A Message from Abol Jalilvand, Dean, School of Business Administration

As a community of scholars in a Jesuit Catholic University, we continue to strive for academic excellence, managerial relevance and responsible leadership. Advancing the scholarly capacity of our faculty and students will continue to be a key priority in the future supported by a comprehensive capital campaign for new endowed chairs, professorships, and centers of excellence, all housed in a distinguished new space. Our renowned scholars are not only advancing the boundaries of knowledge in their respective fields, they are also equally adept at teaching high-achieving students, speaking to scholarly and media audiences, and consulting with business and government.

The 2009 issue of the SBA Research Newsletter presents the recent work of these accomplished scholars while inviting comments and future collaboration. This issue also features and recognizes the work and scholarly passion of Professor Linda Tuncay, recipient of the prestigious 2009 Faculty Research Award.

As you read this issue of the SBA Research Newsletter, I am sure you will agree that we are surely moving forward to realizing this vision. Happy reading!

Professor Linda Tuncay selected 2008-09 SBA Researcher of the Year

The SBA Research Committee is very pleased to announce the 2008-09 Researcher of the Year. This year the award was given to Linda Tuncay, Assistant Professor of Marketing. Congratulations, Linda!

Each year, the award recipients are chosen on the basis of the quality and quantity of their research output within the past five years as enumerated and reported in the most recent Faculty Research Inventory. This year’s selection honors one of our colleagues who shows great promise in her research.

Linda Tuncay's research passion is in the area of consumer behavior. Specifically, she examines how cultural discourses influence consumers, especially with regard to persuasion and shopping behavior. Her dissertation examined the discourse of gender in society through her study of how men construct and negotiate their gender identities in the marketplace. Her recent publications continue this research stream. Her paper published in the Journal of Consumer Research examines how cultural discourses such as self-management, scientific rationalism and fatalism influence consumer persistence in the marketplace. Her latest research was published in the December 2008 issue of the Journal of Retailing where she examines how men's gender identities influence the ways they shop for fashion and grooming products.
Currently, Tuncay is working on several papers. One project, along with co-authors Eileen Fischer at York University and Cele Otnes at the University of Illinois, examines how consumers experience failure in the marketplace. She is also working on a sole-authored paper on how men and women respond to idealized depictions of gender in advertising. Her other research is in various stages of completion, and includes working with her Loyola colleagues, Mary Ann McGrath, Professor of Marketing, and Stacy Neier, Clinical Instructor of Marketing.

This year, Tuncay has been selected as the inaugural recipient of the CIMA Professorship in Marketing by the Chicago Interactive Marketing Association (CIMA). She also received a research grant from the CIMA to conduct a study on how consumers’ use of online information impacts their offline shopping behavior.

Jan Brinckmann, Assistant Professor of Management, published an article “Should entrepreneurs plan or just storm the castle?” in the Journal of Business Venturing. This article presents the results of a meta-analysis on contextual factors impacting the business planning performance relationship in small firms, and is co-authored by D. Grichnik and D. Kapsa. He also published “Functional Management Competence and Growth of New Technology-Based Firms” in Creativity and Innovation Management Journal.

In addition, his paper, "First-time strategy formation of nascent entrepreneurs" (coauthored with Dietmar Grichnik and Diana Kapsa) has been judged to be one of the best accepted papers in the program of the 2009 Academy of Management Meeting in Chicago, Illinois. This honor entitles the paper to be published in the Best Paper Proceedings of the 2009 Academy of Management Meeting.

Louis Cain, Professor of Economics, is a Senior Investigator and Core Leader on a five-year grant recently awarded by the National Institutes of Health/National Institute of Aging to the National Bureau of Economic Research (NBER) and the University of Chicago. The grant, a continuation of the Early Indicators of Later Work Levels, Disease and Death project, is administered by the Center for Population Economics (CPE) of the Chicago Booth School of Business and NBER. As Senior Investigator, Cain will be involved in an intra- and inter-city examination of why, at the beginning of the 20th century, urban mortality for adult males was so much higher in large cities than small ones, and so much higher in urban than rural places. As Core Leader, he is responsible for outreach which is mandated to increase the use of the CPE’s publicly-funded dataset.

Preliminary work on the grant has led to a paper entitled “Survival in 19th Century Cities: The Larger the City, the Smaller Your Chances,” with Sok Chul Hong who taught in the department in Spring 2008. The paper empirically examines the urban mortality penalty and was presented to the NBER Cohort Studies Group in Los Angeles; the Canadian Network in Economic History in Montreal; the Economic History Workshop of Northwestern University; the Economics Department Seminar of the University of Wisconsin-LaCrosse; and the World Congress of Cliometrics in Dalkeith, Scotland. The paper has been conditionally accepted by Explorations in Economic History.

Cain made two other presentations: “Reflections on the Cliometric Revolution” a discussion of a recently published book, was presented at the Workshop on the Economics and Biodemography of Aging, University of Chicago, while “Changes in the Process of Aging During the Twentieth Century” was presented to the University of Chicago GSB Management Conference in Chicago.

Cain also recently published two papers. "Epidemics, Demonstration Effects, and Municipal Investment in Sanitation Capital," with Elyce Rotella, in Joshua Rosenbloom, editor, Making History Count: Quantitative Approaches to the Past (Routledge); and “The Demand for Zoos and Aquariums,” with Dennis Meritt, Jr. in a special issue of Tourism Review International that was devoted to the topic of zoos and aquariums.

Cain is currently working on two books and one paper. The two books are Fertility, Families and Human Migration: Human Population in History, with Donald Paterson of the University of British Columbia, and the 8th edition of American Economic History, with the late Jonathan Hughes. The paper is an examination of the
role of William Ogden in the growth of Chicago. This paper is part of a much larger project to revisit the history of Chicago before the great fire.

Mine Cinar, Professor of Economics, is the managing editor of *Topics in Middle East & North African Economies*, the electronic proceedings journal of MEEA. She has published Volume 10 in 2008 and is currently publishing Volume 11. She has presented “Teaching Economics as a Writing Intensive Course” at the poster sessions of the American Economics Association Meetings (New Orleans, in January 2008), “Teaching Economics as a Second Language” at the workshop in MEEA summer meeting in Eastern Mediterranean University (North Cyprus, June 2008), and “Middle East Banking Revisited Amid the Financial Crisis” (with J. Poulos) at the 8th International Conference of MEEA (University of Nice, France, March 2008). She also attended the ERF annual meeting in Cairo, Egypt in 2008 and the Global Development Network conference on Development and the Environment in Kuwait City, Kuwait in 2009 as an invited delegate.

Tim Classen, Assistant Professor of Economics, presented his paper "Obesity and Food Stamps" (joint with Orgul Ozturk and Hau Chyi) at the Annual Meetings of the Midwest Economics Association in Cleveland, OH in March 2009. This research considers whether there is a causal relationship between participation in the Federal Food Stamp Program and weight outcomes for program participants. Classen received a Loyola Summer Research Stipend for Summer 2009 to study the effect of possible changes to the frequency of Food Stamp benefit delivery that could influence the likelihood of program participants developing weight problems.

Classen also presented his paper "The Role of Obesity and Social Networks in Education Accumulation" at the Annual Meetings of the Southern Economic Association in Washington, DC in November 2008. This paper measures the influence of an individual's relative position in the local distribution of Body Mass Index (BMI) within their high school on lifetime education accumulation. He finds that females with higher BMI levels relative to their peers are less likely to attend college. This research was supported by a Loyola Summer Research Stipend for Summer 2008.

Results from a similar project entitled "Changes Over Time in the Relationship of Obesity to Education Accumulation" were presented by Classen at the Biennial Conference of the American Society of Health Economists at Duke University in Durham, NC in June 2008. This paper considers whether the influence of obesity on the likelihood of high school completion and college attendance has changed over time (across two generations) as the rate of obesity has substantially increased. Obese females in both generations are found to accumulate less education than their non-obese peers with a larger effect for the likelihood of high school graduation in the earlier generation when obesity was relatively uncommon.

Chaim Ehrman, Associate Professor of Marketing, is having his paper “A Note on ‘New’ Selling Strategies: Are They Really New or are they Merely Recycled Strategies that have been in use for thousands of years?” published in the *Journal of American Academy of Business*. He is also presenting a research paper on Market Segmentation at the INFORMS conference in Toronto, Canada.

Suzy Fox, Associate Professor and Chair, Human Resources and Employee Relations, recently published “Bullying and Mobbing in the Workplace and the Potential Role Of Mediation and Arbitration Pursuant to the Proposed National Employment Dispute Resolution Act” in S.F. Befort & P. Halter (Eds.) Arbitration 2007 *Workplace justice*
for a changing environment: Proceedings of the Sixtieth Annual Meeting National Academy of Arbitrators. Arlington, VA: BNA Books, 161-225. This paper was co-authored by Lamont Stallworth, Professor of Human Resources and Employee Relations.

At the European Occupational Health Psychology Conference, held November 13, 2008 in Valencia, Spain, she presented a paper co-authored by Lamont Stallworth, Professor of Human Resources and Employee Relations, entitled “Teachers’ Experience of Violence and Bullying: An Application of Stressor-Emotion-Control/Support Theory.” At the Southern Management Association, held October 31 to November 2, 2008 in St. Pete Beach, Florida, she organized and served as chair of a symposium entitled “The complexity of counterproductivity: New theoretical directions in counterproductive work behavior.” As part of that panel, she presented “Instrumental Counterproductive Work Behavior and the Theory of Planned Behavior: A Cognition-Based Approach to Complement Affect-Based Theories of CWB” (coauthored by Paul E. Spector), and was co-author of “Counterproductive Work Behavior and Organizational Citizenship Behavior Co-Occur: A Demand-Attribution Theory” (presented by Paul Spector). In addition to the symposium, she presented another paper at the Southern Management Association conference, “The Battered Apple: An Application of Stressor-Emotion-Control/Support Theory to Teachers’ Experience of Violence and Bullying” (coauthored by Lamont Stallworth), and served as discussant on another symposium, “An examination of employee reactions to perceived corporate citizenship.”

At the Association on Employment Practices and Principles, held October 2, 2008 in Chicago, Fox served as track chair and chair of a panel entitled “Our research is not enough: the struggle to define workplace bullying in pursuit of viable solutions.” In 2008 she received a SBA Faculty Support Program for Research award for a project entitled “Workplace Bullying Survey for Labor and Employment Professionals”, as well as a competitive course reduction from the Loyola Office of Research Services.

Finally, on March 17, 2009, she presented a workshop, together with Lamont Stallworth, Professor of Human Resources and Employee Relations, entitled “Work should not hurt! Building a healthier workplace by recognizing and preventing workplace bullying”. This presentation was sponsored by Hillel at Loyola and the Loyola Human Resources Student Association.


Swasti Gupta-Mukherjee, Assistant Professor of Finance, had her paper “Mars-Venus Marriages: Culture and Cross-border M&A” published in the Journal of International Business Studies (co-authored by Rajesh Chakrabarti and Narayanan Jayaraman). In this paper, they used a sample of over 800 cross-border acquisitions during 1991–2004 and found that cross-border acquisitions perform better in the long run if the acquirer and the target come from countries that are culturally more disparate. The positive relationship of performance to cultural distance persists after controlling for several deal-specific variables and country-level fixed effects, and is robust to alternative specifications of long-term performance. Cash and friendly acquisitions tend to perform better in the long run. There is also some evidence of synergies when acquirers are from stronger economies relative to the targets.

paper provides new insights on active portfolio management by comparing portfolio choices of mutual funds relative to the choices of their peers. Using an active benchmark, in the form of portfolio allocations of peer groups of mutual funds, this study uncovers the determinants and consequences of funds choosing portfolio allocations that deviate from their peers' choices. The findings suggest that the deviating tendency of a fund manager decreases with fund size and turnover, and increases with fund age. Evidence also indicates that deviating tendencies are higher for recent poor performers and single-manager funds, and show persistence over time.

Dawn Harris, Associate Professor of Management, presented the paper, "Harnessing Entrepreneurial Skills in Developing Countries: A Strategic Alliance Framework", at the Strategic Management Society Special Conference in Hyderabad, India during December 2008. The paper is co-authored with Thomas Derdak. She also presented the paper, "A Framework for Organizational Learning and Knowledge Alignment between Business and Information Technology", at the Organization Science Winter Conference XV in Colorado during February 2009. The paper is co-authored with Frederick Kaefer, Associate Professor of Information Systems and Operations Management, and Linda Salchenberger.

Nenad Jukic, Associate Professor of Information Systems and Operations Management, has recently published three journal papers. The paper titled “Enterprise Information Systems Change, Adaptation and Adoption: A Qualitative Study and Conceptual Framework” was published in Information Resource Management Journal and it was co-authored with Boris Jukic from Clarkson University and Miguel Velasco, a Ph.D. student at the University of Minnesota. The other two papers: “Teradata University Network: A No Cost Web Portal for Teaching Database, Data Warehousing” published in Journal of Information Systems Education, and “Using Real Data to Invigorate Student Learning” published in Inroads – ACM SIGCSE Bulletin, were co-authored with Paul Gray from Claremont Graduate University. In March 2009 Jukic gave a lecture titled “Critical Failure of Data Warehousing” at the Illinois Technology Association Business Intelligence Roundtable.


In addition, Kaufman presented papers at the Financial Management Association (Dallas), University of Zurich (Switzerland), Coatings Trade Federation (Zurich) and International Banking, Economics and Finance Association (San Francisco). He was also interviewed on a number of TV and radio stations and by the press media on the ongoing financial crisis.

Sung Min Kim, Assistant Professor of Management, published his paper, “When Strategy Pales: Lessons from the Department Store Industry” in the latest issue of Business Horizons with Homer Johnson, Professor of Management. This article traces the evolution of the department store industry and explores
some of the underlying dynamics of the changes in the retail trade sector with an emergence of new alternative retail formats such as discount stores and category killers. This study further explores the major strategies used by the leading traditional stores with reference to new industry life cycle models and strategic positioning framework.

Sung Min Kim also published a paper, “The Impact of Information Technology (IT) and Intangible Resources on Foreign Direct Investment (FDI): The Tobin’s $q$ Framework” in POSRI Management Report. This paper is co-authored with Andrew K. Kim, an expert in industrial marketing and globalization strategy in the steel industry. This study focuses on the role of IT on FDI by Multinational Enterprises (MNEs) and seeks to explain how IT-driven changes in the costs and the benefits of globalization affect the patterns and incentives for FDI. By drawing on the Tobin’s $q$ framework, it also suggests that ownership of intangible resources in the home markets enables MNEs to undertake FDI.

Robert W. Kolb, Professor of Finance and Frank W. Considine Chair of Applied Ethics presented his paper, “Risk Management and Distributive Justice,” at the Financial Management Association European Conference, at the annual conference of the International Association for Business and Society, and at the Society for Business Ethics annual conference. Kolb also participated in a panel concerning the role of corporate involvement in incentivizing curricula at the annual conference of the International Association for Business and Society, and presented the annual Edward and Linda Reiter lecture in February at Bowling Green State University, speaking on the topic "Incentives and Ethics in the Financial Crisis of 2007 and Beyond."

The Encyclopedia of Business Ethics and Society, a five-volume work which Kolb edited was selected by the American Library Association as the winner of a CHOICE award as an Outstanding Academic Title. In addition, the Reference and Users Association of the American Library Association recently identified ten business reference works that they regarded as outstanding or noteworthy, and the Encyclopedia of Business Ethics and Society was one of only two designated as "outstanding."

A. G. (Tassos) Malliaris, the Walter F. Mullady, Sr. Professor of Economics and Finance, and Marc Hayford, Professor and Chair, Economics, attended the The Second Joint Athenian Policy Forum and the Indian Institute of Management Conference that took place in Calicut, India on December 18-21, 2008. They presented their joint paper on “Financial Instabilities and Asset Prices: The Current Debate”. Professor A. G. Malliaris also presented in the same conference a paper on “Oil, Gold and the Euro: Hypotheses and Time Series Analysis”, co-authored by Mary Malliaris, Associate Professor of Information Systems and Operations Management. Both these papers are currently under revision and will appear in the Conference volume to be published this summer.

Mary Malliaris, Associate Professor of Information Systems and Operations Management, presented "Staff Nurse Perception of the Hospital Professional Practice Environment” at the 21st Annual Palmer Research Symposium, with Fran Vlasses, Mary Dominiak, and Ida Androwich from the School of Nursing. In addition, she is also presenting "Leveraging Technology for Research", at the Nursing Informatics 2009 Congress in Helsinki, Finland, with Fran Vlasses, Mary Dominiak, and Ida Androwich from the School of Nursing, and “Time Series and Neural Networks Comparison on Gold, Oil and the Euro”, at the 2009 International Joint Conference on Neural Networks, Atlanta, with A. G. (Tassos) Malliaris, the Walter F. Mullady, Sr. Professor of Economics and Finance.
Maciek Nowak, Assistant Professor of Information Systems and Operations Management, recently published his paper "An Empirical Study on the Benefit of Split Loads with the Pickup and Delivery Problem" in the European Journal of Operational Research. This paper analyzes the benefit of splitting the delivery of truckloads into multiple trips rather than one trip. Those real-world environments in which split loads are most likely to be beneficial are characterized, with the analysis considering mean load size and variance, number of origins relative to the number of destinations, the percentage of origin-destination pairs with a load requiring service, and the clustering of origin and destination locations.

John O’Malley, Professor of Accounting, is having an article titled "The Unanticipated Lives of Contradiction" published in 2009. He also continues to be extremely active in European organizations and has recently been appointed a knight in the Royal Order of Francis I (Italy).

Joan M. Phillips, Associate Professor of Marketing, recently published two articles co-authored with Thomas J. Reynolds. The first, "A Review and Comparative Analysis of Laddering Research Methods: Recommendations for Quality Metrics," was published in Review of Marketing Research, 5 (6), 130-174. Laddering is a qualitative marketing research technique that has been used extensively within marketing to uncover the drivers of consumer decision making. This article assesses the laddering research practices of both professional and academic researchers, proposes a set of quality metrics, and demonstrates the use of these measures to empirically compare the traditional face-to-face interviewing method to the online one-on-one interviewing approach.

Her second article, "A Hard Look at Hard Laddering: A Comparison of Studies Examining the Hierarchical Structure of Means-End Theory" was published in Qualitative Market Research: An International Journal, 12 (1), 83-99. This manuscript outlines the fundamental assumptions of the laddering methodology to provide methodological guidelines to laddering researchers. In addition, this paper reviews the academic literature examining the hierarchical structure of means-end theory and explores how violations of the assumptions underlying the laddering methodology may impact research findings.

Anne Reilly, Professor of Management and Associate Dean of the Graduate School of Business, recently published an article co-authored with Loyola Graduate School of Business alumnus Tony J. Karounos. The paper, "Exploring the Link between Emotional Intelligence and Cross-Cultural Leadership Effectiveness," was published in the Journal of International Business and Cultural Studies. Reilly and Karounos examined how varying cultures perceive the effectiveness of differing leadership styles, focusing on the role of emotional intelligence in determining leadership effectiveness. In addition, Reilly presented a paper entitled “Communicating the Sustainability Message through Corporate Reports: Applying Lessons from Organizational Change." at the 97th annual Society for Advancement of Management (SAM) international business conference in March, thanks to funding provided by the Center for Integrated Risk Management and Corporate Governance. This paper compared corporate sustainability reports from 12 large, global corporations in two industries (energy and consumer products) with respect to four key sustainability metrics: global warming, air emissions, charitable contributions (as a proxy for community involvement), and gender diversity. The paper was also included in the Conference Proceedings.
Lamont Stallworth, Professor of Human Resources and Employee Relations, gave a presentation “Impact of grievant’s offer of apology on arbitrator’s decision in discipline and discharge cases” (with Michele Hoyman) at the Fall Education Conference of the National Academy Of Arbitrators held in Seattle, Washington (October 4, 2009). Stallworth and Hoyman used ten hypothetical cases to examine arbitrators’ reactions to five types of apologies. They found that grievants who gave sincere apologies were more likely to prevail than those who gave no apology or insincere apologies, and that the timing of the apology did not matter.

Stallworth also presented “Abusive supervision in the public schools: The salience of principal bullying in teachers’ narratives of job stress” (with Suzy Fox, Associate Professor and Chair, Human Resources and Employee Relations) at the SIOP meeting in New Orleans, LA (April 2-4, 2009). This paper was presented as part of a symposium titled “New developments in the study of interpersonal mistreatment at work.”

Vefa Tarhan, Professor of Economics, has had his article titled "How Do Firms Finance their Investments? The Relative Importance of Equity Issuance and Debt Contracting Costs" published as the lead article in the April 2009 issue of the Journal of Corporate Finance. He also had his research accepted for publication in The Journal of Finance, the top journal in the Finance field.

Regina Trevino, Assistant Professor of Economics, joined forces with several other professors at Loyola University Chicago to understand Mexican families. As the nation grapples with solutions to the challenges of immigration, a lack of concrete data about migrant families presents a roadblock to creating sound policy. For this reason several faculty members are engaging in a study that will shed some light on families from Mexico, both documented and undocumented, who are living in Chicago. This comprehensive study is being spearheaded by Maria Vidal de Haymes and Marta Lundy, professors of Social Work, along with Susan Grossman, Shweta Singh, and Phil Hong from the School of Social Work and Regina Trevino from the School of Business Administration. The research project replicates, in part, a national study recently carried out by the Mexican federal human service agency, Sistema Nacional para el Desarrollo Integral de la Familia (SNDIF), in which 125,000 families were surveyed to gain a better understanding of Mexican family composition and dynamics. The Loyola research team has partnered with SNDIF to add a U.S. sample to the study with financial support from the Graduate School’s Global Initiative Incentive Fund and the Samuel and Lois Silberman Fund. In Mexico, the results from the study will be used by SNDIF to guide public policy and social programming that will support families, and the hope is that the results will be used in a similar way in the U.S.

"Research is the process of going up alleys to see if they are blind."

-- Marston Bates

The Research Newsletter is published by the Research Committee of the School of Business Administration. A more complete listing of recent research by SBA faculty may be found in the annual School of Business Administration Faculty Publications and Papers Presented at Professional Meetings at: www.sba.luc.edu/research/faculty. Faculty working papers may be found at: www.luc.edu/sba/research_newsletter.shtml. Select publications are displayed in the Research Showcases on the 1st and 5th floors at the School of Business Administration, Maguire Hall, 1 East Pearson Street, Chicago, Illinois.

Jasmine Tata, Editor