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Professors quite comfy in corner offices

By WALLACE IMMEN

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Who says "Those who can, do; those who can't, teach?"

Not business professors, according to a study. Profs who take on executive jobs in the real world do significantly better than their peers with no academic experience, conclude Bin Jiang and Patrick Murphy of DePaul University in Chicago.

The researchers found consistently higher productivity at 200 U.S. businesses with former academics in senior management than in an equal number of similar businesses with no professors at the top.

"Apart from expertise in a content area, business-school professors seem to have a unique sort of communication competence," which makes them more effective as leaders, Mr. Murphy concludes about the findings, reported in the current issue of *Academy of Management Perspectives*.

The study also dumped cold water on the reputation of big name schools. Profs from highly ranked business schools had no apparent edge as executives over those from schools of less repute.

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