

FACULTY INSIGHTS



Grossman Faculty Research Bulletin

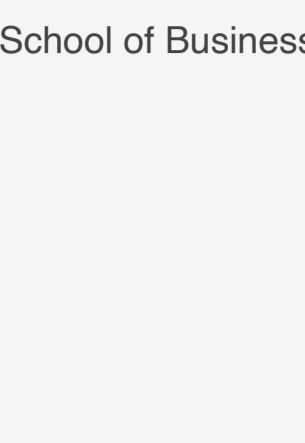
Dean's Message

It gives me great pleasure to present our latest Grossman School of Business Faculty Research Bulletin.

Whether our faculty are being recognized for their research, publishing in top-tier journals, presenting at global conferences or delivering insightful, new knowledge adds unique value to our students in the classroom.

I invite you to visit our website to learn more about the Grossman School of Business, our faculty, students and impact.

Sarjay Sharma, Ph.D.
Dean and Professor of Management



Referenced Journal Articles

Bailey, A., Bonfield, C., & Elhaj, Jon (2021). "Modeling consumer engagement on social networking sites: Roles of attitudinal and motivational factors." *Journal of Retailing and Consumer Services*, 59.

Eger, R., Johnson, L., Lowensohn, S., & Styles, A. "Marital OPEB Contributions: The Role of Governance Structure, Fiscal, and Socioeconomic Factors During and After the Great Recession." *Forthcoming in Journal of Governmental and Nonprofit Accounting*.

Lowensohn, S., Modisette, D.P., & Tammy R. Weyhrle "R. 2020. AAA Government and Nonprofit Section Response to the AICPA's Exposure Draft and Invitation to Comment Related to the Uniform CPA Examination." *Journal of Governmental and Nonprofit Accounting*, Volume 9 (1): 116-123.

Wales, W. J., Covin, G., & Monson, E. (2020). Entrepreneurial orientation: The necessity of a multilevel conceptualization. *Strategic Entrepreneurship Journal*, 14(4), 639-660.

Mutha A., Bansal S., Guide V., "Managing the intra-functional tension between accounting- and financial-profits in remanufacturing multiple-usecycle products." *Forthcoming in Production and Operations Management*.

Mutha A., Bansal S., Guide V., "TheCaféCulinar Inc: Managing Demand Uncertainty by Quality Diversification in Closed-Loop Remanufacturing." *Forthcoming in INFORMS Transactions on Education*.

Choi, T.Y., Narayanan, S., Nowak, D.C., Chhajjar, J., Sheu, J.D., Wengarten, F. 2021. Managing Extended Supply Chain. *Journal of Business Logistics*, 43 (2) 200-204.

Nowak, D.C., Z. Wu, K. Doolley. 2020. "Whose Resilience Matters? Addressing Issues of Scale in Supply Chain Resilience." *Journal of Business Logistics*, 42(3) 323-335.

Nowak, D.C., J.L. Sullivan, K. Sertoff, J. Dowds. 2020. "A Framework to Guide Strategic Disinvestment in Roadway Infrastructure Considering Social Vulnerability." *Transportation Research Part A: Policy and Practice*, 132, 438-451, February 2020.

Frugan, R., Orlitzky, S., Prevost, A., & Sun, L. (2021). "Distracted Institutions: Information Asymmetry and Stock Price Stability." *Forthcoming in the Journal of Business Finance and Accounting*.

King, T.H.D., Nohkawa, T., & Prevost, A. (2021). "The Impact of Organized Labor on CEO Dabb like Compensation." *Forthcoming in the Journal of Accounting, Auditing and Finance*.

Jameson, M., King, T.H.D., & Prevost, A. (2021). "Top Management Incentives and Financial Flexibility: The Case of Make-Whole Call Provisions." *Journal of Business and Accounting* 48 (1 & 2), 374-404.

Dhruvagar, N., Sharma, P., and Ramachandran, K. (2019) Spirituality and Corporate Philanthropy in Indian Family Firms: An Exploratory Study. *Journal of Business Ethics*, 163(4) 715-728.

Bloemen-Bekx, W.M.M., Van Gils, A., Lambrechts, F. & Sharma, P. (2019). Nurturing offspring's affective commitment through family governance mechanisms. *Journal of Family Business Strategy*, 12(2).

Sharma, P. and Sharma, S. 2021. Transforming Legacy Family Enterprises for Sustainable Development. *FFI Practitioner*. Family Firm Institute. April.

Hostetter, J., Sharma, S., Klassen, R., Sarkis, J., Goerzen, A. 2021. From Sustainable Global Value Chains to Circular Economy—Different Sites, Different Perspectives, but Many Sustainability Opportunities. *Switzerland: Springer's eCollection*, published online Springer 2nd March 2021.

Tomas III, M., Yu, J. (2021). "An Asymptotic Solution for Call Options on Zero-Coupon Bonds." *Mathematics*, Vol 9, 2021.

Venugopal, S. and Viswanathan, M. (2021). Negotiated Agency in the Face of Consumption Constraints: A Study of Women Entrepreneurs in Subistence Contexts. *Journal of Public Policy and Marketing*, 40(3), 336-353.

Raghubanshi, G., Venugopal, S., & Saini, G.K. (2021). Fostering inclusive social innovation in subsistence marketplaces through community-level alliances: An institutional work perspective. *Industrial Marketing Management*, 97, 21-34.

Venugopal, S. (2021). Envisaging a community-centric approach to impact assessments in subsistence marketplaces. *Journal of Consumer Affairs*, 55(1), 118-133.

Steinfeld, L., Venugopal, S., Appau, S., Barrios, A., Dazdie, C., Gau, R., Holt, D., Nguyen, M., Shutz, C. (2021). Across Time, Across Space and Intersecting in Complex Ways: A Framework for Assessing Impacts of Environmental Durations on Nature-Dependent Prosumers. *Journal of Public Policy and Marketing*, 40(2), 282-294.

Viswanathan, M., Chaturbarati, R., Jagtjeeb, P., Venugopal, S. (2021). Introduction to the special section on subsistence marketplaces. *Journal of Consumer Affairs*, 55(1), 3-7.

Books

Sharma, P. & Sharma, S. (2021). *Pioneering Family Firms' Sustainable Development Strategies*. Edward Elgar Publishing Inc., Northampton, MA.

Book Chapters

Bailey, A., Bonfield, C. (2020). Modeling Consumer Engagement with Front Line Service Providers. In Bridges, E. & Fowler, K. (Eds.), *The Routledge Handbook of Service Research Insights and Ideas*. Routledge, U.K.

Bonfield, C. & Cole, C. (2020). Comprehension and Vulnerability to Persuasive Marketing Communications Among Older Consumers. In Drowe, A. & Yoon, C. (Eds.), *The Aging Consumer: Perspectives from Psychology and Marketing*. Routledge, U.K.

Wilness, C. R., Jones, D. A., Strah, N., & Rupp, D. E. (2020). Corporate social responsibility at the individual level of analysis: Research findings that inform responsible management "in the wild." In G. Loach, D. Jamal, R. E. Freeman, & R. Suddaby (Eds.), *The research handbook of responsible management*. Cheltenham, UK: Edward Elgar.

Davis, S., Nadkarni, R., Sharma, P. & Chrisman, J.J. (2021). Transgenerational Succession in Family Firms: A Psychological Perspective. Pp. 112-117. In Riesen, T. A. (Ed.), *Theory and Practice of Business Families and Family Businesses*. Commemorative Publication for Arist von Schöpper. Göttingen: Vandenhoeck & Ruprecht.

Cohen, A. R. & Sharma, P. (2021). Sustaining a Multi-Generational Family Enterprise Through Knowledge Leadership. Pp. 109-112. In Allen, M. & Garmer, W. (Eds.), *Family Entrepreneurship - Insights from Leading Experts on Successful Transgenerational Entrepreneurial Families*. New York: Palgrave MacMillan.

Sharma, P. & Sharma, S. (2021). Pioneering Business Families Committed to Sustainable Development. In *Pioneering Family Firms' Sustainable Development Strategies*. Eds. Sharma, P. & Sharma, S. Edward Elgar Publishing Inc., Northampton, MA.

Sharma, P., Sharma, S., & Steiner, A. (2021). Sustainability Comes Naturally: Rocky Mountain Soap Company, A Purpose-Driven Family Business. In *Pioneering Family Firms' Sustainable Development Strategies*. Eds. Sharma, P. & Sharma, S. Edward Elgar Publishing Inc., Northampton, MA.

Sharma, P., Sharma, S., & Schmitz, A. (2021). Supreme Creations and the Wings of Hope: A Symbolic Care of Environment and Society. In *Pioneering Family Firms' Sustainable Development Strategies*. Eds. Sharma, P. & Sharma, S. Edward Elgar Publishing Inc., Northampton, MA.

Sharma, P. & D'Witt, R. (2021). Social Capital as a Pathway to Sustainability at State Gardens Inc. In *Pioneering Family Firms' Sustainable Development Strategies*. Eds. Sharma, P. & Sharma, S. Edward Elgar Publishing Inc., Northampton, MA.

Sharma, S., Bouzdine-Chameeva, T. and Hostetter, J. 2021. The role of family values in institutional change toward sustainability in the Bordeaux wine industry. In Sharma, P. & Sharma, S. 2021. *Pioneering Family Firms' Sustainable Development Strategies*. Edward Elgar Publishing.

Conference Keynotes, Presentations, Proceedings

Arel, B., Lowensohn, S., and Waymire, T. presented "The Role of Funding on the Effectiveness of Medicaid Fraud Control Units" at the American Accounting Association Forensic Accounting Section Midyear Meeting (March 2021).

Bonfield, C. & Bailey, A. (2020). "Impact of service provider social CRM efforts on consumer engagement." Accepted to La Londe Conference 2020 (16th International Research Conference in Service Management), June 2-5, 2020, La Londe-les-Mareux, France.

Jones, D. A. presented an invited talk titled "On the importance and payoff of up-front time: A tale of lessons learned, told through published and unpublished studies on employee and job seeker responses to CSR" at WU Vienna (Vienna University of Economics and Business) in Vienna, Austria (Spring, 2020).

Jones, D. A. presented an invited talk to an executive audience titled "Using sustainability practices to attract and retain talent in the Canadian energy sector" as part of Enbridge Research in Action Seminar series sponsored by the Haskayne School of Business's Strategic Centre Initiatives, University of Calgary, Canada. (Spring, 2020).

Jones, D. A. presented an invited talk on research (co-authored with A. Shartz & K. Allen) titled "Do all roads lead to Rome? A two-study investigation of employee responses to perceived corporate social responsibility through identity- and exchange-based processes" at the Haskayne School of Business, University of Calgary, Canada. (Spring, 2020).

Jones, D. A. served as a panelist and presenter in a Professional Development Workshop titled "Can we do it, yes we can: Strategies for non-US scholars to succeed in the US job market" at the 80th Annual Meeting of the Academy of Management (August, 2020).

Jones, D. A. served as a facilitator and presenter in a Professional Development Workshop titled "Organizing psychological and sociological approaches to 'micro' corporate social responsibility" at the 80th Annual Meeting of the Academy of Management (August, 2020).

Jones, D. A. served as the Discussant in a Research Symposium titled "Employer branding: Extending methodological and theoretical boundaries at the 80th Annual Meeting of the Academy of Management (August, 2020).

Jones, D. A. presented an invited talk titled "Creating shared value through sustainability and CSR practices: Insights from research among employees and other stakeholders" at the Krannert School of Management, Purdue University (April, 2021).

Jones, D. A. presented research (co-authored with C. R. Wilness) titled "I'm proud of MY company's community service, and I show: Employee responses via identity processes" at the 20th International Congress of Psychology (July 2021).

Jones, D. A. co-authored research with N. N. Murphy & C. R. Wilness titled "Evaluating the authenticity of corporate social responsibility: A beneficiary perspective" presented at the 32nd International Congress of Psychology (July 2021).

Lowensohn, S., Arel, B., Waymire, T. "The Role of Funding on the Effectiveness of Medicaid Fraud Control Units." at the American Accounting Association Government and Nonprofit Accounting Section Midyear Meeting (February 2021).

Lowensohn, S. presented a workshop on Fixed Assets at the Vermont Finance Officers Association Annual Meeting (June 2021).

Lowensohn, S. participated in a panel discussion of journal editors at the American Accounting Association Annual Meeting (July 2021).

Brian, M., Monson, E., Winicki, J., Kaubron, T. & van Gelderen, M. presented a paper "The Role of Leader Identity Claims and Pro-Innovation Climate Perceptions in Motivating Corporate Entrepreneurship Intentions and Effort" at the 2020 Babson College Entrepreneurship Research Conference, hosted virtually by Babson College (June 2020).

Monson, E. served as co-organizer and facilitator in a Professional Development Workshop titled "Pathways to Connect Research and Practice: Developing Practice-Inspired Entrepreneurship Research" at the 80th Annual Meeting of the Academy of Management, hosted virtually (August 2020).

Brian, M., Monson, E., Winicki, J., Kaubron, T. & van Gelderen, M. presented a paper "Motivating Corporate Entrepreneurial Effort: Champions, Followers, and How Innovation Climate Matters" at the 80th Annual Meeting of the Academy of Management, hosted virtually (August 2020).

Monson, E. served as co-organizer and presenter in a Professional Development Workshop titled "Researching Small-Town Entrepreneurial Ecosystems: Theories and Methods for Smaller Contexts" at the 81st Annual Meeting of the Academy of Management, hosted virtually (August 2021).

Monson, E. served as presenter in a Professional Development Workshop titled "A Knowledge Calls To Discuss: The Development of Research That Impacts the Entrepreneurial Ecosystem" at the 81st Annual Meeting of the Academy of Management, hosted virtually (August 2021).

Mutha, A. & Bansal, S. "Acquisition of used products for remanufacturing" in the Sustainable Operations track, 2021 Annual POMIS (Production and Operations Management Society) conference, May 4th, 2021.

Mutha, A. & Bansal, S. "Acquisition of used products for remanufacturing" in the Sustainable Operations track, 2020 Annual INFORMS conference, November 8th, 2020.

Sharma, P. & Bang, N.P. "Leapfrogging an SME into the future during a pandemic." Part of Family Entrepreneurship PIVW entitled: The paradox for family businesses: Remaining relevant in digitizing; Advice for outreach, teaching, and research. Organized by Kathleen Randerson, Ezra Merrill, and Clay Durrell. 81st Annual Academy of Management, Virtual, 29 July - 4 August 2021.

Geerkan, M., Ernst, R.A., Hübbeck, M., Sharma, P. & Sharma, S. (2021). Motivation for Sustainability in Family Businesses: A Latent Profile Analysis. "A synchronous live open virtual session at the 81st Annual Academy of Management, 29 July - 4 August 2021.

Sharma, P. presented "Family Business as a Source for Societal Good: Leading Sustainable Development Strategies" hosted by ESADE Alumni Family Business Club and Global Family Business Initiative, May 2021.

Sharma, P. presented at the Entrepreneurship & Innovation Research Forum w/ Doctoral Students & Faculty, Haskayne School of Business, University of Calgary, March 3, 2021.

Sharma, P. was a featured speaker: "Family Business as a Force for Good" with Cindy Spiegel, CEO of Bigelow Tea Company "The Druker Difference and Your Family Business Seminar Series, Druker School of Management, Claremont Graduate University, CA, USA, February 2021.

Sharma, P. was a keynote speaker at the 20th European Academy of Management (EURAM) Special Interest Group "Family Business Research, Family Business and the Covid-19 Pandemic," December 4, 2020.

Sharma, P. was a keynote speaker at "Paradox and Harmony—The Art of Balance" The 7th CSR China Family Business Heritage Forum & CSRIB China Family Heritage Forum, Tsing Portman Seven Stars Bay Hotel & Resort, Xiamen, China, December 1-2, 2020.

Sharma, P. was part of the keynote panel "Evolving Entrepreneurial Ventures, Family Firms, and Hidden Champions" @ International Research Forum on Mittelstand Organized by the University of Mannheim, Germany, November 16-17, 2020.

Sharma, P. was a keynote speaker at "Resilient Family Firms: Innovate over Generations and Crises" 1st Virtual Family Business Research & Practice Conference: A New World Ahead. Organized by Andrea Calabro, IPAG Business School, France, George Washington University School of Business, and ICSEB, May 28, 2020.

Sharma, P. & Sharma, S. were featured speakers at "The Role of Family Firms in Sustainable Business" at IMD-Pictet Sustainability in Family Business Award Forum & Ceremony, IMD Lausanne, Switzerland, December 5, 2019.

Sharma, S., Bouzdine-Chameeva, T. & Hostetter, J. presented "Drivers of Accelerated Institutional Change Toward Sustainable Viticulture in Bordeaux" at the European Academy of Management Annual Conference, Dublin (Virtual), December 2020.

Sharma, S., Bouzdine-Chameeva, T. & Hostetter, J. presented "Family values are drivers of institutional work in diffusion of sustainability practices" at the 19th Conference of the Group of Researchers in Organizations and the Natural Environment, Lisbon, June 17th to 19th, 2020 (Virtual).

Sharma, S., Bouzdine-Chameeva, T. and Hostetter, J. presented "Drivers of accelerated institutional change toward sustainable viticulture in Bordeaux" at the 8th World Sustainability Forum, Geneva, Switzerland, September 15th to 17th, 2020.

Sharma, S., Bouzdine-Chameeva, T. & Hostetter, J. presented "Core Family Values As Accelerators of Institutional Change - The Case of Sustainable Viticulture in the Bordeaux Wine Region" at the Annual Conference of the Society for the Advancement of Socio-Economics, University of Amsterdam, The Netherlands, July 18-20, 2020 (Virtual).

Sharma, S. & Sharma, P. presented "Investing for the long-term: The role of family firms in sustainability" at the 12th Annual Sustainability, Entrepreneurship and Ethics Conference, San Juan, PR, February 26 to March 1, 2020.

Zhang, C. served as the co-track chair for the Academy of International Business-Southeast Chapter 2020 Annual Conference for the track titled "Global Strategy, Value chains and Competitiveness of the MNEs." The virtual conference took place on October 29-30, 2020.

Grants

O'Neil-Dunne, J., Rosenskiy, D., Nowak, D.C., Dewoolker, M. "Airport Disaster Preparedness and Response." Federal Aviation Administration (FAA), subaward through University of Alabama Huntsville. Amount \$444,382. Role: Faculty contributor. Awarded 10/20/20.

Sullivan, J.L., Nowak, D.C., Hernandez, E. "A New Method of Determining Payment for In-place Concrete with Double-Bounded Compressive Strength Pay Factors." The Transportation Infrastructure Durability Center (TIDC) via FHWA. Amount \$89,278. Role: Co-PI. Awarded 5/0/20.

Other Publications

Nowak, D.C., Sullivan, J.L., Niles, M.T. 2021. "Targeted Investment for Food Access." National Center for Sustainable Transportation (UC Davis) Research Report, 28 pages.

Other Distinctions

Professor David A. Jones was appointed to a two-year term as Associate Editor, *Journal of Organizational Behavior*; a QISB-ranked top tier journal (January 2020 - December 2022).

Professor David A. Jones was appointed to a fourth term on the editorial board of, *Journal of Management*, an QISB-ranked top tier journal (July 1, 2020 - June 2023).

Professor David A. Jones was honored to receive a Best Reviewer Award from the Organizations and the Natural Environment (ONE) Division of the Academy of Management (August, 2020).

Associate Professor Suzanne Lowensohn was appointed to a 3-year term on the American Institute of CPAs' Government Performance and Accountability Committee.

Associate Professor Erik Monson, along with Jon Erickson (chair), Paul Hires, Joshua Farley, & Jane Koldinsky, co-supervised the PhD dissertation of Bonnie Hesse-Pratt at the University of Vermont, entitled: "Trajectory Innovation in the Energy System Transition", which was successfully granted in July 2020.

Associate Professor Erik Monson, along with Jillian Gordon, Nail MacKenzie, & Sarina Muraoka, co-supervised the PhD dissertation of Mark Johnson at the University of Strathclyde (Glasgow, U.K.), entitled: "A Multi-Level Exploration of Academic Intentions to Participate in Academic Entrepreneurship", which was successfully granted in December 2020.

Associate Professor Erik Monson was awarded a \$2000 United States Association for Small Business and Entrepreneurship (USASBE) Post-Research Fellowship for 2021-2022 in April 2021.

Professor Pramodita Sharma, Professor Sarjay Sharma, & Seow, C. were featured in the article "Transforming Legacy Family Enterprises for Sustainable Development", published in *FFI Practitioner*, July 21, 2021.

Professor Pramodita Sharma was featured in the article "When Family and Business Meet," published in *UVM Today*, April 30, 2021.

Professor Pramodita Sharma was featured in the podcast Sustainability in Action: What does it take to make it work?," the Family Business Voice, *Waterford Magazine*, June 14, 2021.

Professor Pramodita Sharma & Bang, N. had research The Maternus' Group: An Empowered Team in Action amidst a Global Pandemic, selected as a case, *STEP Learning Cases*, 2021.

Chan Zhang was promoted to the rank of Full Professor effective September 1, 2020.

The Grossman School of Business would sincerely like to thank Nicole Stata for the support provided by the Nicole Maria Stata Fellowships and Awards Endowment.



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