

FACULTY NOTES

EDITOR IN BRIEF

Most research professors aspire to publish their work in the top academic journals. Art Brief has the job of deciding what gets published in the top academic journal.

Brief, Lawrence Martin Chair of Business and director of the Burkenroad Institute for the Study of Ethics and Leadership in Management, is in the second of a three-year term as editor of the *Academy of Management Review*, arguably the most prestigious peer-reviewed academic journal in business.

"We had 500 submissions last year and we probably accepted 23 articles for publication," Brief says. "Among academics who study journals in the management area, we're always ranked in the top three. The Social Sciences Citation Index ranked us as the most-cited business publication. Period."

Brief has been a contributor to *AMR* since 1977 and has served on the editorial board for a number of years. In 2001, he was selected to serve a three-year term as editor beginning in January 2003.

While those unfamiliar with the job might think the title of editor is largely honorific, nothing could be further from the truth. In reality, editing the review is practically a full-time job for Brief. "It's a really big enterprise," he says. "About 80 percent of my time is spend on the *Academy of Management Review*. My teaching load is down and my research is way down. But I love it."

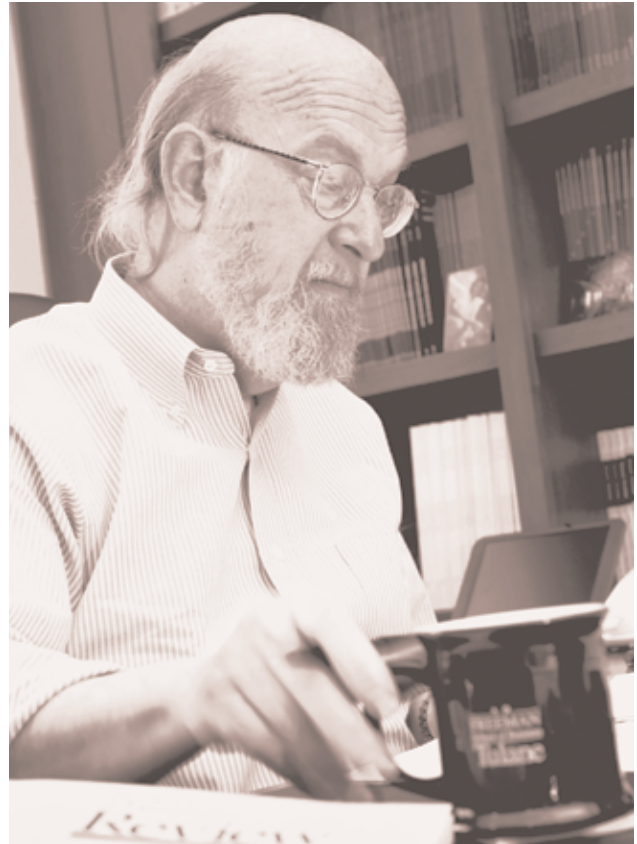
Brief works with managing editor Susan Kliebert Pauli to log and process the more 500 manuscripts *AMR* receives each year. Brief personally rejects about a quarter of

the manuscripts submitted. Papers that make it through the initial cut are assigned to three reviewers, one of whom must be on the board of the Academy of Management, and an action editor who oversees the review process. The reviewers read and provide suggestions to the author as well as to the action editor regarding whether the paper should be accepted, conditionally accepted, revised or rejected. "Out of the 23 manuscripts that were accepted, all of those went through at least one and up to three or four revisions before the final version," Brief says. "The amount of labor is just incredible."

One of the most satisfying aspects of the job, Brief says, is that he gets to play a role not only in determining what articles get published but also in influencing the direction of academic research. As editor, Brief can devote issues of *AMR* to special topics he feels are worthy of attention. "If the journal commissions a special issue, people will actually start doing research in that area," says Brief. "So I can nudge the field by creating a special issue because people will want to submit to appear in the journal."

During his tenure, Brief plans to devote issues to corporations as social change agents, influencing politics and political systems, corruption in organizations, and stigma and stigmatization.

While the *AMR* is influential within the field of management, what's most impressive about it perhaps is that, like the *New England Journal of Medicine* or *Science*, it's an academic journal whose articles often cross over to the mainstream press. "Clearly,



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when you're talking the *Wall Street Journal* or the *New York Times*, those reporters are savvy enough," Brief says. "Good reporters know the journal."

If there's a downside to the job, Brief confides, it's that for the first time in his 30-year academic career he can't escape work. "I have to assign manuscripts every single day no matter where I am," he says. "I can't go on the road without a computer. That part drives me crazy. I'm used to going to the beach and disconnecting. Last year was the first year I didn't get to disconnect."

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MARKETING MEETS FINANCE

Like any marketing expert, Victor Cook knows the value of a proven brand. So when Cook, professor of marketing, decided to have his students produce marketing analysis reports on companies competing within the same market space, he

had a specific template in mind.

"I patterned them after Burkenroad Reports," says Cook. "I decided I would have my students produce analysis using marketing ideas wedded to the financial databases. It embodies the notion that for marketing people to regain their clout in the boardroom, we've got to start talking about how marketing affects the earnings and market value of a firm."

Cook's Bottom Line Marketing reports are produced in conjunction with the MBA section of his course Competing for Customers

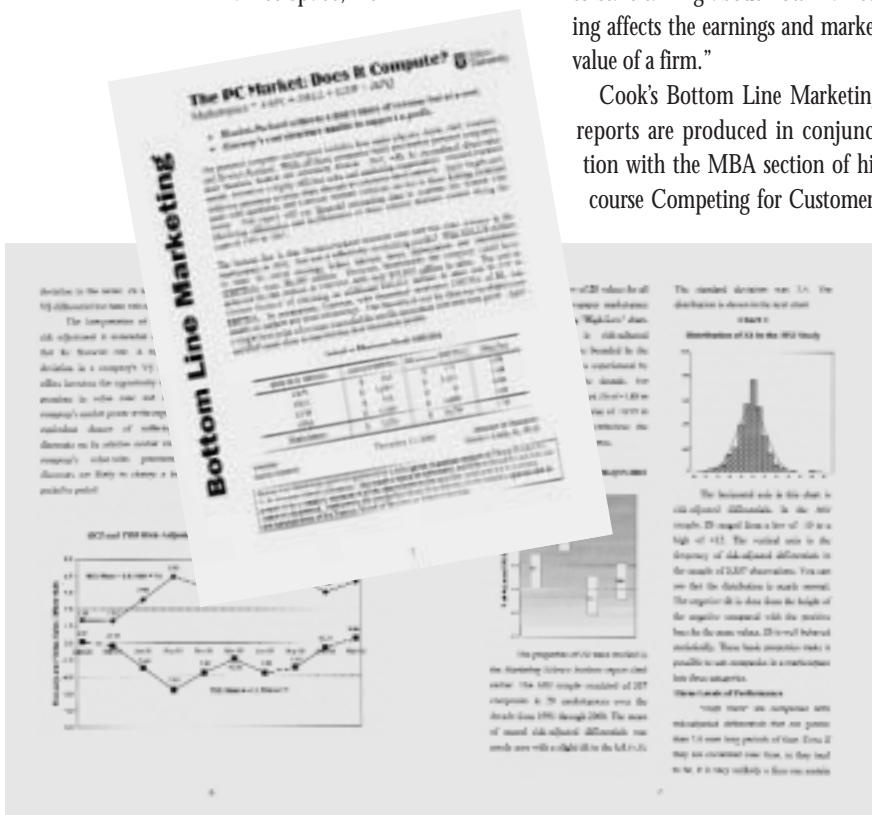
and intangible market value.

While Cook's unconventional approach hasn't yet attracted the attention of Wall Street, it has attracted the attention of the finance and accounting faculties. Competing for Customers and Capital is the only course in Freeman School history to be cross-listed in finance, accounting and marketing.

"Professor Cook's method is really cutting edge," says Shawn Pederson (BSM '04), who completed the undergraduate section of the course in addition to serving as a Burkenroad Reports analyst. "It focuses on SG&A expenses and how those expenses translate into market value and revenue for the company. It's a totally unique spin. I think it really complements Burkenroad Reports."

"I think Bottom Line Marketing reports are more overtly useful to the companies themselves," says Erin Murphy (MBA '04), who wrote a report analyzing companies in the newspaper market space. "But a savvy investor who understands the importance of marketing would definitely be interested to see how much room for growth there is and what it would take to experience that growth. It opens your eyes to the importance of marketing within the corporate environment. Finance and operations attract most of the attention, but marketing plays a huge role and looking at these financial measures tells you how big a role it plays."

For more information about Bottom Line Marketing Reports, contact Cook at victor.cook@tulane.edu.



and Capital, which continues Cook's 20-year research interest in the relationship between a firm's market share and its market value. Using unique metrics, such as Cook's own value-sales differential, which measures the risk-adjusted difference between a company's share of capitalized value and its share of sales revenue, students study how the spending productivity of companies in a strategic group affects their earnings

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IN BRIEF

• **Kenneth J. Berke**, adjunct professor of business, contributed “Bankruptcy Discharge of Tax Debts: Navigating the Minefield” to the April issue of the *ABI Journal*. The article, which will appear in a modified version in *The Practical Tax Lawyer*, was co-authored with Paul H. Waldman.

• **Arthur P. Brief**, Lawrence Martin Chair of Business, contributed “Personality and Work-related Distress” to *Personality and Organizations* (Erlbaum, 2004.) The article was co-authored with J. M. George. With E. A. Deitch, A. Barsky, R. M. Butz, S. Chan and J.C. Bradley, Brief contributed “Subtle yet Significant: The Existence and Impact of Everyday Racial Discrimination in the Workplace” to *Human Relations*, 56, (11), 1299-1324.

• **Huseyin Cavusoglu**, assistant professor of information and operations management, won the Best Paper Award at the 13th Workshop on Information Technologies and Systems (WITS) for his article “Intrusion Detection Policies for IT Security Breaches.” The workshop took place in Seattle in December 2003. Another paper, “Configuration of Intrusion Detection Systems: A Comparison of Decision and Game Theoretic Approaches,” received the Best Paper Nominee Award at the 24th International Conference on Information Systems (ICIS), which also took place in Seattle in December 2003.



• **Amiya Chakravarty**, A. B. Freeman Chair of Business, E-Business and Information Systems, presented an invited paper, “B2B Collaboration: Investment in Technology,” at the International Conference on E-Business in Singapore, December 2003. Chakravarty also presented the paper “Designing E-Marketplaces for Supplier Aggregation,” co-authored with the Freeman School’s Geoff Parker, at the INFORMS national meeting in Atlanta, November 2003.

• **Manish Kacker**, assistant professor of marketing, presented “Information Sharing in Marketing Channels” with Gerrit H. van Bruggen at the 2nd Winter Research Workshop, co-sponsored by NASMEI and the Indian School of Business, in Hyderabad, India, January 2004. With Anne T. Coughlan and Rajiv Dant, Kacker presented “Short- and Long-Term Effects of Nascent Strategic Decisions in Franchise Systems” and “Unraveling the Correlates of Performance in Franchised Channels of Distribution” at the 18th Annual

Conference of the International Society of Franchising. The conference took place in Las Vegas in March 2004. The presentations were part of the special session “Understanding the Longitudinal Impacts of Early Strategic Decisions in Franchising.”

• **Doug Miller**, assistant professor of strategy and entrepreneurship, contributed “An Empirical Examination of Transaction- and Firm-Level



Influences on the Vertical Boundaries of the Firm” to *Strategic Management Journal*, 24 (9): 839-859.

The article was co-authored with Michael J. Leiblein.

• **Tom Noe**, A. B. Freeman Chair of Finance, was appointed to the program committee of the Financial Intermediation Research Society in January 2003. Noe contributed “Corporate Board Composition, Protocols and Voting Behavior: Experimental Evidence,” co-authored with

A. Gillette and M. Rebello, to *Journal of Finance*, 63, 1997-2031, 2003; and “Reputation and the Market for Distressed-firm Debt,” co-authored with M. Rebello, to *Journal of Finance and Quantitative Analysis*, 38, 503-522, 2003.

• **Geoff Parker**, assistant professor of information systems and operations management, was awarded a National Science Foundation Grant for his study “Promoting Free Market and Open Source Software Innovation Through Better Licensing.” The study will develop a class of interactive models that capture essential tradeoffs between open and closed software licensing.

• **Raja Roy**, assistant professor of strategy, presented “Technology Strategy, Capabilities and Incumbent Survival During Market Fusing Technological Change in the Matured U.S. Machine Tool Industry, 1975-1995” at the Wharton Technology Mini-Conference, held at the Wharton School on March 5, 2004.

FACULTY AWARDS

The following Freeman School faculty members received awards for teaching and research at the May 2004 commencement ceremony.

Irving H. Lavalle Research Award

Thomas H. Noe and Mary J. Waller

James T. Murphy Teaching Excellence Award

David A. Lesmond

Outstanding Young Researcher Award

Jun Zhang and Douglas J. Miller

Erich Sternberg Research Award

Michael J. Burke

Howard W. Wissner Award for BSM Teaching

Michael H. Hogg and David A. Lesmond

Howard W. Wissner Award for MBA Teaching

Russell P. Robins

Entergy Corporate MBA Outstanding Professor Award

Venkat Subramaniam

BSM Teacher Honor Roll

John Burrows, Kelly Grant, Mike Hogg and Sheri Tice

MBA Teacher Honor Roll

Core Courses

Laura Cardinal and Jim Sowers

Elective Courses

Laura Cardinal and Sheri Tice