

Subtraction by Addition

The 2005 Brandt Award Contest meets the 2004 and 2006 Merit Raise Processes

Two recent reports on the CoB's Louis K. Brandt Research Award have presented analysis suggesting that the Award process is increasingly becoming a political one. The stories' legs may actually be getting longer and stronger. While cross-checking the report on the 2005 Brandt Award, which was won by Barry Babin, Professor of Marketing, we made use of Babin's SEDONA record (May 5, 2006). In doing so we discovered that, in the section referred to as **Refereed Articles**, Babin includes the following bibliographic entry:

Babin, B.J., Chebat, J. & Kollias, P. (2003). What Makes Contact Employees Perform? Reactions to Employee Perceptions of Managerial Practices. *International Journal of Bank Marketing*, 20 (7), 325-332.

As we explained in revised edition our second Brandt story, we also made use of the electronic source known as *Business Source Complete*, in order to collect all of the information related to the 2005 Brandt Award that we could. When we did that, we stumbled upon an interesting find, as the screen panel below indicates.

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Title: What makes contact employees perform? Reactions to employee perceptions of managerial practices.

Authors: Chebat, Jean-Charles
Babin, Barry
Kollias, Paul

Source: *International Journal of Bank Marketing*; 2002, Vol. 20 Issue 7, p325, 7p, 1 chart, 1 diagram

Document Type: Article

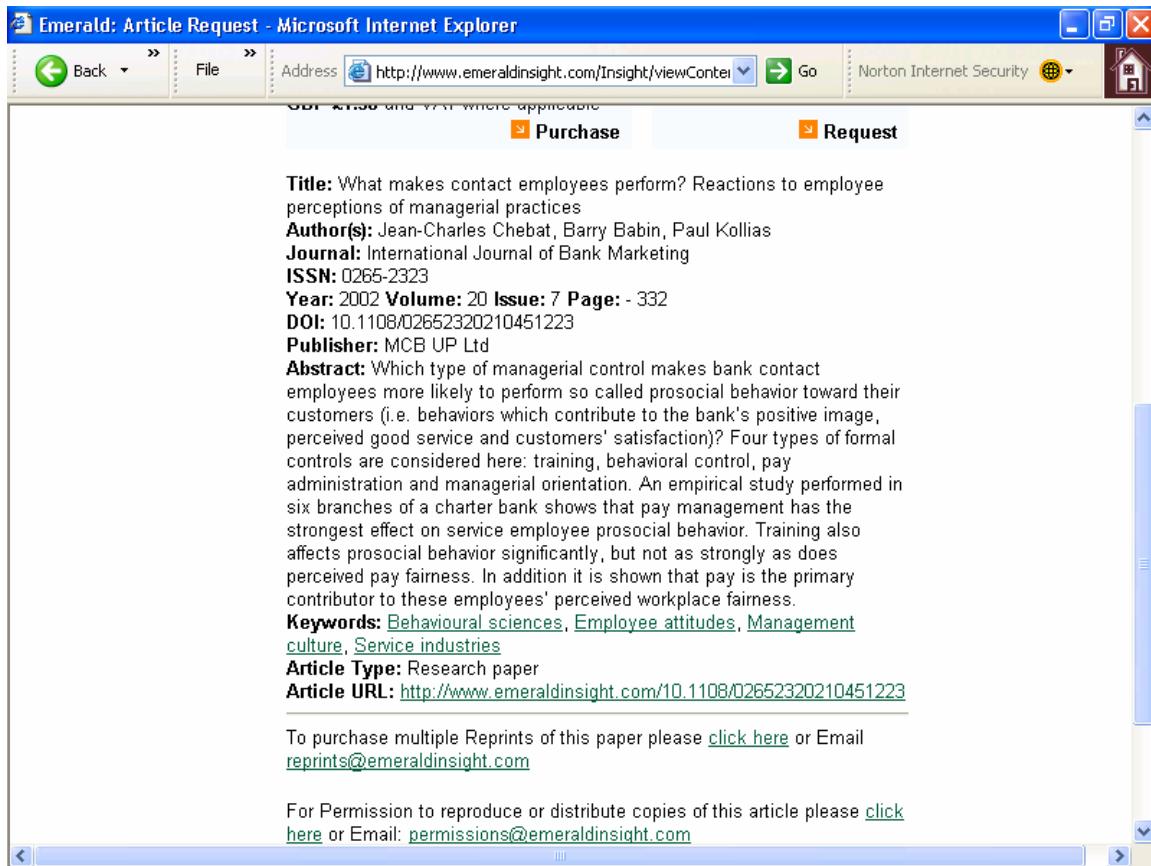
Subject Terms: *CUSTOMER services
*EMPLOYEES
*PERSONNEL management

NAICS/Industry Codes: 541612 Human Resources and Executive Search Consulting Services
923130 Administration of Human Resource Programs (except Education, Public Health, and Veterans' Affairs Programs)

Abstract: Provides information on a study that investigated the effects of managerial tools that may lead to pro social behaviors among customer service employees. Methodology of the study; Results and discussion on the study; Conclusions.

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As the panel above points out, *Business Source Complete* seems to think that Babin's article in the *International Journal of Bank Marketing* was published in **2002**, not **2003**. As a check, we also visited the journal's webpage, as the screen panel below indicates.



We have to believe that the editors and production staff of this journal know when this particular article was published. After digging just a tad more, we are astounded that this type of confusion about the timing of this article arose at all. Chebat, the lead author of the article, is also **on the *Journal's* Editorial Advisory Board**, as the following series of screens points out. [Note: Babin is inaccurately represented as the lead author of the article in SEDONA].

International Journal of Bank Marketing - Microsoft Internet Explorer

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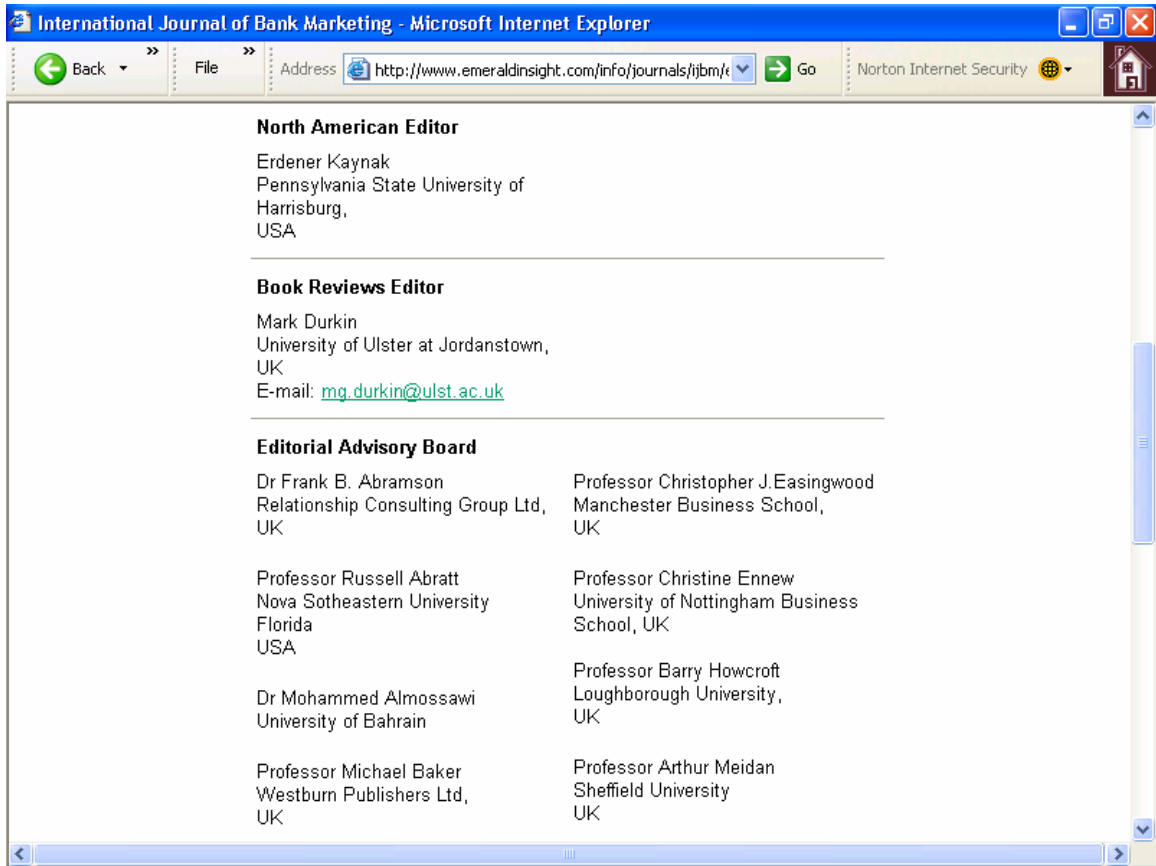
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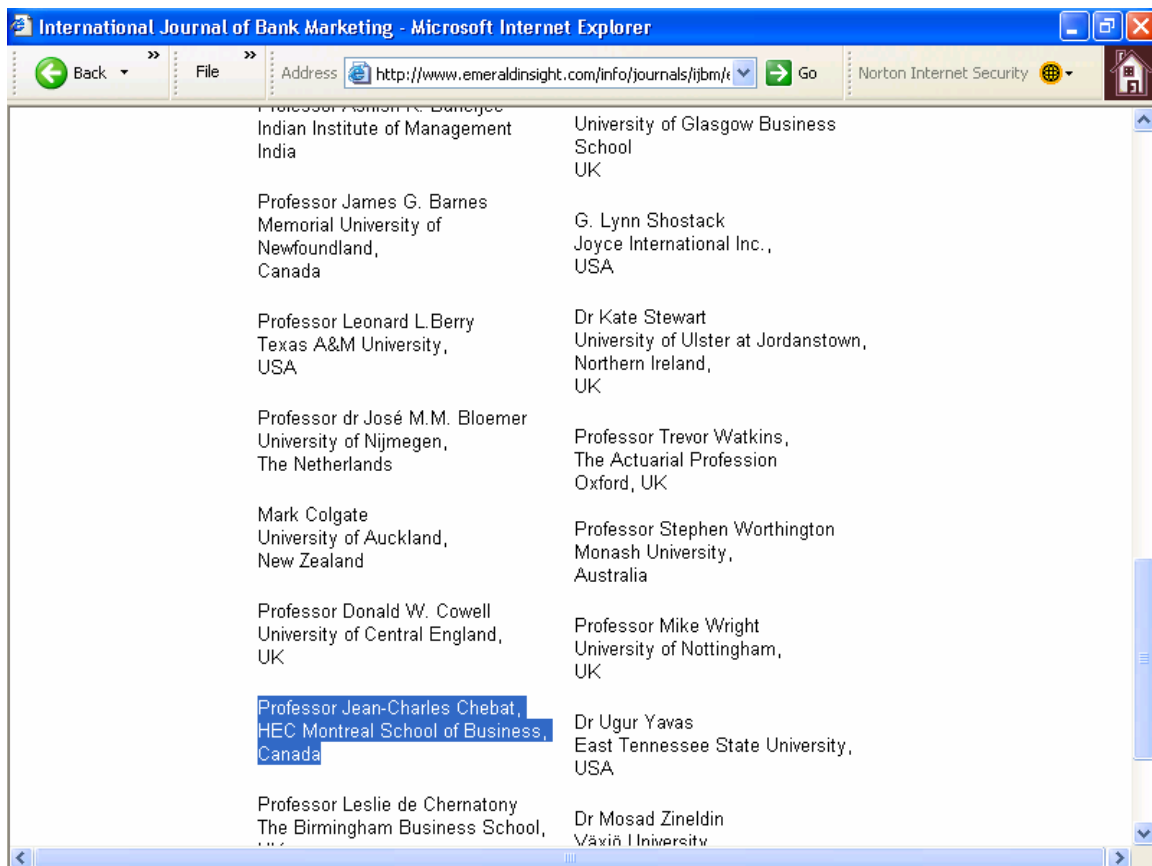
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If you are thinking what we are thinking, you must be coming to the realization that Babin was counting a refereed article that was published in **2002** and **with an editorial connection** in a 2006 merit raise process that was supposed to count all **2003, 2004, and 2005 materials only**. What this means is that merit raise money that was allocated to Babin based on this **2002** accomplishment was money that may have been merited by others. Well, the 2006 merit raise process has come and gone, and we don't even want to think about the possibility that this story could extend back to the 2004 merit raise process, which, as has been reported, was supposed to count **2003** research materials only.

Postscript

If you, the reader, have been around the CoB for any length of time, then you must be thinking that Janice Prescott and Betty Dickerson, administrative assistants in the Department of Management, Marketing and Fashion Merchandising, are being prepped to take the fall on this one, and possibly some of the others. Let's hope that never happens.