

RAWLS RESEARCH CONFERENCE PROGRAM

- **Breakfast** - 7:30 a.m. to 8:45 a.m.
 - **Room NW 112 Main:**
 - Welcome by Rawls College of Business Associate Dean for Research, Tingting Yan, Ph.D.
 - Opening remarks by Texas Tech University Provost, Ron Hendrick, Ph.D.
 - Rawls College of Business Dean, Margaret L. Williams, Ph.D.
- **Concurrent Sessions** - 9:00 a.m. to 10:15 a.m.
 - **Room NW 112 - Main**
 - Lauren Locklear, Ph.D., Management: "The Benefits of Grateful Leaders and Attentive Followers: How Cascading Gratitude Expressions Influence Coworker Relationships"
 - Ronald Mitchell, Ph.D., Management: "Sustainability, Social Inflection, and Stakeholder Salience"
 - Tingting Yan, Ph.D., Supply Chain Management: "Bless or Curse? Supplier Employee Mobility in a Buyer-supplier Relationship"
 - **Room NW 112 - A**
 - Yuan Jin, Ph.D., Information Systems and Quantitative Sciences: "Curse of Experience in Innovation Crowdsourcing Contests and Contest Searches as Remedies"
 - Chengzhi (Lawrence) Zhao, Ph.D., Finance: "Government Litigation Risk and the Decline in Low-Income Mortgage Lending"
 - Janet Huston, Ph.D., Accounting: "Factors Impacting Students' Choice to Join MSA Program"
 - **Room NW 110**
 - Kassandra McQuillen, Ph.D., Energy Commerce and Business Economics: "High Steaks Funding – Where Cows and Solar Energy Meat (aka Milking the DOE for Funding)"
 - Zachary Keeler, Ph.D., Energy Commerce and Business Economics: "Electric Power Reliability and Local Housing Prices in the U.S."
 - Chandra Pathki, Ph.D., Management: "Understanding Why and When Supervisor Bottom-Line Mentality Inhibits Workplace Safety Behavior"
- **Break** - 10:15 a.m. to 10:30 a.m. - Opportunity for refreshments & socialization
- **Junior Faculty Panel** - 10:30 a.m. to 11:45 p.m.
 - **Room NW 112 Main:**
 - Zihong Huang, Ph.D., Information Systems & Quantitative Sciences
 - Sumanta Singha, Ph.D., Information Systems & Quantitative Sciences
 - Yi Gao, Ph.D., Information Systems & Quantitative Sciences
 - Darima Fotheringham, Ph.D., Marketing
 - Munhee Han, Ph.D., Finance
 - Wen Chen, Ph.D., Finance



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Rawls College of Business

RAWLS RESEARCH CONFERENCE PROGRAM

DAY I - TUESDAY, FEBRUARY 18, 2025

- **Keynote Presentation & Lunch** - 11:45 a.m. to 1:00 p.m. "Sustainability in Business"
 - **Room NW 112 Main:**
 - o Kevin Dooley, Ph.D., Distinguished Professor of Supply Chain Management at the W.P. Carey School of Business at Arizona State University and Chief Scientist of the Sustainability Consortium
 - o R. Steven Tungate, Vice President and General Manager, Supply Chain Management, Service & Innovation, Toshiba Business Service, North America
 - o Ms. Julie Dalzell, V.P. for Sustainable Development, ConocoPhillips
- **Concurrent Sessions - 1:15 p.m. to 2:30 p.m.**
 - **Room NW 112 - Main**
 - o Christy Nitttrouer, Ph.D., Management: "Doing Well by Doing Good: New Ventures that Hire People with Disabilities"
 - o Sophia Thomas, Ph.D., Management: "Mental Health Resources: Exploring the Disconnect Between What Organizations Offer and What Employees with Mental Illness Actually Need"
 - o Chuan Liang, Ph.D., Finance: "Look-Ahead Bias in Earnings Forecast Generated by Large Language Models"
 - **Room NW 112 - A**
 - o Abhishek Nirjar, Ph.D., Marketing: "Antecedents and Consequences of B2B Salespersons' Relationship Agility"
 - o Deidre Popovich, Ph.D., Marketing: "The Joint Impact of Retailer Price Image and Price Primacy on Product Evaluations"
 - o Manaswini Acharya, Ph.D., Marketing: "Architectural and Specialized Marketing Capabilities in Metaverse Adoption"
 - **Room NW 110**
 - o Kiran Patil, Ph.D., Supply Chain Management: "Blockchain: The Bitter Pill to Alleviate Supply Chain Pain"
 - o Himali Patil, Ph.D., Supply Chain Management: "Explicating the Role of Additive Manufacturing in Spare Parts Supply Chains"
 - o Daniel Taylor, Ph.D., Supply Chain Management: "Threshold Free Shipping: Encouraging the Degradation of Customer Perception and Retailer Utility"
- **Break** - 2:30 p.m. to 2:45 p.m. - Opportunity for refreshments & socialization
- **Horn Professor Forum** - 2:45 p.m. to 4:00 p.m.
 - **Room NW 112 Main:**
 - o William (Bill) Gardener, DBA, Jerry S. Rawls Chair in Leadership & Director, Institute for Leadership Research
 - o Fred Davis, Ph.D., Bobby G. Stevenson Chair in Information Technology



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DAY II - WEDNESDAY, FEBRUARY 19, 2025

- **Keynote Presentation & Breakfast** - 7:30 a.m. to 8:45 a.m.
 - **Room NW 112 Main:**
 - Welcome by Rawls College of Business Associate Dean for Research, Tingting Yan, Ph.D.
 - Opening remarks by Texas Tech University Vice President for Research, Joe Heppert, Ph.D.
 - Paul Bliese, Ph.D., Jeff B. Bates Professor of Management at University of South Carolina and Deputy Editor of Academy of Management Journal: "Publishing in Top Empirical Journals"
- **Concurrent Sessions** - 9:00 a.m. to 10:15 a.m.
 - **Room NW 112 - Main**
 - Roman Wang, Ph.D., Finance: "Race, Gender & Employee Turnover: Evidence from Mergers & Acquisitions"
 - Ezgi Ottolenghi, Ph.D., Finance: "Finding Stability and Deposit Funding Risk"
 - Vivi Zhu, Ph.D., Finance: "Implied Volatility and Informed Agents"
 - **Room NW 112 - A**
 - Ankit Anand, Ph.D., Marketing: "Customer Education for Relationship Gains: A Case of Complex Products"
 - Jared Allen, Ph.D., Management: "More than One Way to Pivot: The Case for Opportunity & Survival Pivots"
 - Alejandra Marin, Ph.D., Marketing: "Breaking Down the Biotech Bottleneck: Clinical Trial Characteristics and their Link to New Drug Approvals"
 - **Room NW 110**
 - Alireza Sheikh-Zadeh, Ph.D., Information Systems and Quantitative Sciences: "Beyond Words: Unraveling the Influence of Rhetorical Structure on Information Sharing and Processing in Platform-Mediated Communication"
 - Inmyung Choi, Ph.D., Information Systems and Quantitative Sciences: "Prevent or Promote? CEO Regulatory Focus and Corporate Information Security Awareness"
 - Gordon Appiah, Ph.D., Accounting: "Do Consumers Care About Corporate Tax Payments? Evidence from Bank Deposit Customers"
- **Break** - 10:15 a.m. to 10:30 a.m. - Opportunity for refreshments & socialization
- **Senior Faculty Panel** - 10:30 a.m. to 11:45 p.m.
 - **Room NW 112 Main:**
 - Eric Walden, Ph.D., Information Systems & Quantitative Sciences
 - Bradley Ewing, Ph.D., Energy Commerce & Business Economics
 - Tingting Yan, Ph.D., Supply Chain Management
 - Donald Kluemper, Ph.D., Management
 - Dale Duhan, Ph.D., Marketing
 - Tao Ma, Ph.D., Accounting



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DAY II - WEDNESDAY, FEBRUARY 19, 2025

- **Keynote Presentation & Lunch** - 11:45 a.m. to 1:00 p.m.
 - **Room NW 112 Main** - "AI in Business"
 - Harry Wang, Ph.D., Professor of Management Information Systems at the University of Delaware and Founder and CEO of Takin.AI.
- **Concurrent Sessions** - 1:15 p.m. to 2:30 p.m.
 - **Room NW 112 - Main**
 - Ran (Alan) Zhang, Ph.D., Information Systems and Quantitative Sciences: "Word-of-AI and Matching Quality: Evidence from a Natural Experiment on Online Review Platforms"
 - Youngsoo Kim, Ph.D., Information Systems and Quantitative Sciences: "When Should an Online Retailer Reach Out to Consumers after their Purchase?"
 - Bahar Javadi Khasraghi, Ph.D., Information Systems and Quantitative Sciences: "The Impact of AI Discrimination on Human Response"
 - **Room NW 112 - A**
 - Nathan Allred, Ph.D., Marketing, "Repair Service Signals: How Brand Repair Services Signal Unused Utility and Increase Product Repair"
 - Swaminathan Arunachalam, Ph.D., Marketing: "Influence of Privacy Regulation on Customer-Centric AI Acquisitions: Case of GDPR"
 - Sreedhar Madhavaram, Ph.D., Marketing: "The Role of Critical Thinking in Supply Chain Manager's Problem-Solving Effectiveness: An Integrative Framework"
 - **Room NW 110**
 - Babu L. John-Mariadoss, Ph.D., Marketing: "Salesperson Self-Esteem: Measure Development and Validation"
 - Wen Chen, Ph.D., Finance: "Whence LASSO? A Rational Interpretation"
 - Rasheek Irtisam, Ph.D., Finance: "Corporate Culture and Stock Liquidity"
- **Break** - 2:30 p.m. to 2:45 p.m. - Opportunity for refreshments & socialization
- **Doctoral Student Poster Session** - 2:45 p.m. to 4:00 p.m.
 - **Room NW 112 Main:**
 - Reza Karjalian - Marketing
 - Mary Hayward - Accounting
 - Tolu Okelola - Accounting
 - Hadi Houshmand - Marketing
 - Mahija Ratnoo - Management
 - Daniel Kuzmich - Marketing
 - Mary Ahonsi - Accounting
 - Joscelin Aiken - Management
 - Bailey Allen - Finance
 - Haimanti Ghosh - Management
 - Azucena Grady - Management
 - Saeed Nosratadabi - Information Systems and Quantitative Sciences



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