Coles Seminar Series
Fall 2017

Kennesaw State University
Coles College of Business

AUGUST 25TH, 2017

Jennifer Hutchins

Kennesaw State University

Topic: *The Soft Side of Branding: Leveraging Emotional Intelligence*

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Nita Umashankar

Georgia State University

Topic: *The Effect of Mergers and Acquisitions on Customer Satisfaction*

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Wynne Chin

University of Houston

Topic: *On Partial Least Squares Variance Based Component SEM (VBSEM) vs. Covariance Based SEM (CBSEM) for Confirmatory Analysis: The Role of Weights, Components and Variance Explained*

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Herbert Mattord

Kennesaw State University

Topic: *Turnover Among Cybersecurity Workers: Influences from Job Characteristics, External Markets, and Security Culture*

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Topic: *The Determinants and Consequences of Reporting Comparability*

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Mark Beasley

North Carolina State University

Topic: *Corporate Sustainability and Enterprise Risk Management: Implementation Effects on Performance*

AUGUST 25TH, 2017

Jennifer Hutchins
Assistant Professor of Marketing & Professional Sales
Coles College of Business, Kennesaw State University

The Soft Side of Branding: Leveraging Emotional Intelligence

ABSTRACT

Marketers and managers cannot directly control the environment, but they certainly can influence how stakeholders perceive company image, thereby influencing brand equity. Brand equity plays a key role in the success of a firm and often differentiates a company from its competitors. Brand equity, the additional value a company earns that is attributed to a variety of elements, is mostly intangible in nature (i.e., a recognizable name or symbol, superior quality and reliability compared to competitors or generic brands, and elements known as behavioral assets or "soft skills"). Behavioral assets are the culmination of both hard skills (e.g., knowledge and ability) and soft skills (e.g., empathy, motivation, listening ability, and relationship-building) among all members of a company. However, the role of soft skills among organizational relationships, as well as how to best demonstrate these skills, is not well understood in business-to-business (B2B) industries. This research explores how B2Bs can enhance their brand through leveraging their behavioral assets, or EI, specifically through social media marketing. The findings from our analysis of 11 B2B companies that received an award for their social media marketing show that those "best in class" organizations employ communication strategies that utilize emotional intelligence and soft skills. These findings are critical since B2Bs traditionally took a rational, transactional approach. Additionally, these findings are more in line with the notion that B2B marketers strive to build relationships as the foundation upon which to transact business. Until now, an important piece of the puzzle was missing.

SEPTEMBER 15TH, 2017

Nita Umashankar
Assistant Professor of Marketing
Robinson College of Business, Georgia State University

Sundar Bharadwaj
University of Georgia

Cem Bahadir
UNC at Greensboro

The Effect of Mergers and Acquisitions on Customer Satisfaction

ABSTRACT

In 2016, the total value of merger and acquisitions (M&As) reached $3.7 trillion globally. In the U.S., close to 5,000 deals were completed for a total value of almost $2 trillion. However, for a variety of reasons, M&As do not deliver the expected pay-offs. For example, Kmart acquired Sears for $11 billion and their revenues dropped by more than 10%. Arby's bought Wendy's for $2.34 billion and sold Wendy's after only three years. Although acquiring new customers is usually one of the key motivations for the M&A transactions, there is no prior work on customer experience following the M&A. Anecdotal evidence and case study research suggest that M&As both enable, and hinder, acquirers' efforts to deliver high customer satisfaction. This apparent paradox has been under-researched. To fill this gap, we study the following research questions: (1) what is the impact of M&As on customer satisfaction, (2) what factors moderate the relationship between M&A and customer satisfaction, and (3) do some merged firms fare better than others at satisfying customers? We collect panel satisfaction, M&A, and corporate data to estimate several models that help answer these questions. Preliminary evidence suggests thatM&As negatively affect customer satisfaction; however, certain firm and merger variables help mitigate the negative main effect.

SEPTEMBER 29TH, 2017

Wynne Chin
Professor of Decision and Information Sciences
Bauer College of Business, University of Houston

On Partial Least Squares Variance Based Component SEM (VBSEM) vs. Covariance Based SEM (CBSEM) for Confirmatory Analysis: The Role of Weights, Components and Variance Explained.

ABSTRACT

Partial Least Squares path modeling (i.e., PLS) is now a standard tool among Information Systems (IS) researchers since the introduction of PLSGraph by Chin in 1990 and presentations at the International Conference in Information Systems in Vancouver and Brisbane (1994, 2000). Recently, a new group of naysayers have begun to write papers questioning the value and use of this technique and argued for using CBSEM. In contrast to other disciplines (e.g., chemometrics and genomics), the IS discipline seems unaware of the ontological, epistemological, and pragmatic aspects of PLS. In this talk, the emphasis will be:

- On the role of variance explained in assessing the value of a model,
- The usefulness of PLS component scores,
- Using PLS weights to detect poor measurement models,
- Ability to detect misspecified models in contrast to CBSEM's emphasis on covariances, and
- Recognizing the rigor and validity of PLS models distinct from factor based SEM.

OCTOBER 13TH, 2017

Herbert Mattord
Associate Professor of Information Systems
Associate Director, Center for Information Security Education
Coles College of Business, Kennesaw State University

Turnover Among Cybersecurity Workers: Influences from Job Characteristics, External Markets, and Security Culture

ABSTRACT

We explore the utility of an existing conceptual model of information technology worker turnover intention as it may be applied to voluntary turnover intention among cybersecurity workers. For the purposes of this project, the term cybersecurity is used to represent all information security and related fields.

This research will use a modified version of existing survey constructs to deploy two instruments to collect attitudes, job characteristics, and external market perceptions as applied to employees at a number of organizations. It has been extended to include the possible influence of the security posture and practices in use and its effect on the intention to voluntarily turnover from the organization.

OCTOBER 27TH, 2017

Marcus Caylor
Associate Professor of Accounting
Coles College of Business, Kennesaw State University

The Determinants and Consequences of Reporting Comparability

ABSTRACT

We introduce a partitioning of comparability into two components; measurement comparability and reporting comparability. We review the prior comparability literature and argue that all of the prior findings relate only to measurement comparability. We model reporting comparability with a determinant model explaining the sources of intra-industry pair-wise XBRL overlap. We demonstrate an association between our measure of reporting comparability and analyst coverage, analyst forecast accuracy, and audit fees, consistent with reporting comparability being related to information processing efficiencies. In additional analysis, we show that, unlike measurement comparability, reporting comparability is not a significant factor in resolving information asymmetry.

NOVEMBER 10TH, 2017

Mark Beasley
Deloitte Professor of Enterprise Risk Management
Poole College of Management, North Carolina State University

Corporate Sustainability and Enterprise Risk Management: Implementation Effects on Performance

ABSTRACT

Since the late 1990s, two important business paradigms have emerged: corporate sustainability and enterprise risk management (ERM). While these two paradigms developed independently, they both focus on the importance of identifying and managing risks related to the achievement of strategic objectives. Corporate sustainability focuses on the opportunities and risks to the business in an increasingly resource-constrained world while ERM focuses on developing a top-down, holistic approach to risk oversight. Research related to each paradigm has emerged, but that literature is still at the early stages. This study examines whether there is any difference in firm value and performance for those organizations that have engaged in both ERM and sustainability activities relative to organizations only engaging in one or neither of these emerging disciplines. Using a sample of 1,251 North American organizations' disclosures of ERM and corporate sustainability activities (and a matched sample of an additional 1,251 companies that are not engaged in either activity), we find a strong positive association between our performance measures and disclosure of corporate sustainability processes. This positive association exists for each of our performance measures, Tobin's Q, ROA and ROE, and for both our sample of firms that only engage in corporate sustainability processes and for those that engage in both sustainability and ERM activities. Importantly, we find that this positive association between performance and sustainability is driven by our sample of non-financial firms. When examining performance from the perspective of how long the firms have been engaging in sustainability and/or ERM activities we find similar, but less robust, results. We find that firms that have engaged in corporate sustainability activities, either in isolation or in conjunction with ERM, have a strong positive association between Tobin's Q and the length of time in which they have been engaged in these efforts.