

Coles Seminar Series

Fall 2023



AUGUST 25, 2023

Pramod Iyer

Assistant Professor of Marketing
Marketing & Professional Sales

Coles College of Business, Kennesaw State University

Topic: *Can I Choose My Offer? How Choice of a Promotional Offer Impacts Consumer Evaluations and Decisions*

SEPTEMBER 8, 2023

Alok R. Saboo

Taylor E. Little Jr. Professor of Marketing
and Associate Professor

Robinson College of Business, Georgia State University

Topic: *Mitigating Climate Risks: The Role of Disclosure Volume, Reputation, and Message Characteristics*

SEPTEMBER 22, 2023

Reza Vaezi

Associate Professor of Information Systems
Information Systems & Security

Coles College of Business, Kennesaw State University

Topic: *Dark Side of Digital Technology Use, User Ambivalence, and the Corporate Social Responsibility for AI-enabled Technologies*

OCTOBER 6, 2023

Rachida F. Parks

Associate Professor of Business Analytics and Information Systems – School of Business
Associate Professor of Medical Sciences – School of Medicine
School of Business, Quinnipiac University

Topic: *Empowering Global Healthcare through Digitalization, Analytics and Artificial Intelligence: A Fulbright Experience*

OCTOBER 19, 2023

IT'S ABOUT CENTERS DAY

*Featuring The Robin and Doug Shore
Entrepreneurship Center*

NOVEMBER 10, 2023

J.C. Bradbury

Professor of Economics, Finance, & Quantitative Analysis
Coles College of Business, Kennesaw State University

Topic: *Revisiting the Novelty Effect from New Stadiums: An Event Study Approach*

NOVEMBER 17, 2023

Atin Basuchoudhary

Topic: *Illustrating a Machine Learning Causal*

AUGUST 25, 2023

Pramod Iyer

Assistant Professor of Marketing

Marketing & Professional Sales

Coles College of Business, Kennesaw State University

Can I Choose My Offer? How Choice of a Promotional Offer Impacts Consumer Evaluations and Decisions

ABSTRACT

Free gifts play a role in sales promotions, and some retailers have begun to provide consumers with a choice of free gifts. However, there is no empirical research that explores the effects of this novel sales promotion on consumption variables. This research investigates the interactive effects of attributes and gift choice (versus fixed free gifts) on value perceptions and purchase intentions. Findings show that by increasing decision freedom through offering a choice set, marketers can increase the perceived value and attenuate the negative effects of lower monetary levels of the gift offer. Our theorization and predictions are supported by one field and four controlled experiments in a variety of contexts. Additionally, this research identifies boundary conditions and eliminates potential alternative explanations. Results advance our understanding of the moderating and mediating relationships between decision freedom, value perceptions, and purchase intentions, and how managers can use free gift choices in designing sales promotions.

SEPTEMBER 8, 2023

Alok R. Saboo

Taylor E. Little Jr. Professor of Marketing and Associate Professor
Robinson College of Business, Georgia State University

Mitigating Climate Risks: The Role of Disclosure Volume, Reputation, and Message Characteristics

ABSTRACT

Climate change is one of the most important sociopolitical issues. Disclosures have emerged as a prominent tool for firms to participate in climate discussions and respond to the increasing pressure from multiple stakeholders to get involved in mitigating climate challenges. However, the impact of climate disclosures on organizational outcomes is unclear, reducing their uptake. Using the context of IPO firms, the authors propose a nonlinear relationship between disclosure volume and firm performance. The authors argue that lower climate disclosures only amplify the overall risk. In contrast, the benefits of information, stewardship, and climate-friendly reputation increase nonlinearly with increased disclosure volume and outweigh the risks associated with such disclosures, resulting in a U-shaped relationship. Further, the authors explore boundary conditions related to the sender (reputation of the firm and its underwriters) and message (optimism and clarity) characteristics. Using multi-sourced data from 1712 IPO firms, a state-of-the-art machine learning algorithm (BERT) to identify climate-related text from prospectuses, and robust econometric methods, the authors find support for their proposed U-shaped relationship. In addition, firm and underwriter reputation, message optimism, and clarity moderate (steepen) the curvilinear relationship between climate disclosures and firm performance.

SEPTEMBER 22, 2023

Reza Vaezi

Associate Professor of Information Systems
Information Systems & Security
Coles College of Business, Kennesaw State University

Dark Side of Digital Technology Use, User Ambivalence, and the Corporate Social Responsibility for AI-enabled Technologies

ABSTRACT

AI-enabled digital technology appears to be transgressing the ontological limits of human technologies that have been known throughout history. Unlike the passive and reactive technology of the past, today's AI-enabled technology is active and autonomous; it interacts with humans and other AI-enabled technologies to achieve its objectives, primarily independent of human intervention. It shapes the human experience and is shaped by it. This fundamental shift in the howness of technology requires us to revisit our assumptions about AI-enabled technologies and reconsider the traditional roles and responsibilities of individuals and organizations within this context. Accordingly, this theoretical article reexamines the logic and governing principles that were developed based on our understanding of past technology in light of the fit between business strategy and product features. As a result, It offers a fresh perspective on the relationship between AI-enabled technology makers and their technologies' unintended consequences. The article further proposes a solution that can benefit both technology firms and users while explaining how such a solution would succeed by relying on user ambivalence reduction and corporate social responsibility concepts.

OCTOBER 6, 2023

Rachida F. Parks

Associate Professor of Business Analytics and
Information Systems – School of Business
Associate Professor of Medical Sciences –
School of Medicine
School of Business, Quinnipiac University

Empowering Global Healthcare through Digitalization, Analytics and Artificial Intelligence: A Fulbright Experience

ABSTRACT

As the efficacy of analytics and artificial intelligence (AI) is becoming apparent, healthcare organizations feel an urgency to embrace robust analytics capabilities to reduce costs, enable evidence-based medicine, and improve patient outcomes. Most advances in analytics and AI are still viewed primarily from the development of various technical and statistical models. Yet, analytics and AI initiatives are more likely to fail if their operationalization does not account for key factors such as an analytics strategy, analytics translators, leadership, analytics platform, or potential ethical, social, and regulatory implications. Matheny et al warns that “[d]isconnects between reality and expectations have led to prior precipitous declines in use of the technology, termed AI winters, and another such event is possible, especially in health care” (Matheny et al. 2020, p. 509). This study employed a qualitative case study methodology using an interpretive philosophy to investigate the operationalization challenges of analytics and AI in healthcare. Findings from this ongoing study suggested that many factors challenge how organizations operationalize their analytics and AI initiatives. While most healthcare organizations focus on establishing analytics and AI tools and capabilities, insufficient attention was directed toward tasks that extend beyond a typical model life cycle. The results showed that prioritizing analytics and AI initiatives with respect to strategic objectives, assessing their impacts vis-à-vis operational metrics, and integrating these into practice were major shortcomings into successful operationalization practices. Another significant discovery in our findings is an opportunity to bridge the organizational silos to pursue greater integration of AI and analytics endeavors spanning the clinical, financial and operational domains. We discuss an emerging theoretical framework of analytics and AI operationalization that can achieve significant improvements in health outcomes by leveraging synergies across domains, identifying critical steps required, and finally closing the loop of analytics and AI operationalization. We further explain how this framework can be extended, and the practical implications for analytics and AI practices in global healthcare organizations.

NOVEMBER 10, 2023

J.C. Bradbury

Professor of Economics

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Revisiting the Novelty Effect from New Stadiums: An Event Study Approach

ABSTRACT

This analysis examines the novelty effect from new modern stadiums in the four major US-based professional sports leagues using a robust difference-in-differences event study approach. Estimates identify an immediate positive attendance shock from new venues that diminishes to pre-stadium-treatment levels within a decade, which is consistent with a novelty effect. The relationship is evident in all leagues; however, the estimates identify subtle differences in magnitude, certainty, and duration across leagues. Revenue estimates for professional baseball teams show substantial financial returns from new stadiums that incentivize the premature replacement of host venues when combined with typical public subsidy levels. The consistent observation of a transitory boost and decline in consumer demand from new venues over multiple eras of stadium construction confirms the robustness of the novelty effect, which improved stadium designs cannot overcome to prolong novelty gains.

NOVEMBER 17, 2023

Atin Basuchoudhary

Illustrating a Machine Learning Causal Workflow: Applications to Civil Conflict

ABSTRACT

Identifying the causes of civil conflict is fraught. It is impossible to do RCT's to study the causes of civil conflict. Consequently, the literature has sidestepped the issue of causality, at least in the sense of which policies may matter the most. Yet, any attempt to reduce human suffering requires understanding the policy levers that will do the job. Identifying causality is critical for academic work to have any human meaning. In this paper, we highlight a possible methodology for analyzing causal links. We suggest a typology for variables that should be included as controls (or excluded). We offer theoretical processes that can test whether a variable is ripe to be harvested as a causal variable. We suggest that our systematic approach yokes theory to machine learning to create complex and systems of knowledge because we can link cause to effect more comprehensively. Individual learning behaviors determine the effectiveness of transferring prior experience into new knowledge. The findings in this paper extend behavioral research on the effects of failure experience on subsequent venture performance, demonstrating that entrepreneur learning behavior is an essential and additional unit of analysis for the research on entrepreneurial failure. The findings also demonstrate that the contexts of organizational vision change and industry change can effect the transfer of knowledge from reflective analysis.