

Center for Applied Research

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BUSINESS SCHOOL

FACULTY RESEARCH NEWSLETTER

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Knowledge
Impact
Purpose

Tune in with the PCBS research community



This summer issue features impressive honors and editorial board appointments, recent publications, conference and industrial presentations, and research in the media. This edition also spotlights the Center's annual events that featured cutting edge faculty research. enjoy this issue!

AWARDS & HONORS

Cristina Gibson co-facilitated the Global Summit on Responsible Research in Business and Management (RRBM), held at the Wharton School on June 6-7, 2022. Attendees included the Assistant Secretary General of the United Nations Global Compact, the President of AACSB, the Deans of ten major business schools around the globe, journal editors from all the disciplines of business, research center directors, and association leaders. Collectively, RRBM members are joining efforts to make business research and education more relevant to practice and policy.

Cristina Gibson has served as a member of the award committee for the International Executive of the Year, for the Academy of International Business

(AIB). With Cristina's input, the committee selected Michelle Nun, the CEO of CARE. This is the first time in the history of AIB that the CEO of a non-profit has won the award. Cristina will serve alongside Michelle on a distinguished panel on cross-sector partnerships at AIB.

Cristel Russell has become an Area Editor for the Journal of the Academy of Marketing Science (JAMS), a premier FT50 journal that is devoted to the study and improvement of marketing and serves as a vital link between scholarly research and practice in marketing.

Dana Sumpter was nominated as the Chair for the Academy of Management (AOM) eight-person committee to select the OB Division 2022 AOM Outstanding Practical Implications for Management Paper Award. This award is presented at the AOM Annual Meeting, recognizing the conference paper that best represents the capacity to have practical, applied applications to organizations.

Dana Sumpter and **Bobbi Thomason** have been appointed to the Editorial Board of the Journal of International Business Studies, a FT50 top-ranked journal in the field of international business. The journal is multidisciplinary in scope and interdisciplinary in content and methodology.

RECENT PUBLICATIONS

Brian Jacobs and co-authors Vinod Singhal (Georgia Tech) and Xinrui Zhan (Anhui University) had an article accepted for publication in the Journal of Operations Management. This paper exploits the 2018 natural experiment that occurred when the US government suddenly banned all US firms from supplying ZTE, a Chinese telecom

company. The ban resulted in negative stock market reactions for US suppliers and their tier-two suppliers, but suppliers in China and other countries were largely unaffected. Some, but not all, of the market value loss for US suppliers was recovered after the ban reversal.

Jacobs, B.W., Singhal, V.R., & Zhan, X. (forthcoming). Stock market reaction to global supply chain disruptions from the 2018 US government ban on ZTE. *Journal of Operations Management*.

Brandon Parsons, along with co-author Shahdad Naghshpour (University of Southern Mississippi), had an article accepted for publication in the *Journal of Social, Political, and Economic Studies*. The paper examines how corruption affects income inequality and finds although it appeared that corruption was important, after accounting for covariate factors, corruption may not be as important as some covariates in the study, including the human capital index or structure of the economy, in moderating increasing income inequality.

Parsons, B. & Naghshpour, S. (forthcoming). Corruption and the Gini coefficient. *Journal of Social, Political, and Economic Studies*.

Brandon Parsons had an article accepted for publication in the *International Journal of Applied Economics*. The study uses the statutory corporate tax rate to explain the net and market Gini coefficient. The econometric model uses panel data and two-sample t-tests. The unbalanced panel has 95 countries from 1988 to 2018. The study finds increases in corporate tax rates correlate to smaller Gini coefficients for both the net and market Gini coefficients. A key finding is increases in corporate income taxes lead to a more equal income distribution even before tax and redistribution. The study's findings suggest

corporate tax cuts may disproportionately go to top earners and shareholders regardless of a country's development or income status.

Parsons, B. (forthcoming). Corporate tax rate and the Gini coefficient: A cross-national study. *International Journal of Applied Economics*.

Jim Salas and co-authors published a paper in the *Journal of Services Marketing*. The article investigates how customers' upgrading/downgrading behavior may be predictive of future spending and how customers' post-consumption evaluations of upgrades and downgrades may moderate the relationships between upgrades/downgrades and future spending.

Lemon, K. N., Miller, C. J., Ostrom, L., Salas, J., Sajtos, L., & Troncoza, M. (2022). Longitudinal upgrades and asymmetric effects of satisfaction and perceived-value. *Journal of Services Marketing*.

Dana Sumpter and Mona Zanhour (California State University, Long Beach) have an article forthcoming in *Gender, Work & Organization*. This research focuses on shifts in the ideal worker culture experienced by working mothers across US organizations during the Covid-19 pandemic. Experiences of 53 interviewees who attended to increased responsibilities across both work and family domains revealed an entrenchment of the ideal worker culture across nearly all organizations and professions, manifesting at three levels: in the workplace, in their homes with male partners, and within themselves.

Zanhour, M. & Sumpter, D.M. (forthcoming). The entrenchment of the ideal worker norm during the Covid-19 pandemic: Evidence from working mothers in the U.S. *Gender, Work & Organization*.



CONFERENCES & PRESENTATIONS

Mark Allen delivered a keynote presentation at the California HR Conference in Anaheim. His talk, entitled "The Hard Truth About Retention: Are You Willing to Do What It Takes to Retain Your Best Employees?" focused on proven techniques to drive retention. By avoiding the main drivers--bad managers, lack of opportunities for growth and development, and lack of challenging and interesting work--companies can drive retention.

Mark Allen was invited to deliver the closing keynote at the Human Capital Institute's Technology, Data, and Employee Experience Conference. His presentation "Turning The Great Resignation Into The Great Retention" examined the underlying causes of the Great Resignation. By looking at why employees leave companies can create retention strategies focused on keeping their best employees.

Nelson Granados, Cristel Russell, and Doreen Shanahan presented a paper, entitled "Extraversion, Technology Proclivity, and Participation in Technology-Mediated, Sharing Economy Markets," at the 2002 Academy of Marketing Science Conference. This study investigates how individual differences, specifically an individual's disposition toward others and toward technology, affect participation in sharing economy markets.

On May 12, **Sean Jasso** delivered two separate lectures, entitled "Reflections on the Pandemic:

What Happened and What Did We Do - An American Perspective," to the undergraduate and graduate student body at Universidad Autonoma De Nuevo Leon's School of Political Science and International Relations in Monterrey, Mexico.

Kwangjin Lee, along with co-authors Min Kim (Sogang University) and Jason Shin (Michigan State University), presented a paper entitled "Local Newspaper Layoffs and Workplace Safety" at the 2022 Korean Accounting Association Summer International Conference in Jeju, Korea. This study investigates the role of the local media in curtailing undesirable behaviors of local corporations.

Speech is
the small
change of
silence.

- George Meredith -

Jaclyn Margolis's research, with Anwesa Choudhury (SUNY Binghamton), Cynthia Maupin (University of Mississippi), Christian Resick (Drexel University), and Lauren D'Innocenzo (Drexel University), entitled "Knowledge (Sharing) Is Power: How Knowledge Sharing Networks Facilitate Team Performance" was presented at the 2022 Annual Conference for the Society for Industrial and

Organizational Psychology.

Cristel Russell, along with her co-author Kashef Majod (University of Mary Washington), presented their project, entitled "Can Restrictive Customer Acquisition Policies Be Effective In Markets That Transition From Illegal To Legal? Evidence From The Sex Trade," at the Marketing and Public Policy Conference in Austin, TX. This research examines customer acquisition in a market that has transitioned from illegal to legal, the sex trade. It finds that exclusive channels that impose a cost on prospects lead to greater customer acquisition



than inclusive channels such as social media and web searches.

Cristel Russell and Doreen Shanahan, along with two DBA students Richard Chau and Joy Shields, presented a paper titled "Exploring Consumers' Need to Own" at INFORMS 2022 ISMS Marketing Science Conference. This project advances a nomological network and embarks on scale development to better capture the definition and dimensionality of the 'need to own' construct.

At the Work Family Research Network Conference in New York, **Bobbi Thomason** co-led a symposium on flexible work with Erin Kelly. In the symposium, Bobbi presented her research, coauthored with Hannah Riley Bowles and Marc Grau Grau, on when working fathers negotiate family accommodations at work.

At the Positive Organizational Scholarship

Conference at the University of Michigan, **Bobbi Thomason** presented her research on Uber drivers in Africa.

RESEARCH IN THE MEDIA

Clemens Kownatzki was [interviewed](#) about benefits of Morgan Stanley's contingent income autocallable securities linked to the SPDR S&P Regional Banking ETF. While these structured notes offer an attractive yield, the risk on the downside is too high given the relatively small barrier size. Despite the high double-digit coupon,

this note does not provide enough downside protection given the current economic environment.

Clemens Kownatzki and Davide Accomazzo shared [expert opinions](#) on portfolio construction and diversification for The Small Exchange. Using the S&P 500 Index as an example, they suggest that most investors aren't aware of the high concentration risk. Although the index includes 500 large-cap stocks, the index is essentially dominated by just a few mega-cap stocks and therefore constitute a large concentration risk.

Davide Accomazzo and **Clemens Kownatzki** wrote about [technology stocks](#) for The Small Exchange. In recent months, technology stocks have been under pressure. A toxic combination of high valuations, rising interest rates, macro uncertainty, and political pushbacks have conjured up very strong headwinds for the technology sector.

Clemens Kownatzki was [interviewed](#) about Citigroup's market-linked notes that provide leveraged upside participation with quarterly averaging and minimum return at maturity. While this note has no downside and an attractive upside potential, there is still the risk of effectively losing money in a longer-term high-inflation scenario. Nevertheless, the note can be considered an attractive vehicle to get some equity exposure with a built-in risk protection.

Zhike Lei gave her expert opinions to WalletHub on the trends impacting [hiring practices](#). She emphasized that employees desire some deeper, humanity part of a job and urges employers to take a hard look at their current practices and create a positive environment for workers. Ultimately,

employees want to feel valued by their employers and have a sense of purpose in the workplace.

Jaclyn Margolis was interviewed on a top research-based parenting podcast, Curious Neuron, on the topic of burnout amongst working parents. (Listen to the full episode [here](#))

Jaclyn Margolis discussed her research on multiple team membership and collaboration overload in an [article](#) she wrote for Psychology Today titled, "Scheduling Another Meeting May Backfire."

Dana Sumpter discussed her research on working parents in an article titled "Employers Can Help Working Parents Manage Summertime Childcare" in Business Insider. (See full article [here](#))

Bobbi Thomason's research on how gig workers manage the physical risk of their jobs during the COVID-19 pandemic was featured in Forbes. (Read full article [here](#))



RESEARCH EVENTS

WITH
CENTER FOR APPLIED
RESEARCH



Annual Pitch and Posters Forum

The Center for Applied Research (CAR) hosted the PGBS Annual Pitch and Posters Forum in a hybrid format, at Pepperdine West LA campus and via Zoom, on June 14th. This research forum enables faculty to present timely research in a short, four-minute "pitch" format, followed by breakout "poster" sessions. This year's Pitch and Posters Forum featured nine cutting-edge research projects and invited moderator and commenters, including **Cristina Gibson**, **Nelson Granados**, **Zhike Lei**, and **Cristel Russell**, to discuss the topics from diverse angles. Presenters (with their project titles) are listed alphabetically below:

01

Jillian Alderman, (coauthored with Joetta Forsyth, Richard Walton, and Charla Griffy-Brown) "What Drives CEO Hiring Trends? Exploring the Conditions Under Which Companies Hire CEOs with Specific Background Traits."

02

Jared Ashword, (coauthored with Tyler Ransom) "Changes in Wage Returns to Schooling and Early Work Experience for Young Women: The Rising Cost of Family."

03

Jim DiZellio, (coauthored with Edward McQuarrie) "A Real Option Approach to Valuing a Roth Conversion."

04

Nelson Granados, (coauthored with Michael Smith and Yixin Lu) "Live-Streaming Piracy in Social Media Platforms: Empirical Study and Field Experiments to Deter Consumption."

05

Sean Jasso, "Your 2022 Annual Economic Buffet: The Five Truths About the Global Economy - In Five Minute."

06

Donn Kim, (coauthored with Arka Bandyopadhyay and Patrick S. Smith) “Agency Conflicts in Securitization: Evidence From Ginnie Mae Early Buyouts.”

07

Cristel Russell, (coauthored with Doreen Shanahan, Richard Chau, and Joy Shield) “Development and Validation of the Need to Own Individual Difference Measure.”

08

Cole Short, (coauthored with Jeanine Porch, Owen Parker, Peter Nahm) “Can Cognitive Consensus Soften the Blow? Top Management Team Language (In)Congruence after a Negative Earnings Surprise.”

09

Bobbi Thomason, (coauthored with Hannah Riley Bowles and Marc Graug-Grau) “Working Fathers and the Two-Level Game: How Negotiations at Work and Home Influence One Another.”

Annual DBA-CAR Conference

On June 10th-11th, the Executive Doctor of Business Administration (DBA) program and the Center for Applied Research (CAR) hosted the forth PGBS Annual DBA-CAR Conference on Applied Research.. This two-day in-person event effectively featured student presentations, keynote presentations, and panel sessions. Presenters, including PGBS faculty, external speakers and academics, and current DBA students, showcased key insights on their research findings, processes, and outcomes in productive and engaging dialogues.

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