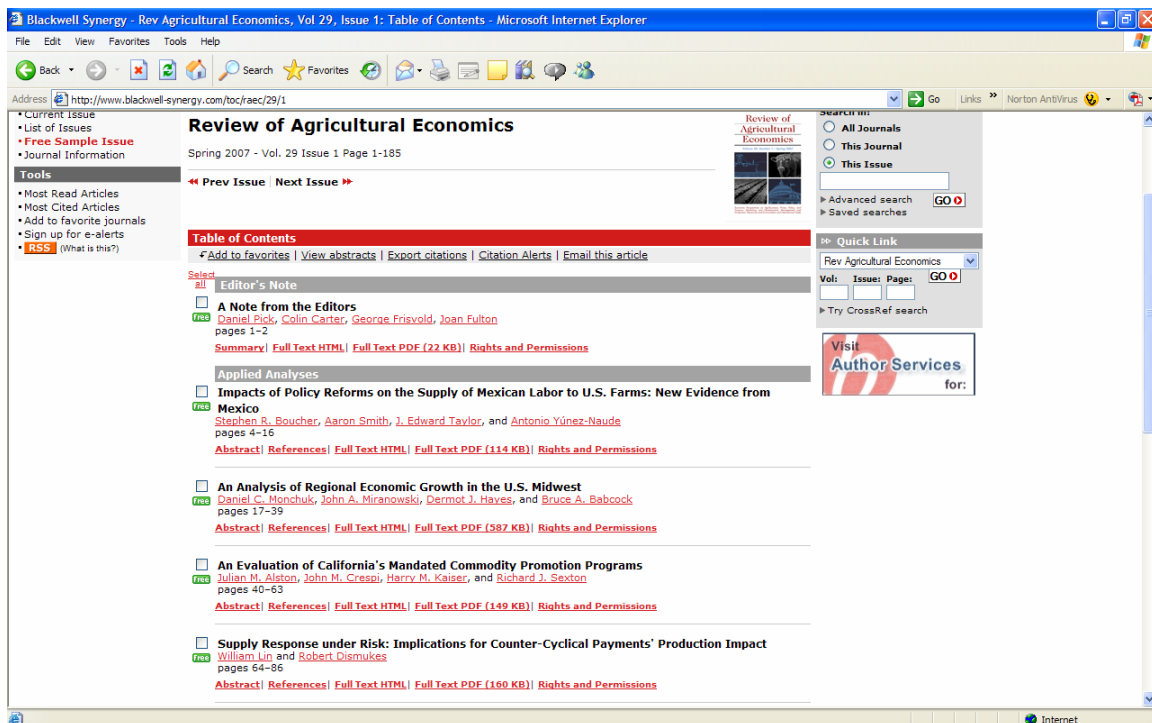
In putting together that example on Clark, research records of other EFIB faculty were examined. In one case, an interesting item was brought to the attention of usmnews.net. That item involves a 2007 publication by assistant professor of economics Daniel Monchuk in the *Review of Agricultural Economics*. Monchuk's article is published in the Spring 2007 issue (Vol. 29, No. 1) of *RAE*, and it appears on pages 17-39 in that issue. A screen capturing this information about Monchuk's article in the Spring 2007 issue of *RAE* is inserted at the top of the next page of this report.

Since this journal is not included on the CoB's active Journal Ranking Lists, investigators sought to obtain more information about it.<sup>2</sup> To do so, investigators followed the "Journal Information" link tied to the Blackwell-Synergy website, the publisher of the *RAE*. From there investigators followed the "Author Guidelines" link and discovered an interesting detail about the *RAE*. According to Blackwell-Synergy, support for the *RAE* "comes from pages charges of \$95 per page . . . , payable by the supporting institution . . ."

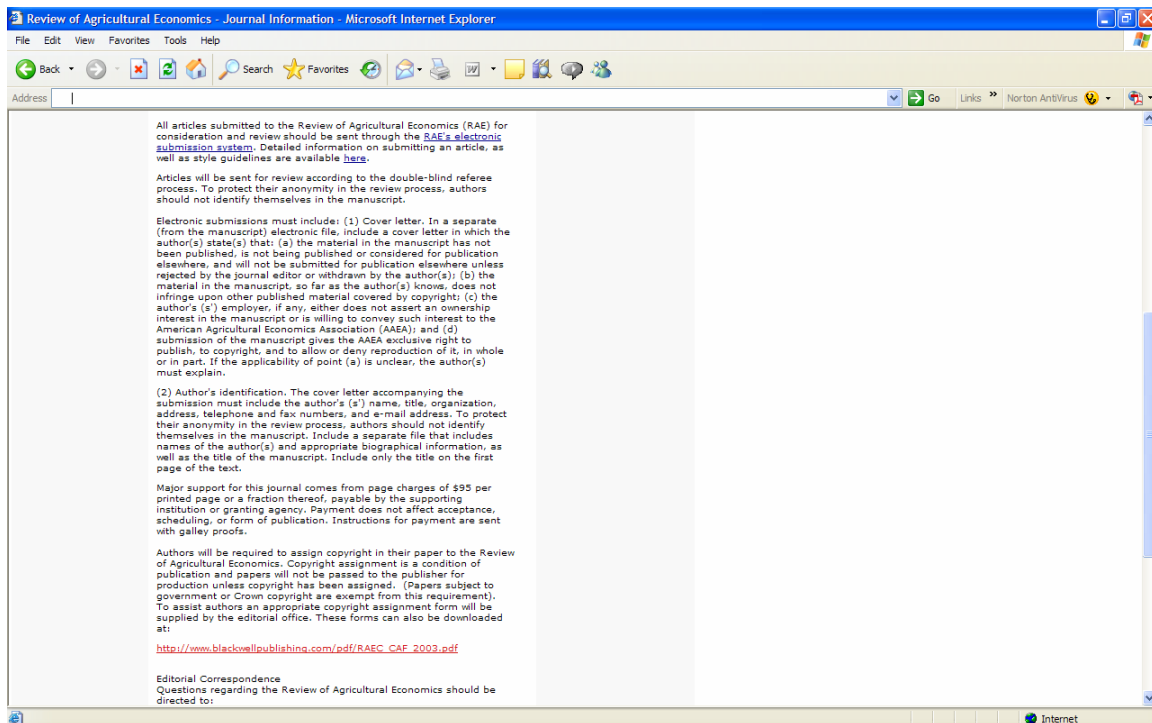
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<sup>1</sup> According to usmnews.net sources, the field (pre-)specifications are to be made by Carter. For more on the details of Carter's plan, see <http://www.usmnews.net/Jaw%20Dropper.pdf>.

<sup>2</sup> The title of this reports makes reference to a C-publication. In reality, the CoB classifies the *RAE* as an "Other-publication," which places *RAE* below a C-publication in terms of quality. Thus, the reference in the title to a "C-publication" is somewhat generous.



Of course, usmnews.net reporters were struck by the high-dollar page fee of the RAE (the screen below reproduces what usmnews.net found). What might this



"C-publication" have cost the CoB?

Table 1 below provides the cost of Monchuk's publication, on a page-by-page basis:

**Table 1**  
**The Cost of Monchuk's 2007 C-Publication**

<u>Page #</u>	<u>Page Cost</u>	<u>CumPageCost</u>
17	\$95	\$ 95
18	\$95	\$ 190
19	\$95	\$ 285
20	\$95	\$ 380
21	\$95	\$ 475
22	\$95	\$ 570
23	\$95	\$ 665
24	\$95	\$ 760
25	\$95	\$ 855
26	\$95	\$ 950
27	\$95	\$1,045
28	\$95	\$1,140
29	\$95	\$1,235
30	\$95	\$1,330
31	\$95	\$1,425
32	\$95	\$1,520
33	\$95	\$1,615
34	\$95	\$1,710
35	\$95	\$1,805
36	\$95	\$1,900
37	\$95	\$1,995
38	\$95	\$2,090
39	\$95	<b>\$2,185</b>

Usmnews.net would like to hear from Monchuk regarding the source of payment for this C-publication. Assuming the CoB financed this venture, we should scoff at the notion that the CoB is a resource-starved institution that can't possibly produce more research without more support from the central administration of the CoB, or of the University. The **\$2,185** price tag associated with this episode begs for such a notion to be met with a critical eye.