Professor Sung Min Kim selected SBA Researcher of the Year

The SBA Research Committee is very pleased to announce the 2009-2010 Researcher of the Year. This year the award was given to Sung Min Kim, Assistant Professor of Management. Each year, the award recipients are chosen on the basis 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 his research.

Kim’s research interest is organizational economics, which includes resource-based theory, transaction costs theory, positive agency theory, and property rights theory of the firm. His research goal has been to integrate these perspectives to generate theoretical insights and empirical evidence regarding the evolving nature of firm boundaries and the sustained superior performance of economic organizations. From 2005 to 2009, Kim has published in several journals, including Strategic Management Journal, Journal of Retailing, Industrial Relations, and Thunderbird International Business Review. His paper published in Strategic Management Journal provides a transaction costs and resource-based framework on the dynamics of information technology (IT) and governance mode between firms. He continues this research thrust in a recent paper on resource co-specialization and organizational performance in IT implementation (co-authored with Joseph T. Mahoney at the University of Illinois). Kim has also served as an ad hoc reviewer of several journals such as Strategic Management Journal, Organization Science, Journal of Retailing, and Journal of Strategic Change Management while advising Asian multinational enterprises and research institutes. Currently, Kim is developing several research projects in the domain of strategic entrepreneurship from the perspective of organizational economics. One project examines the antecedents and consequences of business planning and sense-making activities in new ventures. The paper on business planning is co-authored with Jan Brinckmann at ESADE, and the paper on endogenous sense-making will be presented at the Academy of Management Annual Conference in 2010. Another project focuses on heterogeneity inopportunity evaluation and exploitation by entrepreneurs with different knowledge endowment. A working paper of the conjoint research is co-authored with Marc Gruber at EPFL.

Louis Cain, Professor of Economics, is a Senior Investigator and Core Leader on a five-year grant awarded by the National Institutes of Health/National Institute of Aging. 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 such, Cain was recently named a Research Economist at the NBER.

His paper entitled “Entrepreneurship in the Antebellum United States,” appeared in The Invention of Enterprise: Entrepreneurship from Ancient Mesopotamia to Modern Times (Princeton: Princeton University Press, 2010, David Landes, Joel Mokyr, and William Baumol, editors). His paper “Survival in 19th Century Cities: The Larger the City, the Smaller Your Chances,” with Sok Chul Hong of Sogang University, appeared in the October 2009 issue of Explorations in Economic History. In addition, an article on “Cliometrics” was added to the
on-line encyclopedia of EH.net, a site owned by the Economic History Association.

His *American Economic History*, 8th edition, co-authored with the late Jonathan Hughes, was published in January 2010. Among the other presentations Cain made were “The Great Depression: Truth and Not-So-Truth” to the Illinois Association of School Economics Teachers in May 2009, “The Union Army Project: New Findings from the Records of over 41,000 Men” to the Social Science History Association meetings held in November in Long Beach, CA; and a seminar on “Environmental Economics” to the Newberry (Library) Teachers Consortium in February.


Faruk Guder, Professor of Information Systems and Operations Management and Associate Dean of the School of Business Administration, has recently published two papers. His paper, “Online and Paper Course Evaluations” co-authored with Mary Malliaris, Associate Professor of Information Systems and Operations Management, was published in the *American Journal of Business Education, 3 (2)*, 2010, 131-137. Another paper, “Changing the Culture of a School: The Effect of Larger Class Size on Instructor and Student Performance,” co-authored with Mary Malliaris and Anahita Jalilvand was published in the American *Journal of Business Education, 2 (9)*, 83-89, 2009.

Dawn Harris, Associate Professor of Management, presented the paper, "Organizational and Managerial Processes and the Development of Dynamic Capabilities", at the Organization Science Winter Conference XVI in Colorado during February 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?: Linking Board's Identity to Board's Operational Effectiveness", which is co-authored with Sanjay Goel at the same conference.
In March, she presented on the influence of three theoretical perspectives (Organizational Ecology, Adaptation, and Dynamic Capabilities) on entrepreneurship at the Research Conference on Entrepreneurship and Innovation at the University of California, Berkeley.

On Monday, January 25, 2010 an article by Gezinus Hidding, Associate Professor of Information Systems and Operations Management, and two co-authors entitled "The First Shall Not Be First" appeared in the Wall Street Journal's special section called "Business Insight," co-edited with Sloan Management Review, which had selected the article for publication. The article is archived by the Sloan Management Review: http://sloan-review.mit.edu/business-insight/january-2010/.

The article describes the results of a multi-year research program studying whether companies enjoy "First-Mover Advantage" or "Follower Advantage" in various IT “platform” industries. Hidding and his co-authors found that leaders in platform industries typically employ three strategies to win: (1) (fast-) follower advantage, entering the market some time after it has been established, (2) staircase strategies, linking customer experiences to an ever-expanding core of market ownership, and (3) free-ridership, building on the efforts of existing players. Used separately or together, these three approaches appear to predict both the behavior and the success of companies that lead in platform industries.

The article was co-authored with Jeff Williams, Professor of Strategy at Carnegie-Mellon University (Pittsburgh) and John Sviokla, Vice-Chairman of Diamond Management & Technology Consultants (Chicago). Collaborators on this research program include over 20 Loyola Graduate School of Business students!

Nenad Jukic, Associate Professor of Information Systems and Operations Management, has recently published two journal papers. One paper titled “Information System Planning and Decision Making Framework: A Case Study” was published in Information Systems Management, and was co-authored with Prof. Boris Jukic from Clarkson University. Another paper titled “Multi-Level Information Presentation Strategy and Customer Reaction: An Empirical Investigation in an On-Line Setting” was published in Journal of Organizational Computing and Electronic Commerce, and was co-authored with Boris Jukic and Anthony Dashnaw from Clarkson University, David Kravitz and Laurie Meamber from George Mason University, and Amanuel Tekleab from Wayne State University.

Jukic also presented a paper titled “Mining Corporate Data with Qualified Association Rules” at TUN/SIGDSS 2009 Business Intelligence Congress and Workshop in Phoenix, AZ, in December of 2009. This paper was co-authored with Svetlozar Nestorov from University of Chicago, and two former Loyola students: Miguel Velasco (now an Information Systems Ph.D. Student at University of Minnesota Carlson School of Management) and Jami Eddington (now a Software & Technology Coach at Northwestern Mutual).


In addition, Kaufman also presented papers in Santiago, Chile; Madrid, Spain; the University of New Mexico;
Oberlin College; Wharton School of Business; and a number of conferences and other venues in Chicago.


John Kostolansky, Associate Professor of Accounting, has had his article The Impact of LIFO in the Fortune 500 in 2007 published in The Journal of Applied Business Research (Sept/Oct 2009, Vol.25, Number 5).

Ellen Landgraf, Associate Professor of Accounting, has had her article, "Sexual Harassment and Public Accounting: Anecdotal Evidence From the Profession," (with G. Miller and Brian Stanko, Professor and Chair of Accounting) published in The Journal of Diversity Management, First Quarter 2010, Vol. 5 Number 1. She also presented this article for the Women in Business group of Loyola University in March 2010.


Larry Metzger, Professor of Accounting, has recently had two papers published. He coauthored a paper with Steven Andes and David Gans titled "Measuring Physician Contribution to the Healthcare Safety Net"
in a special health care issue (March - April 2010) of Business Horizons. The paper tracks levels of charity care given by medical practices over a three year period and finds that in spite of a growing need for medical care to uninsured and under-insured patients, the level of charity care has been steadily declining nationwide. He also published an article titled "Leonardo and the Auditor" in the February 2010 issue of Internal Auditor. This paper demonstrates the need for creative thinking skills as part of an internal auditor’s thought process.

John Nicholas Professor of Information Systems and Operations Management, and Homer Johnson Professor of Information Systems and Operations Management, have had their article "Case History: Quality Initiative in the Pathology Lab" published in the Winter, 2010 issue of OD Practitioner.

John D. O’Malley, Professor of Business Law, reports that his article entitled "Un-anticipated Lives of Contradiction" has been published in the European Journal of the Orders and Medals Research Society, (London), December 2009 issue.

Joan M. Phillips, Associate Professor of Marketing, recently published a research paper co-authored with Thomas J. Reynolds and Kate Reynolds. “Decision-Based Voter Segmentation: An Application for Campaign Message Development” that was featured as the lead article in European Journal of Marketing (Special Issue on Political Marketing), 44 (3/4), 310-330. This article draws on three recent innovations to the means-end laddering methodology—(1) elicitation questioning techniques that allow for a decision equity analysis between targeted groups, (2) decision segmentation analysis, and (3) real-time interactive online interviewing—and applies them to an electoral context to demonstrate how the segmentation of voters based on decision making processes can aid in the formation of political communications strategy, including theme and message development. This article provides campaign strategists with deterministic research techniques to help them better understand voter decision making, and also demonstrates a combination of methodological and technological innovations that addresses the time, cost, and geographic limitations often associated with conducting voter decision making research.

Anne Reilly, Professor of Management and Associate Dean of the Graduate School of Business, has had two paper presentations in recent months. In October 2009 Reilly presented “Co-Leadership and Shared Governance Structures: Implications from Family Business Research” at the 52nd annual meeting of the Midwest Academy of Management in Chicago. This paper, which was co-authored with Andrew Keyt, Director of Loyola’s Family Business Center, reviews the family business literature on co-leadership, exploring the elements that support a shared governance structure as well as its disadvantages. Reilly’s second paper was presented at the 29th annual International Lilly Conference on College Teaching at Miami University in Oxford, Ohio in November 2009. This paper, entitled “Individual Reflective Practice and Evidence-Based Learning: Two Examples,” outlines two reflective practice assignments (the individual change intervention and learning from failure) and links these assignments to evidence-based learning in the management classroom.

Dow Scott, Professor of Human Resources and Employment Relations, is involved in two studies that explore how employee engagement is related to reward programs and performance. One study reported at the Second Annual Global Rewards Conference in Brussels found that employees who perceived pay differences to be wide were
less committed and willing to cooperate with fellow employees. The other study which examines how reward programs affect employee engagement was presented at the Chicago Compensation Associating Meeting and the Annual Conference of WorldatWork. Scott continues to examine the relationship between organizational, goal and team commitment on employee performance.

Vefa Tarhan, Professor of Economics, has had a paper “The Interdependent and Inter-temporal Nature of Financial Decisions: An Application to Cash Flow Sensitivities” published in the April 2010 of the Journal of Finance. This article illustrates that models that do not account for the intertemporal nature of financial policies and the interdependence of policy instruments are incomplete, suffer from multiple econometric models, and are potentially misleading. Furthermore, they can lead to incorrect inferences regarding the determinants of corporate policies. This paper demonstrates both theoretically and empirically that models of financial policies need to incorporate the inter-temporal nature of these policies and allow for interdependencies by acknowledging that relevant financial statement identities, such as assets being equal to liabilities, sources of funds being equal to uses of funds, hold for all firms at all times. Tarhan also presented “Modeling and Testing the Order of Financing Choices” at the Kellogg School of Management.

Arup Varma, Professor of Human Resources and Employment Relations, presented a paper at the Academy of Management conference held in Chicago, IL (August 2009). The paper was titled Expatriate categorization and evaluation: A three-nation quasi-experimental study.” Co-authors on this paper were Shaun Pichler (HRIR alumnus, and Professor at California State University, Fullerton) and Pawan Budhwar (Professor, Aston University, U.K.). Varma also presented a paper at the Indian Academy of Management Conference, Jamshedpur, India, titled “Antecedents and consequences of the social categorization of expatriates in India.” Co-authors on this paper also were Shaun Pichler and Pawan Budhwar. A third paper was presented at the 24th Annual Conference of the Society for Industrial and Organization Psychology. This paper was co-authored with Shaun Pichler and Mike Pisczek (Michigan State University), and titled “The social context of performance appraisals and employee reactions.”

In addition, Varma published two refereed papers during this period. The first, a paper co-authored with Pawan Budhwar, Neeru Malhotra, and N Mukherjee, was published in Journal of Services Marketing (Volume 23(5), pp. 351-362.). This paper was titled “Insights into the Indian call center industry: Can internal marketing help tackle high employee turnover?” In collaboration with Shaun Pichler, Pawan Budhwar, and Soumendu Biswas (MDI, Gurgaon, India), Varma published “Chinese host country nationals’ willingness to support expatriates: The role of collectivism, interpersonal affect, and guanxi” in the International Journal of Cross-Cultural Management, (Volume 9(2), pp. 199-216).

Varma also served as Facilitator for a paper session presented by the OB/HR division on “Management Research and Practice: The Intersection,” at the Academy of Management Meetings, Chicago, IL, August, 2009, and as Discussant for a session titled “Success and Failure,” a symposium presented at the same conference. Finally, Varma has recently joined the editorial board of the International Journal of Management Reviews as Associate Editor for a 3-year term.

Linda Tuncay Zayer, Assistant Professor of Marketing, has published a sole-authored paper entitled, "A Typology of Men's Conceptualizations of Ideal Masculinity in Advertising" in the journal, Advertising & Society Review. She also presented her research, "Discourses of Femininity in Advertising among Gen X Women" at the Association for Consumer Research Conference in October 2009.
In Addition, Zayer presented a co-authored paper entitled, "The Influence of Change-Focused Advertising Appeals and Self-Referencing on Consumer Persuasion" with Julie Ruth of Rutgers University, Cele Otnes and Atul Kulkarni, both of the University of Illinois, at the American Marketing Association's Summer Educator's Conference in August 2009. The paper was selected as the Best Conference Paper and the Best Paper in the Consumer Psychology Track. Finally, in May 2009, she presented a paper, "Exploring Women's Narratives on Social Comparison, Gender, and Advertising" at the International Congress for Qualitative Inquiry. The paper was co-authored with two former Loyola students, Kristin Mather and Nick Kristin.

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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