

Texas A&M faculty 'publish or perish'

By KARLA K. MARTIN
Staff Writer

"Publish or perish." It's a familiar phrase to the Texas A&M faculty — yet it's a phrase that's making the faculty famous.

The faculty of A&M's College of Business Administration has received national fame for its research publications within the departments of marketing, management and accounting.

The Department of Marketing has been recognized by the American Marketing Association for submitting more publications to marketing journals than any other university in the nation.

The Department of Management is ranked second nationwide in the number of published articles, and the Department of Accounting has been ranked first nationwide by the American Accounting Association for the number of articles it published in major accounting journals.

These publications summarize the research within the separate departments, and include such topics as business strategy (how to create long-range plans and follow them through), and effective usage of tax journals.

Dr. William Pride, head of the marketing department, said he believes publishing in journals is a good outlet for A&M's faculty because the professors are research-oriented.

"I think we've attracted more faculty interested in teaching and research," Pride said, "and part of our success stems from the fact that our

faculty is fairly young and highly motivated."

Dr. Lyle Schoenfeldt, head of the management department, also credits this success with the motivation of his department.

"We have made a conscious effort in the last six years to hire effective teachers and effective scholars," Schoenfeldt said. "Last year we interviewed six people and hired only one ... We wanted to hire more than one, but only one met our standards."

Schoenfeldt said he disagrees with those believing that research takes time away from the students.

"If you look at a person who's a good teacher but doesn't research," Schoenfeldt said, "they get behind and don't learn the modern advances. We want faculty who develop their own knowledge in terms of research."

Dr. James Benjamin, head of the accounting department, says that while outstanding teachers are known only within the universities, publishing research articles gives them the chance to gain "fame" throughout the nation.

The College of Business Administration at A&M is the fifth largest in the United States.

"Our ranking reflects our faculty," Benjamin said. "We keep up-to-date on critical issues. We're on the cutting edge of new knowledge."



Parking \$40

Photo by ANTHONY S. CASPER

Cars without proper permit identification tags are being towed from St. Mary's Catholic Church parking facilities along Nagle Street. Myron Williams of A-1 Wrecker says, "We usually get a list of license plate numbers from St. Mary's Student Center about three times a week and we come right out and haul 'em away." The curb is painted and marked for permit parking only. Ann Norwood of St. Mary's

Student Center says that the permits for parking on the church property are free, but only available to registered parishoners of St. Mary's. She says that warnings were issued to violators during the first three weeks of school, but repeat violators have forced them to resort to towing the offenders. Norwood reports that towing will continue as long as violators continue to park in marked spaces.

Local women host Republican dinner

By James Walker
Staff Writer

Republican Women of Brazos Valley will hold a membership kickoff dinner Wednesday at 8 p.m. in the AggieLand Inn.

Speaker for the evening will be Dr. Windy Gramm, former director of the Bureau of Economics of the Federal Trade Commission. She resigned her position to assist her husband, Congressman Phil Gramm, in his campaign for the U.S. Senate. Gramm previously had been a Texas A&M faculty member and director of

undergraduate programs.

The National Federation of Republican Women has more than 160,000 members in over 2,500 clubs throughout the country. The organization provides women an opportunity to be involved in improving community life.

The dinner is open to the public, and both men and women are encouraged to attend. Tickets for the event are \$12.50 per person. For reservations or more information, call 779-6036 or the Republican Party Headquarters, 822-4086.

Who's Who deadline this Friday

By MARY COX
Reporter

Friday is the last day to turn in applications for Who's Who Among Students in American Universities and Colleges.

To be eligible for the award, students must have at least 92 credit hours as of September, 1984, with a minimum of 30 hours taken at Texas A&M and a grade-point ratio of 2.5 or above. A graduate student must have completed at least 12 hours at Texas A&M with a minimum grade point average of 3.5.

A candidate also must be active in campus or community activities that demonstrate leadership qualities. Candidates include undergrad-

uates, graduate students and all professional students enrolled in either the College of Veterinary Medicine or the College of Medicine.

Dr. Carolyn Adair, director for student activities, said the selection committee is looking for students who have good grades and a high level of involvement.

"I think it's an honor available to students — a form of recognition if they feel they are deserving," she said. "It's a nice thing for the resume."

Adair coordinates the committee of 11 students and 11 members of the faculty and staff that select the 55 recipients of the award.

Chris Carter, secretary to Lt. Gen. Ormond Simpson, who is also in-

pressed with the methods used at Texas A&M. She said that while most students selected for the award are undergraduates, three or four graduate students were chosen last year.

Adair said this year the selection process differs from last year. Last year, students were nominated by faculty and staff. This year the students nominate themselves, she said.

The Who's Who national office allocates the number of students that each university and college can select, but the selection process is left to each individual university or college. Adair said other schools are im-

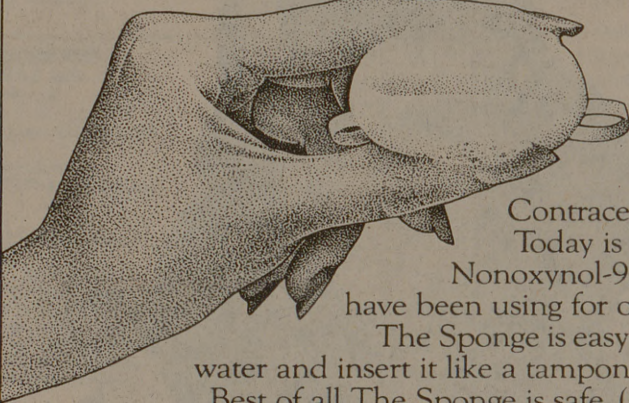
pressed with the methods used at Texas A&M.

She said students selected for an award will receive recognition during an awards ceremony on Parents Weekend in April and will be featured in the AggieLand.

Students can pick up applications in the Commandant's Office, Memorial Student Center, Department

of Student Activities in the Parling Zachry Engineering Center, Strickland C. Evans Library, Kleberg Arts and Food Science Center, Office of the Dean of Veterinary Medicine and the Office of the Vice President for Student Services.

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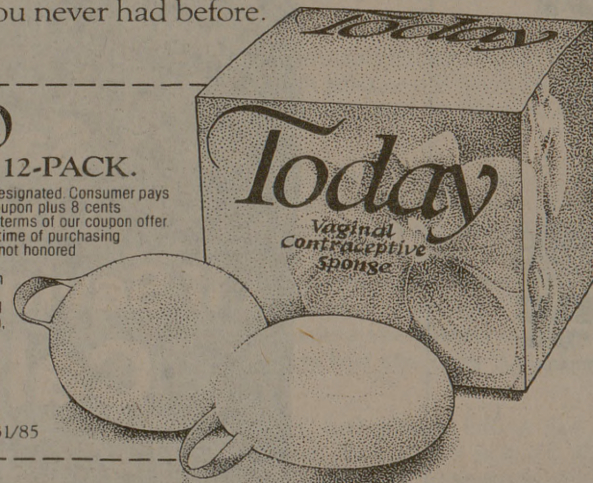
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