

## REFORMING “DEVIANT” FACULTY: A SOCIOLOGICAL APPROACH

**James Cross and John A. Schibrowsky, Department of Marketing, College of Business,  
University of Nevada, Las Vegas, 505 Maryland Parkway, Box 456010, Las Vegas, NV, 89154-6010;  
james.cross@unlv.edu, john.schibrowsky@unlv.edu**

**Richard Lapidus, College of Business Administration, California State Polytechnic University, Pomona,  
3801 W. Temple Avenue, Pomona, CA 91768; rslapdius@csupomona.edu**

**Micol Maughan, College of Business, Fort Hayes State University, Hayes, KS 67601;  
mmaughan@fhsu.edu**

### ABSTRACT

Under Standard 10, the AACSB requires that a significant proportion (usually 90 %) of the faculty to be either Academically Qualified (AQ) or Professionally Qualified (PQ). The maintenance of AQ status normally hinges on appropriate academic degrees and continuing intellectual contributions. AQ status may be lost without appropriate activities, although it can be regained through various remedial actions. Since AACSB accreditation is critical, this is an important issue.

The field of deviance may provide some useful analogies. There are a variety of ways that people can come to be classed as “deviant” in a society. If one considers academics as a subculture within the larger society, some of these concepts can be applied. Further, some of the remedies for deviant behavior could be applied to those judged to be deviant in the academic subculture.

This special session will lay out some of the popular theories from sociology that are used in the deviance literature. Then analogies will be drawn to the subculture of business school academics.

Proposed remedies from the deviance literature will be drawn to the offending professors. Strategies for removal of the deviant behavior (i.e. loss of AQ status) will be suggested and discussed by a current Department Chair and Dean. It is hoped that this fresh perspective on the issues will stimulate discussion.

Professor Schibrowsky will introduce the panel and the topic; at the end of the presentation, he will summarize and open discussion of the issues. Professor Cross will present some ideas on the issues from a sociological perspective. These include the area of prisoner and other rehabilitation issues. Micol Maughan is trained as a social psychologist. He will provide insights from the social psychology literature. He will discuss issues such as curbing deviant behaviors such as juvenile delinquency, drug addiction, etc. Finally, Dean Richard Lapidus will offer a Dean’s perspective on the topic of “reforming or rehabilitating” unproductive behaviors that jeopardize the College’s accreditation. He will present some college wide initiatives that have been tried.