Coles Seminar Series
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KENNESAW STATE UNIVERSITY
COLES COLLEGE OF BUSINESS

SEPTEMBER 4TH, 2020
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Topic: *Social Outcomes Related to the Intentional and Unintentional Sharing of Fake News*

OCTOBER 16TH, 2020
Gregory Phelan
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Topic: *Do State Higher Education Incentives Lead to Improvements in Student Performance? Texas's Push for Carnegie R1 Universities*

SEPTEMBER 18TH, 2020
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Topic: *Family and Non-Family Sources of Knowledge Diversity in Family Firms*

NOVEMBER 6TH, 2020
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Topic: *Effectiveness of Brand Placements in Music Videos on Viewers' Brand Memory, Brand Attitudes and Behavioral Inentions*

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Social Outcomes Related to the Intentional and Unintentional Sharing of Fake News

ABSTRACT

Although fake news has existed for many years in a variety of forms, the manner in which it spreads and the extent of its impact are still not well-understood, especially in this age of increasing social media use. This research proposes a Framework for Understanding INtentional and UNintentional IMpacts (INUNIM) of Fake News, derived from information manipulation theory and the continuum of truth, that focuses on the social outcomes of fake news. The INUNIM framework can be used to: classify the sharing of fake news as intentional or non-intentional, depending upon the reasons for sharing or the cognitive biases of the person who shares; and to evaluate the impact of a fake news story on society. The usefulness of the framework is demonstrated by applying it to two real-life cases to assess the impact of fake news. This is followed by a qualitative survey to evaluate social media users' perceptions of fake news and sharing behaviors in order to garner insights into intentionality. The survey results identify five cognitive biases as the most important factors in the unintentional sharing of fake news. Based on application of the framework and the survey results, recommendations are then provided for managing the sharing of fake news on social media.

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Family and Non-Family Sources of Knowledge Diversity in Family Firms

ABSTRACT

Family firms rely on knowledge resources from both intra-family and extra-family sources, which may require different approaches to effectively manage. We argue that as family firms acquire greater knowledge diversity, family-centered effectuation processes become limited and they will increasingly rely on formal causation logics to coordinate these resources. However, we expect this relationship to differ when knowledge diversity is sourced from either family or non-family sources. Empirical analyses of 242 small- and medium-sized family firms indicate that knowledge diversity positively affects a firm's reliance on causation logics, regardless of the source of that diversity. This suggests, the affinity of family firms to leverage effectuation logics may not be characteristic of family firms in general, but instead may be an artifact of firm reliance on knowledge capital concentrated in family owners.

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Do State Higher Education Incentives Lead to Improvements in Student Performance? Texas's Push for Carnegie R1 Universities.

ABSTRACT

A large body of research finds that increases in college quality lead to improved student outcomes. Carnegie R1 status is a well known measure of college quality that includes universities with the highest levels of research activity. Many flagship universities across the country are classified as R1 schools, and the demand for these institutions is high. Given the large increases in undergraduate enrollment, many of these universities face capacity constraints forcing students to enroll elsewhere. In an effort to address the increasing demand for high-quality post-secondary education the Texas legislature passed House Bill 51 in 2009. This legislation encouraged universities to achieve R1 status by matching gifts and grant funding for research with state dollars. Since 2009 the number of R1 institutions in Texas has increased from 3 to 9 universities. Despite this increase, there is scant research on whether these incentives to increase college quality have lead to improvements in student outcomes, such as graduation rates and labor market returns. We use synthetic control methods and a combination of post-secondary administrative data and IPEDS to examine this important issue. Bolstering a university's capacity for research may provide indirect benefits to undergraduates, for instance through the hiring of high-quality faculty. However, whether this is actually the case is not clear. Several studies have examined the impacts of K-12 policies such as No Child Left Behind, which provides performance incentives with the ultimate goal of increasing the level of student learning. This paper adds to that literature by examining how performance incentives impact student outcomes in the space of higher-education.

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Effectiveness of Brand Placements in Music Videos on Viewers' Brand Memory, Brand Attitudes and Behavioral Intentions

ABSTRACT

Purpose – This paper aims to investigate the effects of brand placement repetition in music videos on consumers' memory, brand attitudes and behavioral intentions, as well as, explores the effective frequency needed to achieve optimal advertising impact.

Design/methodology/approach – The proposed hypotheses and research questions were tested using an experimental approach. Participants watched a block of music videos containing various levels of brand placement repetitions. Afterward, participants completed a questionnaire designed to measure memory, attitudinal and behavioral intentions.

Findings - At low levels (below 4-5 exposures), the repetition of a brand placement has a positive effect on brand memory, brand attitudes, intentions to buy and to recommend the brand to others. However, further increases in repetition had detrimental effects on brand attitude and purchase intentions, but not on memory measures. Additionally, the effects of brand placement repetition on brand attitudes and memory measures were moderated by respondents' brand familiarity.

Research limitation/implications – The effects of brand placements were measured through explicit tests that refer to the placement events. Researchers are encouraged to test suggested propositions by using implicit tests.

Practical implications – The results of this study can serve as guidance for marketing practitioners on optimal ways to integrate their brands into the contents of mass media programming.

Originality/value – Despite the increasing usage of music videos in marketing promotions, limited scholarship explores the effects of placing consumer brands in the promising medium. Current research addresses this gap and contributes both to brand placement literature and scholarship on advertising repetition.

Keywords: Advertising effectiveness, Brand familiarity, Advertising repetition, Brand placement, Music videos

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