



Bryant University

Third Annual Faculty Research Day

January 15, 2009

Bryant Center

Opening **8:30am-8:45am**

Remarks by V.K. Unni, Vice President of Academic Affairs
Papitto Dining Room

Session 1: **8:45am-9:30am**

Effects of Social Presence on Brand Trust in the Context of Advergaming
Yung-Kyun Choi, Marketing (Visiting Scholar)
Bryant Center 2A

Preventing Large-Scale Failures: From Problem-Solving to Problem-Finding
Michael Roberto, Management
Bryant Center 2B

The Descriptive and Evaluative: Bad Particulars and the Families which Disown Them
Paul Swift, English and Cultural Studies
Bryant Center 2C

Break: **9:30-9:45am**

Session 2: **9:45am-10:30am**

The Stock of Money and Why You Should Care
Logan Kelly, Economics
Bryant Center 2A

Zero Risk–Market Returns
Robert Muksian, Mathematics
Bryant Center 2B

Compensation/Audit Committee Overlap and the Design of Compensation Systems
Charles Cullinan and Xiaochuan Zheng, Accounting
Bryant Center 2C

Break: **10:30-10:45am**

Session 3: 10:45am-11:30am

From Foster Children of the Pepsi Generation to Cousins of Third World People: Rearticulating the Connection between Asian American Cultural Studies and Social Change

Jeff A. Cabusao, English and Cultural Studies

Bryant Center 2A

Radio Frequency Identification Implementation in Hospitals: Insights for Managers

John Visich, Management and Suhong Li, Computer Information Systems

Bryant Center 2B

Intraday Behavior of Stock Prices and Trades around Insider Trading

A. Can Inci, Finance

Bryant Center 2C

Break: 11:30-11:45am

Session 4: 11:45am-12:30pm

Knowledge Transfer Between Experts and Novices: A Psycho-social Approach

Jane McKay-Nesbitt, Marketing

Bryant Center 2A

Concentration and Distribution of Zeros for Analytic Functions

Brian Kelly, Mathematics

Bryant Center 2B

The Dynamic Evolution of Corporate Entrepreneurship in Emerging Economies: How Does Firm Resources and Organizational Capabilities Matter? A Grounded Theory Approach

Crystal Jiang, Management

Bryant Center 2C

Lunch 12:30pm-1:30pm

Papitto Dining Room

Effects of Social Presence on Brand Trust in the Context of Advergaming

Yung Kyun Choi
Dongguk University

Advergaming is the practice of using video games to advertise a product, organization or viewpoint. With the growth of the internet, advergaming has proliferated, often becoming the most visited aspect of brand websites and becoming an integral part of viral device that promote repeated traffic to websites and reinforce brand trust. Trust is an interpersonal determinant of behavior that deals with beliefs about the integrity, benevolence, ability, and predictability of other people. However, there are typically no interpersonal interactions in e-commerce environment.

In prior studies, trust is increased when the trusted party shows behavior or other indicators in accordance with one's expectations. Social context is an important characteristic of trust and social presence theory describes how this social context affects medium use. Social presence cues found to have a positive impact to build consumer trust in e-commerce environment (e.g., Gefen & Straub, 2004). The effects can be also different if there are variance in individuals' sensitivity to social cues and its importance for product evaluation. Therefore, the purpose of the study is to investigate the effects of social presence and moderating effect of self-construals and product involvement on brand trust in advergaming (2 × 2 × 2 design).

Social presence will be manipulated by existence/absence of game character, product involvement by putting digital camera and tissue, and self-construals by taking U.S. and Korean subjects.

Preventing Large Scale Failures: From Problem-Solving to Problem-Finding

Michael Roberto
Management

In my new book, due out next month, I argue that leaders at all levels must hone their skills as problem-finders. In so doing, they can preempt the threats that could lead to disaster for their organizations. Many leaders focus on their problem-solving skills, but one must first discover the problem that needs to be solved before beginning to make decisions. Identifying the true problem facing an organization often proves to be the most difficult challenge that leaders face. In many instances leaders do not spot a threat until far too late. At times, leaders set out to solve the wrong problem. Keep in mind that organizational breakdowns and collapses do not just occur in a flash; they evolve over time. They begin with a series of small problems, a chain of errors that often stretches back many months or even years. As time passes, the small problems balloon into larger ones. Mistakes tend to compound over time; one small error triggers another. Once set in motion, the chain of events can be stopped. However, the more time that transpires, the more that momentum builds, and once- seemingly minor issues spiral out of control. Many leaders at all levels tell their people that they hate surprises. They encourage them to tell them the bad news, rather than providing only a rosy picture of the business. They hold town meetings with their employees, tour various company locations, and remind everyone that their door is always open. Still, problems often remain concealed in organizations for many reasons. Unlike cream, bad news does not tend to rise to the top. In this book, I argue that leaders need to become hunters who venture out in search of the problems that might lead to disaster for their firms. They cannot wait for the problems to come to them. Time becomes the critical factor. The sooner leaders can identify and surface problems, the more likely they can prevent a major catastrophe. If leaders spot the threats early, they have more time to take corrective action. They can interrupt a chain of events before it spirals out of control. Through my research, I have identified seven sets of skills and capabilities that leaders must master if they wish to become effective problem-finders. In this session, I'll present my research on these seven key problem-finding processes.

The Descriptive and Evaluative: Bad Particulars and the Families which Disown Them

Paul Swift
English and Cultural Studies

In this essay, I explore how Morris Weitz employs Wittgenstein's idea of family resemblance to account for how we group seemingly diverse and unrelated objects under the broad term "art." Weitz suggests that the failed attempts at defining art (formalism, emotivism, intellectualism, organicism, etc.) may still be useful as suggestions about features which we ought to look for when encountering art objects. I expand on Weitz's recognition that the term "art" is ambiguous because it has both an evaluative and descriptive sense. This is not merely an ambiguity involving art, but is true with respect to many other terms as well. This ambiguous dual sense helps to explain why some jokes are funny and I connect this feature to Schopenhauer's incongruity theory of laughter. I address how this ambiguity is connected to the fact-value distinction and why this ambiguity influences ordinary communication as well as philosophic analysis. Unpacking this peculiar phenomenon is important for resolving some types of linguistic disputes and also sheds light on James' pragmatist definition of truth. Often it is the case that we use general class concepts (universals) which group particular objects together as being of the same kind. This analysis addresses what happens when particular members of a general class type seem to be poor examples and how bad of an example they must be before they are excluded from the general class membership.

The Stock of Money and Why You Should Care

Logan J. Kelly
Economics

In this paper, I will examine the problems created by incorrectly using a simple sum monetary aggregate to measure the monetary stock. Specifically, I will show that simple sum monetary aggregate confounds the current stock of money with the investment stock of money and that this confounding leads the simple sum monetary aggregate to report an artificially smooth monetary stock. This smoothing causes important information about the dynamic movements of the monetary stock to be lost. This may offer at least a partial explanation of why so many studies find that money has little economic relevance. To that end, we will conclude the paper by examining a reduced form backward looking IS equation to determine whether monetary aggregates contain information about real GDP gap. This paper differs from previous work in that it focuses on smoothing of the monetary stock data caused by the use of simple sum methodology, where the previous work focuses on the bias exhibited by simple sum monetary aggregates

Zero Risk–Market Returns

Robert Muksian
Mathematics

1. Within any financial planners client base there may be individuals who will not accept the reduction of a portfolio amount below the principal under any investment plan. This paper addresses this restriction by describing a method that shows that for all possible investments the client will not sustain a loss of principal.
2. Three investment illustrations are presented whereby the preservation of principal can be met and have an absolute gain with annual investment returns of 10 percent, zero percent, and –10 percent for time horizons between five and forty-five years with investments between \$1,000 and \$5,000 inclusive.
3. The concept is to invest the discount of United States Treasury Bills in the market, whereby it is only the discount that is at risk, the assumption being that the United States, which has never defaulted on its securities, will continue to be a zero-risk investment. At each maturity, the discounted Bill will mature to face value, at which time the total amount will be the face value plus any investment gain on the discount that had been invested in the market at the time of the purchase of the Bill.
4. Recognizing that there are other zero-risk investments such as federally insured bank deposits or US Government bond, the effective annual rates of return to achieve the results of this method are also determined.
5. An Appendix shows a derivation whereby the principal will be also be preserved if the return of a market investment is a negative 100 percent (total loss of the discounts).

Compensation/ Audit Committee Overlap and the Design of Compensation Systems

Charles Cullinan
Accounting

Xiaochuan Zheng
Accounting

Boards of directors typically have both audit and compensation committees. In some firms, these two committees have some of the same directors as members (i.e., director overlap). Previous research suggests that firms with larger director overlap have higher financial reporting quality. Chandar et al. (2008) posit that knowledge spillover from the compensation committee to the audit committee about the incentives inherent in certain types of compensation schemes leads directors on the audit committee to be more diligent in monitoring financial reporting. An alternative explanation for the observed relationship between director overlap and financial reporting quality is the possibility that knowledge of the potential adverse financial reporting outcomes of some compensation schemes may lead to compensation committees designing compensation structures that provide less incentive for manipulating financial reporting.

We examine whether a relationship exists between director overlap and incentive-based compensation schemes. We find that cash compensation plans are not associated with director overlap, while options compensation is significantly associated with director overlap. These results support the idea that options-based compensation provides more incentives to misstate than cash based compensation (e.g., Du et al. 2008).

From Foster Children of the Pepsi Generation to Cousins of Third World People: Rearticulating the Connection between Asian American Cultural Studies and Social Change

Jeff Cabusao
English and Cultural Studies

2008 marked the 40th anniversary of various kinds of local and global movements for social justice. In the news, we've been reminded of the 1968 student activism at Columbia University and the student and worker's revolts in France. What hasn't received much coverage, however, is the 1968 San Francisco State College Strike. Considered the longest student strike in U.S. history, it opened a space for the development of new social movements (such as the Asian American Movement) and various interdisciplinary programs in the U.S. academy (this country's first school of Ethnic Studies at San Francisco State and various interdisciplinary programs: African American, Chicano, Native American, Asian American Studies, etc.).

This paper will begin to situate a new developing form of Filipino American Cultural Studies within the context of interdisciplinarity that emerged from the San Francisco State College Strike and Asian American Movement of the late 1960s/early 1970s. Today, Filipino American scholars, activists, and artists in a post-9/11 political and cultural global landscape are engaged in the process of "rearticulating" (to borrow from cultural and social theorists Lisa Lowe, Michael Omi, Howard Winant) a unique race-class analysis to comprehend the current material conditions of the Filipino Diaspora (dispersal of close to 10 million migrant workers around the globe, racial profiling and deportation of Filipinos in the United States, human rights violations in the Philippines). This paper attempts to explore the significance of the ways in which new developments in Asian American (specifically Filipino American) Cultural Studies are reimagining theoretical innovations of the Asian American Movement and the early phases of U.S. Ethnic Studies.

Radio Frequency Identification Implementation in Hospitals: Insights for Managers

John K. Visich
Management

Pedro M. Reyes
Baylor University

Suhong Li
Computer Information Systems

Current research in radio frequency identification (RFID) technology has been predominantly on supply chain applications in the manufacturing, logistics (warehouse and transportation) and retail environments. The focus of this research is on the implementation of RFID in hospital environments. An e-mail survey was sent to 900 top-level managers at hospitals across the United States in order to gather insights into a variety of factors that lead to and facilitate successful deployment of RFID technology in hospitals. A total of 88 useable responses were collected, giving a response rate of 9.8%. Survey respondents were stratified into five deployment categories based on their current or future state of RFID implementation: not considering deployment of RFID technology within the next two years (44 respondents); considering deployment of RFID technology within the next two years (31); currently pilot testing an RFID technology (5); in the process of implementing RFID technology (5); and have already completed implementation of RFID technology (3). The factors explored include implementation drivers, managerial leadership, workforce development, implementation level, barriers, and benefits. Results indicate that when implementing RFID: internal drivers are more important than external drivers; mid-level management leadership is more critical than top-level management leadership; staff training is more essential than staff empowerment; clinical focused implementations are more prevalent than administrative focused implementations; cost and a lack of understanding of RFID technology are the two biggest barriers; and asset management and productivity improvements are the two greatest benefits.

Intraday Behavior of Stock Prices and Trades around Insider Trading

A. Can Inci
Finance

Many studies that examine informed trading activity use monthly data. Recent studies have increased the data frequency to a day-by-day basis. However, even with daily frequency, the conclusions of these insider trading studies are mostly the aggregated results of the insider activity during the day. As the market trading activity has intensified significantly over the last two decades, which is evidenced by both the increasing number of trades and the trading volume, it is natural to assume that the trading decisions of insiders have significant intraday consequences. The stock price patterns around insider trades during the day would reveal important information about whether the identity of the insider is detected by the market makers. Furthermore, we could determine whether the stock price reaction differs depending on the size of an insider trade, the type of an insider, and the type of orders given by insiders, such as limit orders or market orders.

In this paper we investigate the informational role of insider trading by examining intraday stock price and volume behavior. We find that market professionals do not front-run insiders' trades. Both insiders' purchases and sales result in significant contemporaneous and subsequent price impact, while sales by large shareholders result in a contemporaneous stock price decline that is subsequently reversed. The arrival of an insider purchase reverses the prevailing negative order imbalances from third-party trades and leads to piggy-backing by market professionals that results in subsequent market purchase orders as well as stock price increases. Our evidence indicates that insiders' trades provide significant new information to market participants, and they are incorporated more fully in stock prices as compared with non-insiders' trades.

Knowledge Transfer Between Experts and Novices: A Psycho-social Approach

Jane McKay-Nesbitt
Marketing

Effective sales management involves the transmission of knowledge. Sales managers are recruited with the expectation that their knowledge will be shared, others will take up their knowledge, and superior outcomes will result. Both the source (expert) and the recipient (novice) of knowledge are important in the knowledge transfer process, but to date, studies have focussed on factors that influence the expert's willingness to share knowledge. Influences on the recipient's motivation to receive knowledge have received less attention. Psychosocial organization theory and attribution theory are integrated to develop a model of knowledge transfer between novices and experts. The model proposes that new knowledge emerges from the knowledge transfer process. Knowledge ownership, ability, and motivation are identified as antecedents to an expert's knowledge sharing. The novice's motivation to receive knowledge is determined by an attribution-affect-action sequence that results from the interaction between expert and novice. Attributions made by the novice trigger emotional responses that result in the novice's pro-social (receive knowledge) or anti-social (resist knowledge) behavior. The model suggests that ability attributions will impede knowledge transfer between experts and novices whereas effort attributions will enhance knowledge transfer. Ensuring that experts have knowledge ownership, ability, and motivation to share knowledge, as well as managing the interaction between experts and novices to minimize ability attributions for expertise, is expected to facilitate knowledge transfer in sales environments.

Concentration and Distribution of Zeros for Analytic Functions

Brian P. Kelly
Mathematics

A function $f(z)$ is analytic on the open unit disk \mathbf{D} if and only if $f(z) = \sum a_n z^n$ with $n=0,1,2,3,\dots$. Our fundamental question is “What conditions on the coefficients a_n lead to significant information about the resulting function $f(z)$?” We restrict our attention to the function space H_2 which can be defined as the set of functions where $\sum |a_n|^2 < \infty$.

Consider a closed disk \mathbf{D}^* that is completely contained in \mathbf{D} , and let M denote the number of solutions to $f(z)=0$ in \mathbf{D}^* . The classical theory of analytic functions only proves that M will always be a finite number. Our work refines the classical results by establishing an upper bound for M in terms of the functions concentration value, d .

The Dynamic Evolution of Corporate Entrepreneurship in Emerging Economies: How Does Firm Resources and Organizational Capabilities Matter? A Grounded Theory Approach

Crystal X. Jiang
Management

Although emerging economies have experienced a rapid pace of economic development and entrepreneurship plays an important role in its economic development, little is known on the dynamic evolution of corporate entrepreneurship in emerging economies. This study focuses on how firm-specific resources and organizational capabilities matter to the achievement of corporate entrepreneurship in an emerging economy context. Based on our case studies and in-depth interviews with an automobile company, we developed a theoretical framework to illustrate the dynamic evolution of corporate entrepreneurship. Our theoretical framework suggests that firm resources, be it tangible and intangible, contribute to organizational capability development. Further, we delineate the hierarchical order of organizational capability and demonstrate how lower-order organizational capabilities associate with the development of higher-order organizational capability. Furthermore, organizational capabilities at different hierarchical levels within a firm can support the achievement of corporate entrepreneurship in terms of innovation and strategic renewal.