

Coles Seminar Series

Fall 2015



AUGUST 28TH 2015

Aniruddha Bagchi

Associate Professor of Economics
Coles College of Business, Kennesaw State University

Topic: *Role of Intelligence Inputs in Defending against Cyber Warfare and Cyber Terrorism*

SEPTEMBER 18TH 2015

Robert M. Feinberg

Professor of Economics
American University

Topic: *Antidumping: Determinants and Effects (...and other research at the intersection of trade and IO)*

SEPTEMBER 25TH 2015

Jonathan Doh

Rammrath Chair in International Business
Faculty Director, Center for Global Leadership
Villanova School of Business

Topic: *Publishing High Impact Management and International Business Research*

OCTOBER 2ND 2015

S.Tamer Cavusgil

Professor, Fuller E. Callaway Professorial Chair
Director, Center for International Business Education and Research (CIBER) Mack Robinson College of Business,
Georgia State University

Topic: *Crafting Theoretically Robust Research*

OCTOBER 16TH 2015

Elizabeth Boyd

Assistant Professor of Management & Entrepreneurship
Research Director, Women's Leadership Center
Coles College of Business, Kennesaw State University

Topic: *Managing Invisible Boundaries: How "Smart" is Smartphone Use as a Boundary Management Tactic?*

OCTOBER 30TH 2015

James Boles

Professor of Marketing
Department Head, Marketing,
Entrepreneurship, Hospitality & Tourism
Bryan School of Business & Economics,
University of North Carolina at Greensboro

Topic: *Factors Influencing Key Account Purchase Decisions*

NOVEMBER 13TH 2015

Brian Rutherford

Associate Professor of Marketing & Professional Sales
Coles College of Business, Kennesaw State University

Topic: *A Taxonomy for Financial Services Selling*

AUGUST 28TH 2015

Aniruddha Bagchi

Associate Professor of Economics
Coles College of Business, Kennesaw State
University

Role of Intelligence Inputs in Defending against Cyber Warfare and Cyber Terrorism

ABSTRACT

This article examines whether and under what considerations sovereign intelligence can benefit our preparedness against plausible cyberattacks on infrastructural firms. We analyze the problem using a game between a government, an infrastructural firm and an attacker. If the attacker successfully breaches the IT security defenses of the infrastructural firm, primary losses accrue to the victim firm while widespread collateral losses accrue to other firms in the economy that are served by the infrastructural firm. Thus the government assists the infrastructural firm by providing intelligence inputs about an impending attack. We find that expenditure on intelligence adds value only when its amount exceeds a threshold level. We also observe that the government acts as the coordinator of the game because the nature of the equilibrium depends on the level of government expenditure in intelligence. Further, if the magnitude of collateral losses in the downstream increases, then there is a corresponding increase in the optimal expenditure on intelligence. We find that the optimal level of intelligence expenditure can change in seemingly unexpected ways in response to shift in parameters. For example, reduced vulnerability of the infrastructural firm does not necessarily imply a reduction in intelligence gathering expenditure of the government. Similar results obtain when there is a reduction in the cost of system inspection in the infrastructural firm. We also exhibit circumstances under which a system of centralized security in which the government regulates both intelligence gathering as well as the system inspection regime of the infrastructural firm may not always be desirable because of strategic interactions between the players.

SEPTEMBER 18TH 2015

Robert M. Feinberg
Professor of Economics
American University

Antidumping: Determinants and Effects (... and other research at the intersection of trade and IO)

ABSTRACT

My research over the past 25 years has often been at the borders of Industrial Organization and International Economics, and this talk will discuss this work. Some of this explored how exchange rate changes were passed through to domestic prices of import-competing goods. But, my time starting in the mid-1980s at the US International Trade Commission exposed me to a trade policy instrument relatively unknown to most people (certainly at that time) -- antidumping. My work has sought to explain when and why antidumping cases are filed, what impact they have, and -- more broadly -- how trade policy and domestic policy instruments interact. More recently I have examined issues of collusion among exporters, and implications for importing countries.

SEPTEMBER 25TH 2015

Jonathan Doh

Rammrath Chair in International Business
Faculty Director, Center for Global Leadership
Villanova School of Business

Publishing High Impact Management and International Business Research

ABSTRACT

OCTOBER 2ND 2015

S.Tamer Cavusgil

Professor, Fuller E. Callaway Professorial Chair
Director, Center for International Business
Education and Research (CIBER) Mack
Robinson College of Business,
Georgia State University

Crafting Theoretically Robust Research

ABSTRACT

We all get those letters from journal reviewers and editors suggesting that “the conceptual contribution is lacking.” What do they mean by ‘theoretical contribution?’ How do we conceive theoretically rigorous research papers? How do we ensure that theoretically meaningful papers also address substantive managerial issues? Tamer will share a three-step template for constructing theoretically robust research projects. He will also offer suggestions for positioning and crafting manuscripts.

OCTOBER 16TH 2015

Elizabeth Boyd

Assistant Professor of
Management & Entrepreneurship
Research Director, Women's Leadership Center
Coles College of Business,
Kennesaw State University

**Managing Invisible Boundaries:
How “Smart” is Smartphone Use as a Boundary Management Tactic?**

ABSTRACT

This two-wave study examined work-family boundary permeations via smartphone, testing and extending the current theoretical model of boundary management. First, we demonstrated that preferences for integration and identity centrality predicted smartphone boundary management style (SBMS). Second, we demonstrated that SBMS was a predictor of work-family conflict, which then predicted family and work satisfaction. However, SBMS in the direction of family-to-work was not predictive of family-to-work conflict, indicating that integrating one's family into one's work via smartphone does not increase conflict as would be expected. This finding has interesting implications for organizational policies regarding smartphone use. Also, although perceived control over SBMS did relate directly to work-family conflict, it did not moderate the relationship between SBMS and outcomes as expected. Theoretical and practical implications of these findings are discussed, as well as suggestions for future research on boundary theory and smartphone use. By exploring tangible boundary management behaviors, the present study offers interesting implications that could ultimately assist organizations in developing policies regarding smartphone use both at home and at work.

OCTOBER 30TH 2015

James Boles

Professor of Marketing
Department Head, Marketing,
Entrepreneurship, Hospitality & Tourism
Bryan School of Business & Economics,
University of North Carolina at Greensboro

Factors influencing key account purchase decisions?

ABSTRACT

The topic of key account management has been one of increasing importance due to the growing importance of major accounts in the strategy of suppliers. Much of the existing research has been undertaken from the perspective of the selling firm or salesperson. Somewhat less emphasis has been given to the issue of how key account decision-makers decide which supplier to use/not use. Typically decision-making in business-to-business settings has framed cognitively where decisions are made for rational reasons not emotional ones. Business-to-business purchase decisions, due to their large size and possible ramifications for an entire organization, are often fraught with risk. In these settings, it is essential to examine every aspect of the purchase. Purchases may often not be made or postponed simply because of the down-side inherent in making a bad decision. However, the issue of risk has a component of fear which is very much an emotional response. The current research examines the role of emotion in key account decision-making.

NOVEMBER 13TH 2015

Brian Rutherford

Associate Professor of Marketing
& Professional Sales
Coles College of Business,
Kennesaw State University

A Taxonomy For Financial Services Selling

ABSTRACT

The financial services industry has come under close scrutiny recently resulting in an even more regulated environment. The financial services industry accounts for almost half of the country's non-farm, commercial profit leading the industry to be a major driver of the economy. Given these regulatory changes, the way in which salespeople interact with customers has been altered. However, no sales taxonomy has been conducted for individuals in the financial services industry. Given that taxonomies are a critical step in scientific inquiry, this is a major limitation within the literature hindering the development of a better understanding of this important industry. Using an established methodology and seminal sales taxonomy, a financial services sales taxonomy is conducted. Results reflect that financial services sales differs from other sales industries. Six sets of sales activities along with six job positions (clusters) were identified. Further evidence indicates that the identified clusters of salespeople differ with regards to levels of job satisfaction and role stressors, yielding evidence of the robustness of the taxonomy.