
Boatright delivered a paper “Risk Management and the Responsible Corporation: How Sweeping the Invisible Hand?” at the Sixth Transatlantic Business Ethics Conference at York University in Toronto, and at the Eighteenth Congress of EBEN-Spain, Bilbao, Spain. He delivered lectures on “Ethical Issues in the Current Financial Crisis” at York University, University of Toronto, the World Forum in Lille, France, the EDHEC Business School in Nice, France, the University of Bergamo in Bergamo, Italy, and a conference of Econometta at the University of Milano Bicocca, Milan, Italy. He also presented a paper on “The Implications of the New Governance for Corporate Citizenship and New Governance at Martin Luther University, Wittenberg, Germany.

Chaim Ehrman, Associate Professor of Marketing, has recently published a book, "Marketing Science: An Overview” 3rd Printing, Jerusalem College of Technology, October, 2010. This book is designed to be a refresher text for a student who took a course in Business Statistics several years ago and wants to familiarize himself or herself with the basic concepts and methodologies covered in the course. Professor Morris Hamburg of the Wharton School of Business reviewed the book and said it really serves a purpose to satisfy an unmet need from both students and professionals who need to review the basic concepts covered in a Business Statistics course.

Ehrman also published “On Creating a More User friendly Conjoint Analysis,” *Journal of the American Academy of Business*, September, 2010. This was published when he was Research Professor at Jerusalem College of Technology and Associate Professor at Loyola University Chicago, and shows how Conjoint Analysis uncovers true preferences of consumers in their decision making process. Ehrman took two samples of Loyola students: Male Caucasian Graduates from School of Business and Female African-American Undergrads from Arts and Sciences, and asked them when looking for a spouse - which criterion would be most important - intelligence, good looks or wealth? Both groups responded that the aforementioned order of attributes indeed represents their top priorities. The students were then given profiles of 20 people of the opposite sex and were asked to give rank order scores for all profiles. Using Conjoint Analysis, utility scores for these three attributes were computed. The research found that male graduates put wealth as their number one priority and female undergraduates put good looks as number one. So, what you say is not what you really mean! This approach can be applied to decision makers in consumer behavior.
In November 2010, Ehrman presented “On Finding an Optimal Mix for Push and Pull Strategies Using Conjoint Analysis. Using the Data Base of Brita,” (Harvard Business Case), at a conference in Rome sponsored by the Journal of Arts and Science. This shows that optimality can be achieved in terms of profit impact using the right mix of push and pull strategies. Conjoint analysis can pinpoint what that mix is, based on computed utility scores for 36 scenarios.

Frank Forst, Associate Professor of Operations Management, has had “Minimizing the Expected Weighted Number of Tardy Jobs with Non-Identically Distributed Processing Times and Due Dates,” published in Research In Business And Economics Journal, March, 2010.


Al Gini, Professor of Business Ethics and Chair of Management, has had the good fortune to have a number of publications in the last year. He is the author of Seeking The Truth of Things: Confessions of a (catholic) Philosopher, ACTA press, 2010. Seeking The Truth of Things is part memoir and part introduction to a few key philosophical concepts. The intent of the book is to talk about some of the big and unavoidable issues and questions in everyone’s life. The book argues that failing to pursue certain basic philosophical questions is to fall prey to Socrates’ warning: “An unexamined life is not worth living.” He has had an article published in a refereed journal: “On Being a Generalist”, Business Ethics Quarterly, V.20, N.4., October 2010. And he has written two chapters for scholarly books: “The Effect of Work and Moral Decision Making” in The Value of Time and Leisure in a World of Work, Rowman and Littlefield, 2010; “A Short Primer on Moral Courage” in Moral


Swasti Gupta-Mukherjee, Assistant Professor of Finance, received a grant ($11,000) from the Batten Institute at the University of Virginia for her project titled “Board Characteristics and Governance: The Impact on Entrepreneurial Firms”, co-authored with Professor Susan Chaplinsky (University of Virginia). She was invited to present her paper titled “Geography, Informal Information Flows and Mutual Fund Portfolios” at the CRSP Forum 2010 at the University of Chicago. Her paper provides new insights on active portfolio management, by analyzing the impact of informal information processes linked to the geographical location of mutual fund managers.

Gupta-Mukherjee’s paper titled “The Form of Exit in Venture Capital: Implications for Reputation Building” was invited for presentation at the Financial Management Association (FMA) Annual Meeting in 2010, and has been awarded the SBA Faculty Support Grant for Research and Innovations in Teaching for 2009-2010. In this study, Gupta-Mukherjee and her co-author Susan Chaplinsky offer evidence on how the form of exit, via a sale (M&A) or initial public offering (IPO) exit, matters in venture capital. In particular, they focus on the role of the form of exit in resolving information asymmetries related to venture capitalists’ (VCs’) skill and reputation-building. They find that IPO exit returns are substantially more persistent over time than M&A returns, consistent with having a closer link to VCs’ skills. Moreover, IPO exits carry a large “reputation premium” over M&A exits which cannot be explained by the higher levels of returns. In the context of the VCs’ increasing difficulty in achieving IPO exits and the predominance of M&A exits in the last decade, their findings have important implications for capital recovery, skill-related signaling value of exits, and reputation building in the VC industry. She also served as a reviewer for the CFA Institute’s Financial Analysts Journal, and served as a member of the program committee and session chair for the FMA Annual Meeting 2010.

Dawn Harris, Associate Professor of Management, presented the paper, "The Development of Dynamic Capabilities through Organizational and Managerial Processes", at the Strategic Management Society 30th Annual International Conference in Rome during September 2010. This paper is co-authored with Frederick Kaefer, Associate Professor of Information Systems and Operations Management, and Linda Salchenberger. She also presented the paper, "Who are we as a Board and What Should We Do: Linking Board's Identity to Board's Effectiveness", which is co-authored with Sanjay Goel at the same conference. In July, the paper, "A Strategic Alliance Framework to Harness Entrepreneurial Skills in Subsistence Marketplaces" was presented at the Subsistence Marketplace Conference in Chicago. The co-authors on this paper include Nicholas Lash, Professor of Finance, Linda Tuncay Zayer, Assistant Professor of Marketing, Michael Welch, Clinical Professor of Management, and Thomas Derdak. This paper was also accepted for presentation at the Entrepreneurship Conference on Africa at Syracuse University in April 2010.

Rafay Ishfaq, Assistant Professor of Information Systems and Operations Management, recently published two research journal papers, co-authored with Charles Sox from the University of Alabama. The first paper titled "Intermodal Logistics: The Interplay of Financial, Operational and Service Issues", published in Transportation Research, is an empirical study of U.S. intermodal
Robert W. Kolb, Professor of Finance and Frank W. Considine Chair of Applied Ethics, recently published his first of two books on the financial crisis, an edited volume entitled: Lessons from the Financial Crisis: Causes, Consequences and Our Economic Future, Hoboken, NJ: John Wiley & Sons, Inc., 2010. This book featured almost eighty articles, including many by leading scholars. Loyola faculty was well represented. In addition to Kolb, contributors included Mark Hayford, Professor and Chair of Economics, Abol Jalilvand, Dean of School of Business Administration, George Kaufman, the John Smith Professor of Finance and Economics, and A. G. (Tassos) Malliaris, the Walter F. Mullady Sr. Professor of Economics and Finance. Kolb’s paper in this volume was: “Incentives in the Originate-to-Distribute Model of Mortgage Production,” pp. 209-216. He also published “The Finance View of the World and It’s Ethical Implications,” in Finance Ethics, edited by John R. Boatright, the Raymond C. Baumhart, S.J., Professor of Business Ethics, Hoboken, NJ: John Wiley & Sons, Inc., 2011, pp. 23-43, and continued his work as editor of Risk Management Research Report, publishing regularly quarterly issues. (See RMRR.com.)

Kolb presented his paper, ”Incentives in the Financial Crisis of Our Time,” at the conference of the Athenian Policy Forum hosted at the Deutsche Bundesbank in Frankfurt, and he served as a panelist on the ethics of entrepreneurship at the annual meeting of the Society for Business Ethics in Montreal.

John Kostolansky, Associate Professor of Accounting, had an interesting case study published in the Journal of Business Case Studies (September/October 2010). The original idea for the case was provided by an accounting practitioner, Michael Pakter, who is a partner at Gould & Pakter, LLC. The case (co-written by Brian Stanko, Professor and Chair of Accounting) incorporated excel templates to guide students through its complexities and...
generate output for analysis. Ellen Landgraf, Associate Professor of Accounting, classroom-tested the case in her forensic accounting course, which Michael Pakter attended as a guest lecturer. She then wrote teaching notes for the case and presented it at the 2010 International Business and Economic Research Conference, where it was selected the best paper in the session.

Keith Lambrecht, Associate Professor of Sports Management, presented an article titled “Social Media: The Marketing and Consumption of Sport,” at the Academy of Marketing Science, Portland, OR (Refereed).

Ellen Landgraf, Associate Professor of Accounting, presented "An Analysis of Recent Published Fraud Surveys: Lessons for Academics and Practitioners," at the Fourth Annual Fraud and Forensic Accounting Education Conference, Atlanta, Georgia, May 15, 2010. She had her article, "Composite Manufacturing Company: A Financial (MIS) Statement Case," (with John Kostolansky, Associate Professor of Accounting, Brian Stanko, Professor and Chair of Accounting, and M. Pakter) published in the Journal of Business Case Studies, Volume 6, Number 5, September/October 2010, pp. 1-12. She also presented this case at the 2010 International Business & Economics Research Conference in Las Vegas, Nevada, October 13, 2010. This presentation was selected the best paper in the session.


Mary Ann McGrath, Professor of Marketing, has returned to the School of Business Administration, after a two-year leave of absence, during which she was living in Shanghai and teaching at the China Europe International Business School. One of several research projects conducted in China involved the use of marketing via cellular telephones. She pre-

Larry Metzger, Professor of Accounting, has published a paper, titled "Mark to Market for Governments" in the Journal of Government Financial Management. The paper explores the impact mark to market accounting has had on government financial reporting, especially with respect to derivative financial instruments, and what steps the Government Accounting Standards Board should take to strengthen reporting requirements.

Stacy Neier, Clinical Instructor of Marketing, had her case "ING DIRECT" (co-authored by Blowden Tarter and Debra Zahay-Blatz) presented at the Direct Marketing/Interactive Research Summit in San Francisco, California on October 9, 2010. This case was inspired by the Cafe location at Water Tower Campus and guides students to discuss opportunities to collect data from current Cafe visitors and convert those visitors from coffee drinkers to savings and checking account holders.


John D. O'Malley, Professor of Business Law, has written an article entitled "Hannah Rosbotham, AM, Heroine of the Sutton National Schools, St. Helens" which will appear in the December issue of the Journal of the Orders and Medals Research Society of Great Britain, reflecting on the first woman in history to receive an Albert Medal, considered to be the Civilian Victoria Cross. Rosbotham entered a building collapsing because of a gale forced failure of a stone belfry in order to save over a hundred small children.

Joan M. Phillips, Associate Professor of Marketing, recently received the 2010 Highly Commended Award by Emerald Publishing for her article (co-authored with Thomas J. Reynolds) entitled "A Hard Look at Hard Laddering: A Comparison of Studies Examining the Hierarchical Structure of Means-End Theory" published in Qualitative Market Research. This research article was selected by the journal's editorial team as one of the three most impressive pieces of work published in 2009. The article 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 Assistant Provost & Director of Faculty Administration, presented three papers on sustainability recently. In April 2010, her co-author and GSB student Veronica Simms presented "Sustainability and Corporate Social Responsibility: What They Say or What They Do?" at the 98th annual Society for Advancement of Management (SAM) International Business Conference in Arlington, VA. In this paper, Reilly & Simms examined corporate sustainability reports from
a cross-industry sample to explore how firms communicate and implement sustainability initiatives. Reilly presented "Responsible Leadership and Corporate Sustainability" at the 13th annual Colleagues in Jesuit Business Education (CJBE) Conference at Marquette University in July 2010. The relationship between corporate use of social media, sustainability reports, and organizational culture was the focus of Reilly’s third paper, “Adopting a Sustainability Initiative: The Role of Organizational Culture and Strategy,” which was presented at the 10th International Conference on Knowledge, Culture, and Change in Organizations at Universite de Montreal HEC in July 2010.

Cliff Shultz, Professor and Charles H. Kellstadt Chair of Marketing, continues work on various research streams examining marketing, development and consumption in transforming economies. Fieldwork on related projects took him to various ports of call in Asia, Europe, Australia and Africa. The South Africa jaunt assembled several scholars at the University of Cape Town who are studying the socioeconomic impact of the World Cup, and the dynamic interactions of FIFA, host country institutions, consumers and sponsors. As for publications, sample journal articles include the co-authored, “Family Policy in Germany: Is the Romanticized Idealization of the Male Breadwinner Losing its Relevance?” published in the Journal of Macromarketing, and “Grocery Store-Attributes in Recovering Economies: An Empirical Investigation of Their Importance, Using Three Component Contour Plotting,” Journal of International Food & Agribusiness Marketing. Schultz continues to serve on several editorial and policy boards; his reign as President for the International Society of Markets and Development ended with his presidential address in Hanoi.

Shultz also made presentations at various universities and academic conferences, including the University of Western Australia, Harvard, Vietnam’s National Economics University, the Academy of Marketing Science, American Marketing Association, International Society for Quality of Life Studies, Macromarketing Society, International Society of Markets and Development, and the Conference on Jesuit Business Education; several papers were published in the Conference Proceedings.

Jasmine Tata, Associate Professor of Management, continues her research and publications on social capital, cross-cultural issues, and organizational justice. Her paper, “Social capital and next-generation succession in the family firm,” published in the International Journal of Entrepreneurship and Small Business, 2010, identifies the connections between the optimum configuration of post-succession social capital in the family business, transferred social capital (i.e., social capital that is transferred from the incumbent to the successor), and new social capital brought into the position by the successor.

The Research Newsletter is published by the Research Committee of the School of Business Administration. Previous issues of this newsletter can be accessed at www.luc.edu/sba/research_newsletter.shtml. A more complete listing of recent research by SBA faculty may be found in the Faculty Research Inventory published in the Spring of each year. The Research Committee also maintains a database of faculty working papers at http://www.sba.luc.edu/research/wpapers/. Select faculty 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.

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