

Coles Seminar Series

Spring 2019



JANUARY 18TH, 2019

Mark Hiatt

Assistant Professor

Michael A. Leven School of Management,
Entrepreneurship and Hospitality

Coles College of Business, Kennesaw State University

Topic: *Trust Tests: An Active Approach to Evaluating
Trustworthiness*

FEBRUARY 1ST, 2019

Vickie C. Gallagher

Associate Professor of Management

Monte Ahuja College of Business, Cleveland State University

Topic: *A 360 Degree Review of Refugee
Employment in the US*

FEBRUARY 8TH, 2019

Solomon Negash

Professor of Information Systems

Coles College of Business, Kennesaw State University

Topic: *Privacy mindfulness and permissions-granting
behavior - an empirical assessment*

MARCH 1ST, 2019

Michelle Carter

Assistant Professor

Information School, University of Washington

Topic: *IT Identity: A Key Determinant of Feature Use and
Exploratory Use Behaviors*

MARCH 15TH, 2019

David Burns

Professor

Chair, Marketing & Professional Sales

Coles College of Business, Kennesaw State University

Topic: *Consumer Warfare: Implications of the
“Intervidualism” proposed by Rene Girard for Marketing
Strategy (Toward a Meta-Narrative of Consumption)*

APRIL 12TH, 2019

Ann Mirabito

Associate Professor of Marketing

Hankamer School of Business, Baylor University

Topic: *The Marketplace, Mental Well-Being, and Me:
Exploring Self-Efficacy, Self-Esteem, and Self-Compassion in
Consumer Coping*

JANUARY 18TH, 2019

Mark Hiatt

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Entrepreneurship and Hospitality

Coles College of Business, Kennesaw State University

Trust Tests: An Active Approach to Evaluating Trustworthiness

ABSTRACT

The broad topic area of interpersonal trust has been extensively researched by scientists in several disciplines including psychology, sociology, management and ethics. Substantial research exists that address how individuals organize and codify social knowledge or more directly, how they acquire and use information about the present state of their interpersonal relationships. Trust tests are premeditated or situational evaluations that allow individuals to determine to what level and extent they can actively trust or rely on another person's future actions, intent, and commitment as well as to develop confidence in their skills and abilities. There is an absence of a clear construct or conceptual element definition of how trust tests are created and used by all types of organizational stakeholders. This can restrict our ability to understand how certain business entities are able to maintain sufficient levels of trust to the benefit of key business indicators such as financial performance, stress management, as well as leadership continuity and effectiveness. Through our current investigation, we strive to provide a clear typology on the forms that trust tests assume with the intention of more fully developing our understanding of how these evaluations are initiated in the context of modern business interpersonal interactions.

FEBRUARY 1ST, 2019

Vickie C. Gallagher

Associate Professor of Management

Monte Ahuja College of Business, Cleveland State University

A 360 Degree Review of Refugee Employment in the US

ABSTRACT

The refugee experience in the US is a complicated multidimensional phenomenon. There are a number of perspectives that require insights in order to most appropriately address the needs of refugees as well as the needs of US employers. Our research aims to gain a 360 degree view based on insights from a myriad of constituents. Building on the work of Baran, Valcea, Porter and Gallagher (2018), and with the help of a partner refugee services organization, we interviewed the following stakeholders: refugee services workers, employers who hire refugees, as well as recent refugees from Syria, the Ukraine, and the Democratic Republic of Congo. Refugee services workers view their role as specialized placement officers who are finding a match between skills and abilities; however, they face a number of additional obstacles among their refugee clients, such as significant variation in levels of education, English as a second language, and significant cultural differences. Refugees, on the other hand, are often desperate and eager to take any form of employment that they can find, yet some have unrealistic expectations of their earning potential. Each of the three populations noted above have unique opportunities and challenges as well. Finally, employers appear to be on two ends of the continuum. At one end of the spectrum, they enter the arrangement from a pure staffing necessity (particularly in this era of low unemployment) and they evolve to find an appreciation for the diversity and morality of hiring refugees. At the other end, hiring of refugees fits well within their mission and values, and they come to appreciate the low turnover based on the loyalty refugees feel toward their employer. Early findings and insights from our qualitative research, as well as secondary data, will be shared.

FEBRUARY 8TH, 2019

Solomon Negash

Professor of Information Systems

Coles College of Business, Kennesaw State

University

Privacy mindfulness and permissions-granting behavior - an empirical assessment

ABSTRACT

Smart-Apps including mobile phones, tablets, wearables, and Internet of Things (IoT) technologies have become ubiquitous. One consequence of this is that the related issues of consumer information privacy and privacy-consent mechanisms employed within Smart-Apps are increasingly becoming contentious. In this paper, we examine how enhancing users' mindfulness about information privacy in Smart-Apps influences their permissions-granting behavior. The study collected one thousand thirty-five (1,035) data from three regions including United States, European Union, and India based on the Information Privacy Concerns (IPC) theory. The results show mindfulness has impact on IPC permissions-granting behavior as demonstrated by end-users. We also found regional/cultural difference across the three study groups. However, enhancing users' mindfulness about privacy concerns in Smart-Apps appears to have no effect on their preestablished beliefs about the trustworthiness of, and risks inherent in, those Smart-Apps. The findings are consistent across the three regions under study.

MARCH 1ST, 2019

Michelle Carter

Assistant Professor

Information School, University of Washington

IT Identity: A Key Determinant of Feature Use and Exploratory Use Behaviors

ABSTRACT

Effective use of IT by employees is the critical link between business technology investments and competitive advantage in a digital economy. However, to realize anticipated benefits, organizational leaders need a richer understanding of what drives individuals' innovation with organizational technologies. In support of that aim, the study presented theorizes the processes by which positive self-identification with IT (called, IT identity) motivates individuals to engage in different forms of IT use. We mapped these processes to a variance model and validated IT identity's influences in two technology contexts. For theory, the work highlights IT identity's role as a key determinant of feature use and exploratory use behaviors, refines understanding of the nomological model of IT use, and creates new opportunities to understand individuals' interactions with IT in the post-adoption context. For practice, the study offers actionable suggestions for how organizational leaders can encourage individuals to use IT more effectively in their work. In doing so, it opens the door for future investigations into the reciprocal relationship between individual IT use and organizational and/or societal outcomes.

MARCH 15TH, 2019

David Burns

Professor

Chair, Marketing & Professional Sales

Coles College of Business, Kennesaw State University

Consumer Warfare: Implications of the “Intervidualism” proposed by Rene Girard for Marketing Strategy (Toward a Meta-Narrative of Consumption)

ABSTRACT

In consumer cultures, individuals’ participation in the marketplace has exceeded all projections. As opposed to a leisure-based utopia that many writers in the mid-twentieth century predicted, even with most basic needs being satisfied, most individuals continue to strive to obtain more and more income to participate in the marketplace at progressively higher rates. Based on the theory of Rene Girard, consumer warfare has been proposed as the foundation of this reality. Consumer warfare consists of applying the well-proven strategies of the battlefield and of marketing warfare to the issue of self-construction and projection via the marketplace. This presentation will explore the genesis of this project, examine the theories of Rene Girard, trace the process of operationalizing selected consumer warfare constructs, and present initial empirical findings. Societal effects will also be discussed.

APRIL 12TH, 2019

Ann Mirabito

Associate Professor of Marketing

Hankamer School of Business, Baylor University

The Marketplace, Mental Well-Being, and Me: Exploring Self-Efficacy, Self-Esteem, and Self-Compassion in Consumer Coping

ABSTRACT

Individuals with mental disorders (MD) not only struggle with functional impairment; they must also manage the stigma accompanying their diagnosis. In this research we explore the role of the marketplace as a resource to help consumers cope with MD-related stressors. Coping efforts are actions taken to protect, maintain, or restore wellbeing. However, the coping literature is largely silent on the process through which this is achieved. Our findings suggest the marketplace helps consumers cope by restoring or bolstering one of three conceptually distinct aspects of the selfconcept: self-esteem, self-efficacy, and self-compassion. The self-concept goals prove differentially effective for wellbeing. We advocate future coping research focus on understanding self-concept goals rather than specific coping strategies. We also present recommendations for consumers and marketplace stakeholders to promote self-concept goals and wellbeing outcomes.