

2020 VIRTUAL

BUSINESS PHD RESEARCH CONFERENCE

NOVEMBER 20, 2020

CONFERENCE PROGRAM

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Poster/Video Presentation Abstracts (by session)	10-27

MASTER SCHEDULE

TIME	EVENT	ZOOM ROOM
8:30-8:45 am	Welcome and Opening Remarks	Main Room
8:45-9:15 am	Live Presentation (Shaheer Rizvi)	Main Room
9:15-9:20 am	BREAK	
9:20-10:20 am	Research Discussion Session 1	Session Rooms
10:20-10:30 am	BREAK	
10:30-11:00 am	Live Presentation (Likang Ding)	Main Room
11:00-11:05 am	BREAK	
11:05-12:05 pm	Research Discussion Session 2	Session Rooms
12:05-12:45 pm	LUNCH BREAK	
12:45-1:45 pm	Faculty Panel Discussion	Main Room
1:45-1:50 pm	BREAK	
1:50-2:20 pm	Live Presentation (Bandita Deka Kalita)	Main Room
2:20-2:25 pm	BREAK	
2:25-3:25 pm	Research Discussion Session 3	Session Rooms
3:25-3:30 pm	BREAK	
3:30-4:00 pm	Live Presentation (Yusuke Tsujimoto)	Main Room
4:00-4:10 pm	Closing Remarks	Main Room

Main Room Zoom Link:

<https://ualberta-ca.zoom.us/j/93410214728?pwd=cG1Rd1hZZDNvbjdaaHB1WE92R2U4dz09>

RESEARCH DISCUSSION SESSIONS SCHEDULE

Session	Time	Room	Moderator	Host	Presenters			
1	9:20-10:20	A	Joel Gehman	Likang Ding	Teddy Carter	Ailin Chen	Saurabh Rawal	Emma Jing
		B	Masahiro Watanabe	Rongrong Zhang	Arkadiy Lenchak	Hyoseok Kim	Arash Asgari	
		C	Christina Mashruwala	Ke Feng	Joseph DeCoste	Ke Feng	Nahid Ibrahim	Joseph Owusu
2	11:05-12:05	A	Kent Rondeau	Likang Ding	Ke Cao	Weisu Yu	Rodrigo Valadao	Maryam Zakeri
		B	Vishal P. Baloria	Rongrong Zhang	Yunjung Pak	K.B. Koo	Eiji Ohashi	Leyuan Xie
		C	Noah Castelo	Ke Feng	Milo Wang	Niusha Safarpour	Kylie Heales	Natalie Bolen
3	2:25-3:25	A	Robert Fisher	Likang Ding	Sarin John	Rodrigo Cardenas	Feyzan Karabulut	
		B	Trish Reay	Rongrong Zhang	Ozan Ozdemir	Sihan Zhang	Rongrong Zhang	Zahid Rahman
		C	Sheng-Jun Xu	Ke Feng	Xiaowen Zhang	Rory Waisman	MJ Song	

DISCUSSION SESSION ZOOM ROOM LINKS

Room A <https://ualberta-ca.zoom.us/j/95386978867>

Room B <https://ualberta-ca.zoom.us/j/3079724636>

Room C <https://ualberta-ca.zoom.us/j/97355917162>

FACULTY PANEL DISCUSSION

12:45-1:45 pm

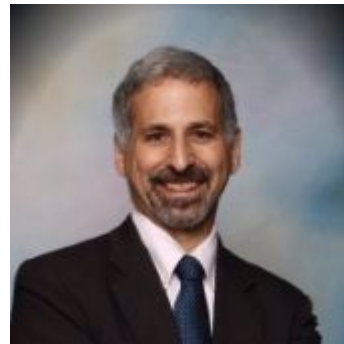
Topic: Cross-Disciplinary and Multi-Methods Research

Moderated By: Kylie Heales

PANEL MEMBERS



Ivor Cribben
Associate Professor
Department of Accounting and Business
Analytics



Paul Messinger
Associate Professor
Department of Marketing, Business
Economics and Law



Runjing Lu
Assistant Professor
Department of Finance



Angelique Slade Shantz
Assistant Professor
Department of Strategy, Entrepreneurship
and Management

Main Room Zoom Link:

<https://ualberta-ca.zoom.us/j/93410214728?pwd=cG1Rd1hZZDNvbjdaaHB1WE92R2U4dz09>

LIVE PRESENTATION ABSTRACTS

The Sweet Kind of Cute: The Semantic Association Between Cuteness and Sweetness Increases Preference for Sweet Food

Shaheer Ahmed Rizvi (Marketing), Sarah G. Moore, Paul Messinger

[8:45 - 9:15]

Kindchenschema (baby-schema) cuteness has been studied in relation to caretaking and protectiveness. The current research expands our understanding of cuteness by identifying a novel semantic association between Kindchenschema cuteness and sweetness. We argue that the link between these two constructs is rooted in the neurobiology of pleasure and reinforced by language use and evolutionary adaptations. We predict that because of this semantic association, exposing consumers to kindchenschema cuteness will activate the construct of sweetness, leading to an increased preference for sweet food. To test these propositions, we first use Word2Vec text analysis to assess the semantic relationship between cuteness and sweetness in the Google News corpus. We then use experiments to demonstrate that kindchenschema cuteness increases the accessibility of sweetness (Study 1) and preferences for sweet food (Study 2A and 2B). Further, these effects do not emerge for whimsical cuteness (Study 3) and are not explained by positive affect (Study 4). This research deepens our conceptual understanding of cuteness by introducing its semantic association with sweetness and demonstrating its impact on behavior.

Linking Empirical Findings About Server Speed to Mathematical Models of Waiting Lines

Likang Ding (OIS), Armann Ingolfsson, Bora Kolfal

[10:30 -11:00]

Mathematical models of waiting lines typically assume that servers work at a constant speed. Recent empirical evidence indicates that server speed varies with congestion in various settings, such as in ICU, in supermarkets, or in call centers. Mathematical models are formulated in terms of service rates, whereas empirical research focuses on service times. For simple constant-speed models, mean service time is the inverse of the service rate, but this simple inverse relationship does not hold in general. Even a weaker claim, that if mean service times are weakly decreasing (increasing) with congestion, service rates are weakly increasing (decreasing) with congestion, may not hold. Moreover, how to define mean service times in varying-speed models is not clear and two reasonable but different definitions of mean service times simulated from the same set of service rates can provide two different insights.

**From The Old Gods to the New:
Rationalizing Worth in Alberta's Oil and Gas Sector, 1938 to 2019**

Bandita Deka Kalita (SMO), Joel Gehman

[1:50 - 2:20]

Institutional logics refer to the materials, symbols, values and practices undergirding action within particular social worlds. Extant empirical examinations of logics have focused on how purposive motors guided by cognitive mechanisms tether the material to the symbolic, making particular logics salient. But we still lack a theory of utility formation across transrational orders (Friedland & Alford, 1991) that might explain the constitution of institutional logics themselves. We conduct a longitudinal, inductive study of logic transformation in the Alberta, Canada oil and gas sector, between 1938 and 2019. We theorize utility formation as involving a process of rationalizing worth, core to which is the coalescence of new bases of worth—i.e., new criteria for justifying and demonstrating utility that provide a legitimate basis for value and constitute a logic's substance (Friedland, 2013). We find that four mechanisms undergird this process: deliberating on unintended consequences; constructing perceptions of a desired state; evaluating resource implications; and harnessing emotional stakes. As these processes unfold, a threshold for change in existing bases of worth can be triggered. A key contribution of our study is the observation that institutional logics are inherently endowed with bases of worth, an aspect that is overlooked in the literature, and is a core motor driving logic constitution and transformation.

**Are Corporate Bond Maturities Shortened to Match Corporate QE Criteria
During the COVID-19 Pandemic? Evidence from Japan**

Yusuke Tsujimoto (Finance)

[3:30 – 4:00]

The corporate bond purchase programs in response to the COVID-19 crisis by the Federal Reserve and the Bank of Japan shared a common feature of primarily targeting bonds with less than five years remaining to maturity. This paper documents that while both programs were followed by increased bond issuance, in Japan the increase was driven by one- to five-year maturity bonds and there was a significant reduction in the proportion of bond maturities just above five years. In contrast, such patterns were not clearly evident for U.S. bond issuances. These results suggest that the Bank of Japan's bond purchases, but not the Federal Reserve's, led to a unique supply shock that was met by the "gap-filling" behavior of firms. A possible reason for the divergent results is the difference in their purchasing capacities, especially in that specific bond market segment. The Bank of Japan's program was larger relative to the domestic bond market, and it confined its targets to eligible bonds, as opposed to the Fed's facilities being authorized to purchase bond ETFs. As a clustering of maturities can worsen aggregate rollover risk in the future, this paper has implications for designing corporate quantitative easing, particularly in crisis times.

POSTER/VIDEO PRESENTATIONS
Listed by Student Name

STUDENT NAME	SPECIALTY	DISCUSSION SESSION		ABSTRACT
		SESSION #	ROOM	ON PAGE #
Asgari, Arash	OIS	1	B	13
Bolen, Natalie	MKTG	2	C	21
Cao, Ke	SMO	2	A	16
Cardenas, Rodrigo	FIN	3	A	22
Carter, Teddy	SMO	1	A	10
Chen, Ailin	FIN	1	A	11
DeCoste, Joseph	FIN	1	C	14
Feng, Ke	ACCT	1	C	14
Heales, Kylie	SMO	2	C	21
Ibrahim, Nahid	MKTG	1	C	15
Jing, Emma	SMO	1	A	11
John, Sarin	ACCT	3	A	22
Karabulut, Feyzan	MKTG	3	A	23
Kim, Hyoseok	MKTG	1	B	12
Koo, K.B.	MKTG	2	B	19
Lenchak, Arkadiy	FIN	1	B	12
Ohashi, Eiji	ACCT	2	B	19
Owusu, Joseph	SMO	1	C	15
Ozdemir, Ozan	OIS	3	B	24
Pak, Yunjung	SMO	2	B	18
Rahman, Zahid	SMO	3	B	25
Rawal, Saurabh	MKTG	1	A	11
Safarpour, Niusha	MKTG	2	C	20
Song, MJ	SMO	3	C	27
Valadao, Rodrigo	SMO	2	A	17
Waisman, Rory	MKTG	3	C	26
Wang, Milo	SMO	2	C	20
Xie, Leyuan	SMO	2	B	19
Yu, Weisu	FIN	2	A	16
Zakeri, Maryam	OIS	2	A	17
Zhang, Rongrong	SMO	3	B	25
Zhang, Sihan	FIN	3	B	24
Zhang, Xiaowen	FIN	3	C	26

POSTER/VIDEO PRESENTATIONS

Listed by Research Specialty

STUDENT NAME	SPECIALTY	DISCUSSION SESSION		ABSTRACT
		SESSION #	ROOM	ON PAGE #
Feng, Ke	ACCT	1	C	14
John, Sarin	ACCT	3	A	22
Ohashi, Eiji	ACCT	2	B	19
Cardenas, Rodrigo	FIN	3	A	22
Chen, Ailin	FIN	1	A	11
DeCoste, Joseph	FIN	1	C	14
Lenchak, Arkadiy	FIN	1	B	12
Yu, Weisu	FIN	2	A	16
Zhang, Sihan	FIN	3	B	24
Zhang, Xiaowen	FIN	3	C	26
Bolen, Natalie	MKTG	2	C	21
Ibrahim, Nahid	MKTG	1	C	15
Karabulut, Feyzan	MKTG	3	A	23
Kim, Hyoseok	MKTG	1	B	12
Koo, K.B.	MKTG	2	B	19
Rawal, Saurabh	MKTG	1	A	11
Safarpour, Niusha	MKTG	2	C	20
Waisman, Rory	MKTG	3	C	26
Asgari, Arash	OIS	1	B	13
Ozdemir, Ozan	OIS	3	B	24
Zakeri, Maryam	OIS	2	A	17
Cao, Ke	SMO	2	A	16
Carter, Teddy	SMO	1	A	10
Heales, Kylie	SMO	2	C	21
Jing, Emma	SMO	1	A	11
Owusu, Joseph	SMO	1	C	15
Pak, Yunjung	SMO	2	B	18
Rahman, Zahid	SMO	3	B	25
Song, MJ	SMO	3	C	27
Valadao, Rodrigo	SMO	2	A	17
Wang, Milo	SMO	2	C	20
Xie, Leyuan	SMO	2	B	19
Zhang, Rongrong	SMO	3	B	25

DISCUSSION SESSION GUIDELINES

A key objective of the Business PhD Research Conference is to allow students to learn about the broad range of business research topics being explored by their colleagues. In support of this objective, the 2020 conference will feature a series of multidisciplinary research discussion sessions.

Three or four submissions (posters/videos) will be discussed in each session. **Before attending a research discussion session, please read the posters and view the videos that will be discussed during the session.**

To encourage interdisciplinary engagement with business research, each submission has been assigned two or three student discussants who may be from different research specialties. Students whose submissions are being discussed are expected to be in attendance to answer questions, receive feedback, and engage in active discussion of their work. Discussants are expected to be in attendance at the sessions to which they have been assigned to ask questions and provide feedback to the submitting students.

All students are encouraged to review all posters/videos that will be discussed in their assigned sessions so as to maximize their ability to engage in informed discussion. Each discussion session will be moderated by a faculty member.

During each discussion session:

1. The moderator will welcome all participants and explain the session format.
2. There will be approximately 15 minutes for discussion of each submission.
3. For each submission, assigned discussants will be invited to ask questions and offer comments, then the floor will be open to all participants to ask questions and offer comments.
4. Presenting students may screen share as needed while responding to questions (to display relevant graphics, results, etc. that assist in answering questions).
5. Students may ask question themselves or post questions in the chat to be read by the moderator.

All poster and video submissions are available for viewing on the conference eClass site. To find submissions, log in to eClass and click on [Business Research Conference](#) in your Dashboard. Find the Discussion Session and Room you are interested in and click on the [Link to Submissions](#)

POSTER/VIDEO PRESENTATION ABSTRACTS

Listed by Discussion Session/Room

Discussion Session 1, Room A, 9:20-10:20 am

Moderator: Joel Gehman

Host: Likang Ding

Zoom Link: <https://ualberta-ca.zoom.us/j/95386978867>

Poster/Video Presenter Name	Dept	Discussant	Discussant
Teddy Carter	SMO	Yunjung Pak	Niusha Safarpour
Ailin Chen	FIN	Sihan Zhang	Farzaneh Sepehr
Saurabh Rawal	MKTG	Mehrnaz Behrooz	Rory Waisman
Emma Jing	SMO	Teddy Carter	Xiaowen Zhang

Sexy Work, Not Sex Work: Removing Stigma Through Practice Disentanglement
Teddy Carter, Madeline Toubiana Trish Ruebottom (DeGroot School of Business)

Sex workers face a multitude of negative impacts due to the stigma attached to their work. This stigma is persisting, and it has been shown that those who do dirty work use various coping techniques to manage their tainted identities. Less is known about whether dirty work can be cleansed, so that the associated stigma is not only managed, but removed. To answer this question, we will focus on the practice of striptease – the historically stigmatized performance of clothing removal for an audience. The striptease has been performed in North America since the 1800s in a variety of evolving formats: in vaudeville, burlesque, and currently in modern day strip clubs. In recent years the neo-burlesque movement has emerged as a new platform to perform striptease and has experienced little or no stigma. In this context we ask: how can those involved in dirty work not merely manage, but remove the stigma associated with their work?

**Do Private Firms With Environmental Disclosure Go Public Earlier
and Have Higher IPO Valuation?**
Ailin Chen

I analyze the effect of pre-IPO environmental disclosure of private firms on their IPO valuation and age at IPO. I hypothesize that firms with voluntary pre-IPO environmental disclosure will have higher IPO valuation for 3 reasons: Environmental disclosure could (1) serve as a signal of a firm's strong future financial performance; (2) reduce potential future costs associated with regulatory intervention; (3) enhance transparency and credibility of a firm's financial statements and hence reduce cost of capital. I also hypothesize that firms with environmental disclosure will go public earlier. The IPO time for a firm is when the information searching costs for asymmetric investors falls below a certain threshold value (Chemmanur and Fulghieri (1999)). With environmental disclosure, firms can reduce such cost and go public earlier.

Rediscovering Consumer Wastefulness*Saurabh Rawal, Robert Fisher, Jennifer Argo*

Consumer waste continues to be one of the biggest challenges in sustainable development. Despite prioritizing waste reduction in policy, consumers continue to be more wasteful. We argue that one of the foundational reasons we are so wasteful and largely unsuccessful in reducing waste is because we have predominantly conceptualized waste at the sole discretion of the consumer and at the time of discarding. As a result of this consumer-centric conceptualization, researchers and policymakers tend to identify wasteful consumer behavior only in terms of the act of discarding, put undue emphasis on encouraging and studying waste management practices that are unsustainable in the long term and continue to ignore socio-ecological costs of consumption. In the current research, we propose a novel conceptualization of waste from the lens of consumer-product relationship and discuss the implications of this reconceptualization for identifying and reducing wasteful consumer behaviors.

Prosocial and Protective Voice:**A Managerial Decision-Making Typology Based on Regulatory Focus Theory***Lei (Emma) Jing, Andrew Luchak*

Two forms of workplace voice—prosocial and protective—have traditionally been investigated in disciplinary silos (i.e., Organizational Behavior, Strategic Human Resource Management, and Industrial Relations), each with their own normative biases and assumptions that has limited the practical utility of the research. This division is unfortunate as both forms of voice are essential to management, with prosocial voice being a vehicle for employees' creative talent, and protective voice being an important mechanism for regulating the fairness in employment exchanges. In this paper, we review the voice literature and develop a more holistic, interdisciplinary understanding of the topic. We draw upon the "growth" and "security" oriented aspects of a decision-making framework—regulatory focus theory—to understand managerial motivations of voice management. Our analysis shows linkages between management's choice of voice system and its broader HRM strategy, as well as the employee and firm level outcomes associated with different combinations of prosocial and protective voice.

Discussion Session 1, Room B, 9:20-10:20 am

Moderator: Masa Watanabe

Host: Rongrong Zhang

Zoom Link: <https://ualberta-ca.zoom.us/j/3079724636>

Poster/Video Presenter Name	Dept	Discussant	Discussant
Arkadiy Lenchak	FIN	Rodrigo Cardenas	Kylie Heales
Hyoseok Kim	MKTG	K.B. Koo	Rongrong Zhang
Arash Asgari	OIS	Ozan Ozdemir	Sarin John

Gone with the Bust. CEO Dismissal and Shareholder Activism.***Arkadiy Lenchak***

Recent empirical evidence suggests that underperforming CEOs are more likely to be dismissed during the economic downturns. None of the existing conjectures about the root cause of this phenomenon univocally explains the data. The reason why we observe more CEO firings in the distressed sectors of economy is crucial for understanding what implications these dismissals might have on the shareholders' value and market efficiency. I empirically test whether underperforming CEOs are more prone to be fired during the "bad" times due to the pressure from the activist shareholders. For this purpose, I combine the dataset on CEO dismissals from 1992 to 2006 with the Corporate Governance Index and data on large acquisition of company's equity shares (Schedule 13D).

The Logged-In Shopper: How Consumer Identification Affects Purchase Behavior***Hyoseok Kim, Gerald Häubl***

The completion of purchases typically requires shoppers to reveal their identity (e.g., by logging in). Such identification can be prompted either (1) before consumers are permitted to enter the store or (2) at checkout. Not surprisingly, requiring at-the-door identification tends to deter store entry. However, it also activates an implemental mindset in those consumers who choose to enter, rendering them more likely to make a purchase, compared to at-checkout identification. Findings from four experiments show that at-the-door identification indeed promotes purchase, and they reveal that this effect tends to outweigh the detrimental impact of requiring such identification on store entry.

Staffing Model for Short Stay Surgery Unit Population Based on OR Schedule to Better Adjust the Staff Availability to the Demand

Arash Asgari

In the Stollery Children's Hospital, surgery patients whose expected post-operation recovery time is less than 23 hours are directed to "Surgical Short Stay Unit" instead of being admitted to the main surgical inpatient unit. The care-plan in SSSU is pre-defined by a surgeon and has a low variation, so this unit is almost completely run by nurses. However, the SSSU's workload varies significantly each day by the operating room and the surgeon's tendency to direct patients after operation to SSSU. We are developing a decision-support tool that determines the daily required staffing levels for SSSU to minimize the idle time and nurse shortages. We've received data containing the length of stay and the duration of performed activities during patients' stay for over 7000 patient visits. We plan to analyze this data to estimate the SSSU's workload given the operating room schedule to help the hospital make better decisions about staffing adjustments.

Discussion Session 1, Room C, 9:20-10:20 am

Moderator: Christina Mashruwala

Host: Ke Feng

Zoom Link: <https://ualberta-ca.zoom.us/j/97355917162>

Poster/Video Presenter Name	Dept	Discussant	Discussant
Joseph DeCoste	FIN	Weisu Yu	Ke Cao
Ke Feng	ACCT	Yasser Zeinali	Eiji Ohashi
Nahid Ibrahim	MKTG	Feyzan Karabulut	Leyuan Xie
Joseph Owusu	SMO	Rodrigo Valadao	Zahid Rahman

Does Future Market Speculation Affect the Spot Price of Oil?*Joseph DeCoste*

The widespread belief, that speculative trading in futures markets can distort asset prices, clashes with traditional economic theory. However, these theories usually assume away informational frictions. Using a Structural Vector Autoregressive (SVAR) model on the oil market, which allows for such frictions, I show that speculative trading can play an important role in driving the price of oil. Specifically, I show the first evidence that the 2008 run up, and subsequent collapse, in the oil price was caused by feedback from futures market trading. Fundamental demand played an important role in the pre-2008 increase in oil prices, but slowed and even reversed before oil prices peaked. This explains the puzzle of rising oil prices during the early stages of the 2008 global recession, and points to the important effect that financial market trading can have on prices in the real economy.

Do Proxy Advisory Firms Make Shareholder Decisions More Informed?*Ke Feng*

I analyzed the situation that institutional investors trade-off between the net benefits of independent, firm-specific research and hiring proxy advisory firms. I find that although outsourcing research work to proxy advisors induces lower returns, the proxy advice is useful for investors who wish to avoid a catastrophe. The proxy advisory services provide a more accessible information channel to shareholders when independent research is too costly to be justified.

Nuanced Effects of Decision Effort on Decision Confidence*Nahid Ibrahim, Gerald Häubl*

When does exerting more mental effort increase versus decrease decision confidence? In our theorizing, this is a function of decision makers' effort sensitivity (the extent to which exerting mental effort impacts metacognitive difficulty) in a particular domain and of the inferences they draw from their exerted effort. We show that individuals are more effort sensitive in domains considered "matters of quality" than in domains considered "matters of taste" such that exerting more effort has a stronger positive impact on how difficult a decision is perceived to be in quality domains than in taste domains. This systematic difference in effort sensitivity between quality and taste domains differentially impacts two distinct aspects of decision confidence – preference clarity and preference correctness. Across six studies, we find that exerting more effort in quality domains reduces confidence by undermining preference correctness, whereas exerting more effort in taste domains increases confidence by enhancing preference clarity.

The Influence of Family and Commercial Logics on Entrepreneurial Success in an Emerging Economy*Joseph Dwomoh Owusu*

This paper explores the influence of founders' institutional logics, specifically family and commercial logics, on an important outcome for entrepreneurial efforts that is reaching the point of establishment. I argue that the embeddedness of founding teams in a family logic makes them more committed and more likely to establish deep and stable relationships with their stakeholders to attract material resources, resulting in greater establishment rates for their enterprises. By contrast, founding teams steeped in a commercial logic are likely to experience more team dissolution because there is likely to be low level commitment, cooperation, and altruism among entrepreneurial teams due to greater prominence of profit-maximizing norms and opportunism. Findings using data on manufacturing firms support my arguments.

Discussion Session 2, Room A, 11:05 am-12:05 pm

Moderator: Kent Rondeau

Host: Likang Ding

Zoom Link: <https://ualberta-ca.zoom.us/j/95386978867>

Poster/Video Presenter Name	Dept	Discussant	Discussant
Ke Cao	SMO	Arkadiy Lenchak	Natalie Eng
Weisu Yu	FIN	Xiaowen Zhang	MJ Song
Rodrigo Valadao	SMO	Weisu Yu	Logan Crace
Maryam Zakeri	OIS	Hyoseok Kim	Ozan Ozdemir

Losing Their Religion: Why Do Some Certified B Corporations Decertify?*Ke Cao*

Building on insights from institutional theory and social movement literature, I examine the decertification of Certified B Corporations (also known as B Corporations or B Corps) and their corresponding disengagement from the B Corporation movement. I contribute by providing a theoretical framework for understanding why organizations disengage from social movements. Notably, the study reveals the crucial roles of ownership gender and peer community size in the process. Additionally, while prior theoretical explanations for understanding practice adoption and abandonment rest on efficiency and legitimacy gains of organizations, this study provides new directions by advocating an empirically relevant theoretical framework focused on identity, context, and reputation distinction.

Superstar CEO and Accounting Conservatism*Weisu Yu*

CEOs are rewarded by the media through a superstar system in the U.S., whereby few CEOs reap the majority of media awards and attention. In this study, I investigate the impact of managerial reputation, as proxied by awards to CEOs, on CEO overconfidence, financial reporting practices and firm performance. Using a sample of 359 awards given to 221 CEOs from 1992 to 2019, I find robust evidence of a positive relation between CEO awards and CEO overconfidence, as well as a positive relation between CEO awards and accounting conservatism. Superstar CEOs (CEOs who won the awards) become more overconfident and engage in more conservative accounting practices compared with non-winning CEOs. Furthermore, firms where both characteristics, superstar CEO and accounting conservatism, are present perform worse than the firms without the two characteristics.

Data Science to Study Data Science: Unveiling the Formation of a Meaning Infrastructure at the Early Moments of Institutional Change

Rodrigo Valadao

In this study, I deploy abductive and computational methods to capture the meaning infrastructure (i.e., elementary and tacit category schemas of collective meaning) that shape early possibilities of institutional change. To do so, I investigate the emerging field of data science, an interstitial issue field. In doing so, I start addressing an important gap in institutional theory, as cultural meanings may precede the exchange of material resources in processes of institutional change, and as the possibilities of change might be constrained at the outset by the available meaning infrastructure. This study represents three contributions. First, it demonstrates that the formation of a meaning infrastructure relies on the exclusion of certain categories from the mainstream discourse. Second, it delineates two distinct periods during the early moments of institutional change. Third, it enhances the methodological toolkit of institutional theorists by successfully deploying STM, a technique with limited application to date.

Adaptive Behavior of Paramedics:

Impact of Workload on Scene Time and on Patient Transport

Maryam Zakeri, Mohammad Delasay (Stony Brook University), Jim Garland (Alberta Health Services), Armann Ingolfsson, Gerald Lazarenko (Alberta Health Services), Kenneth Schultz (Air Force Institute of Technology)

In this paper, we will investigate the effect of paramedic workload on two outcomes: (1) scene time and (2) probability of patient transport to a health facility. This research will improve our understanding of the mechanisms influencing paramedic on-scene decision making. Improved understanding will, in turn, help generate better predictions of EMS response times and improve EMS capacity planning methods and training.

Discussion Session 2, Room B, 11:05-12:05 am

Moderator: Vishal P. Baloria

Host: Rongrong Zhang

Zoom Link: <https://ualberta-ca.zoom.us/j/3079724636>

Poster/Video Presenter Name	Dept	Discussant	Discussant
Yunjung Pak	SMO	Rongrong Zhang	Rodrigo Cardenas
K.B. Koo	MKTG	Sihan Zhang	Nahid Ibrahim
Eiji Ohashi	ACCT	Teddy Carter	Sarin John
Leyuan Xie	SMO	Ailin Chen	

**From the Protagonist to the Antagonist:
The Stigmatization of Korean Chaebols Between 2000 and 2019**
Yunjung Pak

How was a group of prominent family businesses stigmatized? This study examines how negative social evaluations of chaebols, a family-controlled and diversified group of businesses in South Korea, developed and how those negative evaluations were reproduced. Based on sentiment analysis of 1,070 editorial articles related to chaebols, this study reveals that chaebols were stigmatized as a whole category and that the stigma was enforced over 20 years. By applying a computational topic analysis to the contents of 730 negative editorials, this study identifies 14 topics stigmatizing chaebols and categorizes the rising, falling, and circulated stigmatizing patterns. While the editorials criticized chaebols based on a state-centered framing for the first 10 years, in the second 10 years the chaebols' behaviors against the interests of their employees, subcontractors, and shareholders were negatively regarded by the media. The socioemotional wealth of these family businesses, including the succession process and family-controlled government structure, was not only sustained over time but also operated together with other transient topics, reproducing the stigma of chaebols. The stigmatizing process against chaebols in South Korea was tightly rooted in the very nature of family businesses.

Phatic Brand Communication on Social Media*K.B. Koo, Sarah G. Moore, Jennifer J. Argo*

We introduce phatic brand communication (PBC) to marketing by integrating theories from diverse disciplines into a conceptual framework. The main function of PBC is to express sociability, rather than to convey information, to consumers (e.g., “Hey YOU. Have a great day.”). Social media is an ideal context for PBC not only because it has emerged as one of the most dominant brand communication channels, but also because it offers a new opportunity for brands to engage in consumer-brand relationship management more freely and more frequently. First, we present a typology of text-based phatic communication that expands the current concept of phatic communication. We then offer a comprehensive framework of PBC on social media, describing the communication process of how brands encode their messages with phatic goals and how these messages are decoded by consumers and have downstream consequences in the context of social media.

Coarse Performance Evaluation for Envious Agents*Eiji Ohashi*

Theory of information predicts that a principal should prefer a fine performance evaluation system to coarser ones. Nevertheless, coarse performance evaluation is often used in practice. To explain this seeming contradiction, we construct a model of a principal and envious agents. We show that a coarse evaluation system can do as well as a finer one if agents are sufficiently envious, i.e., if they incur large utility loss when they are paid less than their peers. Our result supports the use of coarse performance evaluation that collapses positive signals, in the form of fixed wages or inflated ratings.

**Individual Proactivity and Its Implications for Intrapreneurial
and Entrepreneurial Career Choices***Leyuan Xie, Andrew Luchak, Karen Hunter*

Research in the micro entrepreneurship literature concerns with what sets apart people who intend to launch an entrepreneurial career from those who do not. Less attention has been paid to their intention to stay and effect change within the organization. In this study, I argue that employees may choose to pursue intrapreneurial activities by undertaking more challenging creative tasks to make a positive difference, which could benefit them and their employer. I develop a theoretical model to explain and predict when and why individual proactivity fuels radical and incremental creativity, respectively, and how they enhance entrepreneurial self-efficacy (ESE) that informs an employee’s choosing between an entrepreneurial career and staying. I offer a brief description of my proposed methodology.

Discussion Session 2, Room C, 11:05-12:05 am

Moderator: Noah Castelo

Host: Ke Feng

Zoom Link: <https://ualberta-ca.zoom.us/j/97355917162>

Poster/Video Presenter Name	Dept	Discussant	Discussant
Milo Wang	SMO	Arash Asgari	Emma Jing
Niusha Safarpour	MKTG	Rory Waisman	
Kylie Heales	SMO	Feyzan Karabulut	Joseph Owusu
Natalie Bolen	MKTG	Qiao Liu	Ke Feng

From Foe to Friend: Destigmatizing Private Business in China*Milo Wang*

Categorical stigma shapes the prospects of populations of organizations, as members of stigmatized categories are vulnerable to devaluation and vilification. Such stigma is difficult but not impossible to shake—however, our understanding of the process of categorical destigmatization is still nascent, despite important recent advances. Critically, the role of non-members of the category in this process remains under-examined. I build theory on the state as a potentially critical actor in destigmatization through a rich longitudinal case study. By exploring the destigmatization of the private business category in China, I develop a process model that highlights the role of the state and its dynamic relationship with both the incumbent and prospective category members. Further, I discuss how this study contributes to the broader literature on institutional change and the grand challenge of balancing social responsibility and economic value.

The Effect of Recommendation Timing on Use*Niusha Safarpour*

We make most of our purchase decisions online, we order take out, buy clothes and find unique, collectibles from online platforms. These stores integrate decision aids to guide us through a smooth decision process, including but not limited to recommendation agents. By better understanding the consumers' interaction with recommendations and how the agent's design has an impact on how they are utilized. In this paper, I focus on a specific and fine detail about recommendations that has an impact on the utilization, recommendation timing. In the two-stage decision making process through which decisions are made online, there are two distinct points in the process when the recommendation can appear, the screening stage and the decision stage. Using the recommendation depends on the emotional and cognitive experiences the consumer has throughout the purchase process. The findings have implications for how the design elements of a recommendation agent impact consumer behavior.

**The Fountain of Youth:
A Set-Theoretical Perspective on How Multi-Century Family Firms Remain Vital**
*Kylie Heales Vern Glaser, Giuseppe Criaco (Rotterdam School of Management),
Pursey Heugens (Rotterdam School of Management)*

How do organizations stay vital despite very old age? This study develops a set-theoretical perspective to explain patterns of continued vitality and stagnation amongst multi-centenary family firms. Building on research of transgenerational intent and the liabilities of aging, our study reveals familial firm characteristics leading to continued vitality and stagnation. Results show that strong transgenerational intent in the form of family leadership participation, multigenerational involvement, and the distribution of goods expressing immaterial family values are crucial antecedent conditions to sustained growth. In contrast, many stagnant configurations involve multi-centenarians that lose themselves in chronic business model change, often while struggling with family firm-specific liabilities of aging. By assessing how antecedent conditions capturing transgenerational intent interact with conditions reflecting age-dependent liabilities in family firms, our study advances our current understanding of continued organizational vitality, and sheds new light on the complex nature of family firms' responses to processes of organizational aging.

Stakeholders and Science, Communication and Coping: a Structured Abstract
Natalie Bolen, Maureen Bourassa (University of Saskatchewan)

In this research, we ask: what are the experiences of one group of stakeholders—women—as they navigate conversations around contentious and science-intensive issues? The contentious issue in question relates to nuclear sector developments. We are interested in women's experiences because they perceive risks, including nuclear risks, differently (Barke, Jenkins-Smith, & Slovik, 1997; Berdahl, Bell, Bourassa, & Fried, 2014) and because they are under-represented in science sectors. Better understanding the nuances of science conversations for stakeholders engaged around contentious issues will lead to insight into factors that facilitate or impede engagement. This research looks at five coping strategies that women use when faced with interpersonal conflict in the form of difficult nuclear conversations. We found that the strategies ranged in a continuum from problem-focused coping and disengagement (1. avoiding, 2. placating, 3. qualifying) through to emotion-focused coping and engagement (4. rationalizing, 5. relating). These findings have implications for understanding multi-stakeholder networks, and marketing systems, as well as the role of engagement with women within science-based industries.

Discussion Session 3, Room A, 2:25-3:25 pm

Moderator: Robert Fisher

Host: Likang Ding

Zoom Link: <https://ualberta-ca.zoom.us/j/95386978867>

Poster/Video Presenter Name	Dept	Discussant	Discussant
Sarin John	ACCT	Yunjung Pak	Eiji Ohashi
Rodrigo Cardenas	FIN	K.B. Koo	Bo Han
Feyzan Karabulut	MKTG	Emma Jing	Hyoseok Kim

Capital Structure and Key-Person Risk*Sarin John*

I study the effect of key-person risk on the capital structure choice of firms. Preliminary results show an inverse relation between financial leverage and key-person risk, suggesting that firms adopt lower debt ratios when faced with the risk of losing key talent.

Group Decisions, Ownership Transitions, and Expected Returns*Rodrigo Cardenas*

I develop a model to study group decisions and ownership transitions, and their implications for the behavior of asset returns using 2 owners setting. The model setting is a real options framework where a monopolist firm's decision to invest in a growth opportunity requires the unanimous vote of a group with heterogeneous beliefs about the growth rate of demand for firm output. I show how transfers of ownership can alleviate the inefficiencies that arise when corporate actions are the outcome of a vote in group-owned firms. The insights from this paper are relevant for boards of directors, venture capital groups, family firms, and financing syndicates.

My Background and Myself: Privacy Motivations when Video Conferencing*Feyzan Karabulut, Paul R. Messinger, Sarah G. Moore*

Video conferences are used more than ever for face-to-face communication. However, with the frequent use of video conferences, individuals face the problem of sharing their private spaces with a broad range of audiences. The private spaces are considered as the reflection of the private selves, and the private selves of the individuals are mostly different from their public selves. This research examines how the motivation to protect the private self affects the background choice of consumers in video conferences. Individuals choose backgrounds that reveal minimum information about them with the desire to conceal the aspect of themselves that they think undesirable for the intended audience. Individuals assume that they will avoid negative evaluations and appear more competent by choosing backgrounds that do not reveal information about their private selves. However, on the contrary, observers evaluate the individuals using non-revealing backgrounds more negatively.

Discussion Session 3, Room B, 2:25-3:25 pm

Moderator: Trish Reay

Host: Rongrong Zhang

Zoom Link: <https://ualberta-ca.zoom.us/j/3079724636>

Poster/Video Presenter Name	Dept	Discussant	Discussant
Ozan Ozdemir	OIS	Arash Asgari	Zahid Rahman
Sihan Zhang	FIN	Ailin Chen	Joseph Owusu
Rongrong Zhang	SMO	Timothy Derksen	
Zahid Rahman	SMO	Nahid Ibrahim	Kylie Heales

Influencer 2.0: How Consumers Respond to Virtual Influencers as Brand Endorsers*Ozan Ozdemir, Shaheer Rizvi, Paul R. Messinger, Bora Kolfal*

Influencer brand endorsements are perceived as more organic than traditional advertising due to genuine relationships influencers build with their followers. Therefore, brands have been utilizing social media influencers' power of generating organic content by collaborating with them to promote their brand. Recently, technological advancements have enabled a new alternative to traditional endorsements: Virtual influencers. Collaborating with virtual influencers enables firms to have more control over the influencers' interactions with their followers. This study investigates the effectiveness of virtual influencers as brand endorsers in comparison with human influencers, and consumers' perceptions of virtual influencer brand endorsements. We explore how virtual influencers are perceived differently from human influencers in terms of credibility and likability. Furthermore, we examine how that difference affects consumers' attitudes towards the brand and their intention to purchase the endorsed product. Additionally, we investigate the role of product type (i.e., material or experiential) on the perceived credibility.

Emergency Department Visits and Stock Returns*Sihan Zhang*

In this paper, we document that Emergency Department visits tend to increase after the decline in the stock market by using the Ontario data. One percentage drop in the stock index returns is estimated to increase ED visits within two days after the stock market decline by more than 1 percent. We show that the performance of stocks will affect physical or mental conditions of investors.

How a Stigmatized "Solitary" Activist Lives a Life of Defending Rights
Rongrong Zhang

Past literature shows that social activists need adequate opportunity structures. But not all social activists have opportunity structures depicted by the previous studies. Limited opportunity structure can be caused by the stigma imposed by powerful social control agents. After the notorious 2008 melamine scandal, the victims' parents sued companies involved in the scandal but only found that the government attempted to quell the public anger by stigmatizing the victims' parents. In the most extreme cases, parents were arrested. I focus on one activist who was wrongly jailed for five years but continued pursuing rights. I uncover four techniques used by him and show how he acted differently from other activists who tried to stick together. This study seeks to contribute to the literature by examining how stigmatized social activists living in emerging markets with high intervention of the government live a life of defending rights and achieving their goals.

When do Constraints Affect Entrepreneurial Idea Generation?
The Moderating Role of Self-Regulatory Focus
Zahid Rahman

While the emancipatory perspective shows that constraints encourage some people to exhibit entrepreneurial behaviors, research on creativity and innovation reports constraints' inconclusive effects (i.e., positive, negative, and curvilinear) on such actions. To solve this theoretical puzzle, I draw on regulatory focus theory and argue that promotion-focused people are more likely to generate more business ideas when they endure chronic constraints (i.e., ones that have become part of their environment) but fewer such ideas when they face emerging constraints (i.e., constraints that suddenly appear as a shock). I further posit that those high on prevention focus are expected to develop more business ideas when they fight emerging constraints and fewer business ideas when they meet chronic constraints. I plan to test these hypotheses with a between-subject controlled experiment that involves two conditions of constraint (chronic vs. acute constraints) and two conditions of regulatory focus (promotion vs. prevention foci).

Discussion Session 3, Room C, 2:25-3:25 pm

Moderator: Sheng-Jun Xu

Host: Ke Feng

Zoom Link: <https://ualberta-ca.zoom.us/j/97355917162>

Poster/Video Presenter Name	Dept	Discussant	Discussant
Xiaowen Zhang	FIN	Arkadiy Lenchak	Ke Feng
Rory Waisman	MKTG	Rodrigo Valadao	Niusha Safarpour Natalie Bolen
MJ Song	SMO	Ke Cao	Shuo Yuan

Is Capital Allocated Differently Among SMEs?*Xiaowen Zhang*

Capital is allocated less efficiently among small and medium firms (SMEs) and this difference holds across different countries. By decomposing the allocative efficiency, we discovered that the lower efficiency among SMEs is most likely due to underinvestment in good firms. And financial development benefits SMEs more regarding the capital allocation efficiency.

Magically Relieved or Taking Control?**The Influence of Messages Aimed at Debt Distressed Consumers**

Rory M. Waisman, Mohammed El Hazzouri (Mount Royal University), Kelley Main (University of Manitoba), Gerald Häubl

The debt-remedy industry (i.e. credit counseling, bankruptcy services, etc.) is a major source of consumer-directed messages related to debt. These marketing messages differentially impact consumers' financial behavior depending on the nature of the appeal and consumers' financial circumstances. Evidence from two experiments reveal backfire effects from debt-remedy messages that focus on obtaining relief from debt. Compared to messages focused on taking control of debt, debt-relief messages reduce uptake of credit counseling services among debt-distressed consumers and boost discretionary spending that can increase consumer debt levels. Critically, and with clear implications for policy and practice, control focused messaging reduces propensity to spend on credit among debt-distressed consumers. In light of these findings, policymakers concerned with reducing consumer debt levels may consider deploying public service communications with a focus on control of debt and discourage the use of debt-relief messaging in the marketing communications of the debt-remedy industry.

**Imitation of Global Best Practices in Performance Management among South Korean MNEs:
Process and Consequences**

Myungjune Song, Andrew A. Luchak, Sung Soo Kim (University of Denver)

Multinational enterprises (MNEs) from late developing countries face legitimacy problems that lead them to imitate best practices from more developed countries. The resource-based view of the firm, however, would only anticipate superior financial outcomes from such MNEs where they are adopting hard-to-imitate practices that add value to the firm. Contrasting parents of MNEs and other firms in the late developing country of South Korea, we examine differences in the adoption of easy and hard to imitate performance management practices using time-lagged archival and survey data from 348 firms originating from and operating in South Korea. We find that while MNEs are more likely to adopt easy to imitate practices like formal performance appraisals, they are no more likely than other firms to take the harder to imitate next step of applying formal performance appraisal results to support talent management decisions. Further, and consistent with resource-based theory predictions, we find that only MNEs who couple formal performance appraisals with harder to imitate applications to talent management decisions experience advantages in terms of human capital development and financial performance. Implications and limitations for the performance management and MNE literatures are discussed.