

Winning the Brandt Award – A Boon or a Curse?

A number of reports have popped up at USMNEWS.net of late setting the stage for the CoB's 2009 Louis K. Brandt Research Award. That award, which will be presented in just a few weeks at the CoB's spring awards banquet, is expected to go to associate professor of decision sciences Fujun Lai. Unlike these recent reports, this one focuses on a developing trend regarding the winners of the CoB's LKBRA, namely that the past three winners all left the CoB for other institutions in the 18-month period from July 2007 through December 2008. These three past winners are listed in Table 1 below, along with their current affiliations and dates of departure from USM's business school.

Table 1
Previous Three Louis K. Brandt Research Award Winners

<u>Name</u>	<u>Year Won</u>	<u>Present Affiliation</u>	<u>Departure</u>
Franklin Mixon	2003	Auburn University	Dec-07
Barry Babin	2005	Louisiana Tech University	Jul-07
Jon Carr	2007	Texas Christian University	Dec-08

As Table 1 indicates, Franklin Mixon departed about 4.75 years after winning the 2003 LKBRA. Barry Babin left the CoB about 2.25 years after winning the 2005 LKBRA. Finally, Jon Carr took off for TCU about 1.75 years after winning the 2007 LKBRA. Thus, not only is there a trend of CoB faculty leaving after winning the LKBRA, the time period between victory and departure is falling, from about 4.75 years to about 1.75 years over the past three awards. Clearly, for Mixon, Babin and Carr, winning the LKBRA was a boon. They moved on to greener pastures. For the CoB, of course, their departures (following LKBRA wins) represent a curse.

The only question now remaining, given Lai's certain victory in just a few weeks, is when will Lai depart Hattiesburg for greener pastures? Sources tell USMNEWS.net that with **one premier level** journal publication and **4 other A-level** journal publications since 2007, Lai would be doing himself a tremendous disservice if he chose not to examine his options beyond USM's business school. To stay mired in the "jungle rules" ethos that is USM's College of Business will only prevent Lai from fulfilling his potential.