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## Research Focus

A spotlight on research at the Alberta School of Business

Spring 2024



## How entrepreneurship can address society's grand challenges

An interview with our newest Canada Research Chair in Social Entrepreneurship, **Angelique Slade Shantz**.

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## Creditors lose when consumer debtors misreport income

Sahil Raina and Barry Scholnick's forthcoming article in the *Journal of Financial Economics* finds that Canadian debtors have an incentive to manipulate their data when filing for bankruptcy.

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## How creative ads affect purchase intention for new products

Advertising creatively can affect how consumers process ads and evaluate brands, according to a new paper by **Paul Messinger** and his co-authors in the *Journal of Marketing Research*.

[Read more](#)



## Firms embracing diversity may trade short-term pain for long-term gain

Hoa Briscoe-Tran's research published in *S&P Global Market Intelligence* finds that companies may need to prepare as they adjust to culture shifts.

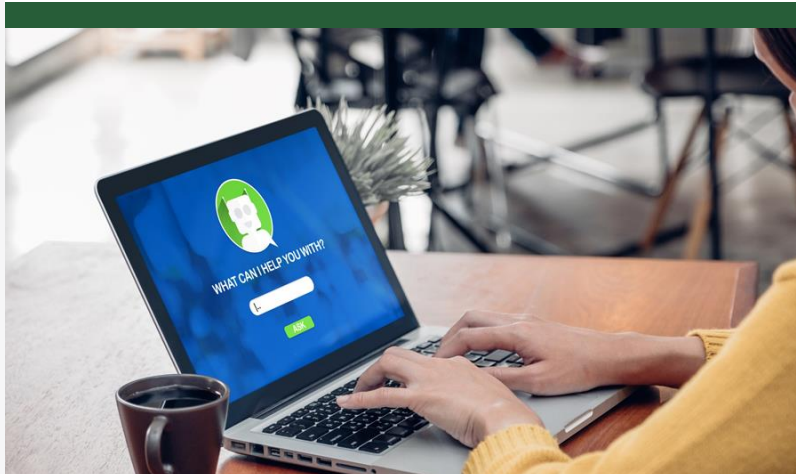
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## Are women CEOs more risk-averse than men?

New research published in the *Strategic Management Journal* from **Timothy Hannigan** challenges the notion that women CEOs are inherently less willing than men to take risks on strategic decisions such as corporate acquisitions.

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## Service bots turn off customers even when they work as well as humans

Automated service bots may leave customers dissatisfied with the companies that adopt them, even when they perform as well as a human, according to research published by **Noah Castelo** in the *Journal of Consumer Research*.

[Read more](#)

## Innovator spotlight

**Jennifer Jennings** is one of Canada's leading researchers at the intersection of gender, entrepreneurship, and the family embeddedness

of entrepreneurial activity.

In this spotlight, Jennifer discusses how innovation starts with a healthy dose of skepticism to predominant approaches, how she responded when she lost her ability to read and her work on whether women's participation in Brazil's solidarity economy enterprises contributes to their sociocultural emancipation.

[Read more](#)



*Jennifer Jennings is a Canada Research Chair in Entrepreneurship, Gender and Family Business within the Alberta School of Business.*

Read Jennifer's latest article in *Entrepreneurship Theory and Practice* titled "[Challenging what we think we know: Theory and evidence for questioning common beliefs about the gender gap in entrepreneurial confidence.](#)"







## Can understanding more make you enjoy less?

It depends on the type of experience you've had. Hear more in this podcast with **Sarah Moore**.

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## Business PhD spotlight

**Feyzan Karabulut**, PhD candidate in marketing, explores consumer behaviour in digital spaces.

[Learn more](#)



# Latest publications

Our business scholars are publishing in [top management journals](#) known for their excellence. The following are the newest current-year and forthcoming publications organized by department:

## Accounting & Business Analytics

Bayani, L., **Rostami, B.**, Rousseau, M., & Adulyasak, Y. (Forthcoming). [A dual bounding framework through cost splitting for binary quadratic optimization](#). *INFORMS Journal on Computing*.

Chi, F., Hwang, B., & **Zheng, Y.** (Forthcoming). The use and usefulness of big data in finance: Evidence from financial analysts. *Management Science*.

Dong, Y., Hu, N., **Ji, Y.**, Ni, C., & Xie, J. (Forthcoming). The Impact of Government Outsourcing Contracts on High-tech Vendors: An Empirical Study. *Journal of Management Information Systems*.

**Lee, I.** (Forthcoming). [Is Separately Modeling Subpopulations Beneficial for Sequential Decision-Making?](#) *Operations Research*.

## Finance

Lins, K.V., **Roth, L.**, Servaes, H., & Tamayo, A. (Forthcoming). Sexism, Culture, and Firm Value: Evidence from the Harvey Weinstein Scandal and the #MeToo Movement. *Journal of Accounting Research*.

Mikhed, V., **Raina, S.**, **Scholnick, B.**, & Zhang, M. (2024). [Debtor Income Manipulation in Consumer Credit Contracts](#). *Journal of Financial Economics*,

157, 103851.

## **Marketing, Business Economics & Law**

**Castelo, N.** (Forthcoming). Perceived corruption reduces algorithm aversion. *Journal of Consumer Psychology*.

**Fatum, R.,** Hara, N., & Yamamoto, Y. (Forthcoming). Negative Interest Rate Policy and the Influence of Macroeconomic News on Yields. *Journal of Money, Credit and Banking*.

Li, P., **Castelo, N.,** Katona, Z. & Sarvary, M. (2024). Frontiers: Determining the Validity of Large Language Models for Automated Perceptual Analysis. *Marketing Science*, 43(2), 254-266.

**Mehr, K. S.,** & Simmons, J.P., (Forthcoming). How Does Rating Specific Features of an Experience Alter Consumers' Overall Evaluations of That Experience?, *Journal of Consumer Research*.

Titman, S., & **Zhu, G.** (2024). City characteristics, land prices and volatility. *Journal of Urban Economics*, 140, 103645.

Yan, L., Keh, H.T., & **Murray, K. B.** (2024). Feeling the values: How pride and awe differentially enhance consumers' sustainable behavioral intentions. *Journal of the Academy of Marketing Science*, 52, 75-96.

## **Strategy, Entrepreneurship & Management**

Cheng, D., **Wang, L.,** Amarnani, R. K., & Chan, X. W. (Forthcoming). Leaders laughing in the line of fire: An emotional aperture perspective on leader laughter in response to critical questions. *Journal of Applied Psychology*.

**Glaser, V. L.,** Sloan, J., & Gehman, J.



(Forthcoming). [Organizations as Algorithms: A New Metaphor for Advancing Management Theory](#). *Journal of Management Studies*.

Livingston, B., Gloor, J. L., Ward, A. K., Gabriel, A. S., Campbell, J. T., **Block, E.**, Carter, D., French, K. A., Frieder, R., Hillebrandt, A., ... Shoss, M. (2024). [Many Roads to Success: Broadening Our Views of Academic Career Paths and Advice](#). *Journal of Management*, 50(4), 1186-1197.

Marti, E., Lawrence, T.B., & **Steele, C. W. J.** (Forthcoming). [Constructing Envelopes: How Institutional Custodians Can Tame Disruptive Algorithms](#). *Academy of Management Journal*.

Moser, C., **Glaser, V. L.**, & Lindebaum, D. (Forthcoming). [Taking Situatedness Seriously in Theorizing about Competitive Advantage through Artificial Intelligence: A Response to Kemp's "Competitive Advantages through Artificial Intelligence"](#). *Academy of Management Review*.

**Slade Shantz, A.**, Zietsma, C., Kistruck, G.M., & Barin Cruz, L. (2024). [Exploring the relative efficacy of 'within-logic contrasting' and 'cross-logic analogizing' framing tactics for adopting new entrepreneurial practices in contexts of poverty](#). *Journal of Business Venturing*, 39(1).

Weiss, T., **Lounsbury, M.**, & Bruton, G. (Forthcoming). [Survivalist Organizing in Urban Poverty Contexts](#). *Organization Science*.





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