

Coles Seminar Series

Spring 2024



JANUARY 19, 2024

Steven Phelan

Professor of Entrepreneurship
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Topic: *Creating Innovation Value Through Generative AI: A Property Rights Perspective*

FEBRUARY 2, 2024

Gang Wang

Madeline Duncan Rolland Associate Professor
Department of Management, Florida State University

Topic: *What's Age Got to Do With Leadership Effectiveness? A Meta-Analytic Investigation on First-Line and Mid-Level Leaders*

FEBRUARY 23, 2024

Sunay Mutlu

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

Topic: *Supplier Financing Agreements and Cash Flows*

MARCH 1, 2024

Seth Ketron

Assistant Professor of Marketing
Opus College of Business, University of St. Thomas

Topic: *VR You Ready? A Few Studies of Virtual Reality in Marketing*

MARCH 22, 2024

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Education Economic Center

APRIL 5, 2024

Dan Rimkus

Assistant Professor of Accounting
Warrington College of Business, University of Florida

Topic: *When is Bonding Worth the Risk? How Status Differences Moderate the Effect of Auditor-Manager Social Bonding on Manager Behavior*

APRIL 12, 2024

Dr. Hyunju Shin

Assistant Professor of Marketing
Coles College of Business, Kennesaw State University

Topic: *Sales-Experienced Executives in Top Management Teams; Their Impact on CSR*

JANUARY 19, 2024

Steven Phelan

Professor of Entrepreneurship

Coles College of Business, Kennesaw State University

Creating Innovation Value Through Generative AI: A Property Rights Perspective

ABSTRACT

Generative artificial intelligence (GenAI) has reshaped the contours of open innovation by making millions of data holders' part of the co-creation process (often without their consent). Large language models (LLMs), such as ChatGPT, have been trained on billions of textual artifacts scraped from the web. While bold claims are being made about GenAI spurring a cognitive industrial revolution, much work remains to create the governance structure that will ensure its success. Central to this research, is the allocation of property rights, which will determine who owns and controls the massive amounts of data streaming into and out of these models. While some of this determination will occur in the courts, other mechanisms exist to govern these transactions including government regulation, market contracting, and coalitional contracting (Stoelhorst and Vishwanathan 2022). We examine some of the collective action problems created by GenAI and explore how these challenges might be resolved through the creative application of new governance structures.

FEBRUARY 2, 2024

Gang Wang

Madeline Duncan Rolland Associate Professor
Department of Management, Florida State University

What's Age Got to Do With Leadership Effectiveness? A Meta-Analytic Investigation on First-Line and Mid-Level Leaders

ABSTRACT

Does first-line and mid-level (FLML) leaders' age matter to their leadership effectiveness? Different and even competing theoretical perspectives were proposed to understand the role of leaders' age. Empirically, disparate findings were reported, and equivocal implications were provided. Surprisingly, with the work force getting older and increased attention to age in the workplace, we have no synthesized knowledge on whether older FLML leaders are more or less effective than their younger counterparts, let alone why or when older FLML leaders are more or less effective. To fill this critical void, we drew from the leadership literature and metaanalyzed relations of FLML leaders' age with widely studied leader and follower work outcomes given that FLML leaders not only perform their own tasks but also shape followers' work outcomes. Meta-analytic results based on 217 studies reveal that FLML leaders' age had a negative and weak relationship with their own task performance and positive and weak relationships with key follower (e.g., follower task performance) outcomes. Our moderation analysis results suggest these relationships were largely generalizable across various conditions. Moreover, FLML leaders' age consistently showed indirect effects on leader and follower work outcomes via leader traits (e.g., task competence) and behaviors (e.g., contingent reward).

FEBRUARY 23, 2024

Sunay Mutlu

Associate Professor of Accounting

Coles College of Business, Kennesaw State University

Supplier Financing Agreements and Cash Flows

ABSTRACT

Supplier financing is a potential win-win scenario for a firm and its suppliers, providing the option to the supplier of receiving early or on-time payment while also allowing the buyer to potentially extend payment terms and manage working capital. ASU 2022-04 requires that firms disclose details about their supplier financing arrangements, including the amount of payables that have been financed and whether payment terms have been extended. Using 10-Qs from the first nine months following this new disclosure requirement, we identify firms with supplier financing arrangements and examine the impact of those arrangements on cash holdings and analysts' cash flow forecasts. We find that firms with supplier financing have lower abnormal cash flows, lower excess cash holdings, and a higher likelihood of analysts forecasting their cash flows. Additionally, we find that cash flow forecasts are revised downwards and have greater forecast dispersion following disclosure of supplier financing arrangements.

MARCH 1, 2024

Seth Ketron

Assistant Professor of Marketing
Opus College of Business,
University of St. Thomas

VR You Ready? A Few Studies of Virtual Reality in Marketing

ABSTRACT

Virtual reality (VR) is on the rise in the marketing discipline, calling for research into strategic applications of VR within the consumer journey. In this discussion, I will present three of my co-authored papers on VR as examples of ways in which we as scholars can advance understanding of this exciting emerging context. The first paper, “Can You Smell the Virtual Roses? The Influence of Olfactory Cues in Virtual Reality on Immersion and Positive Brand Responses” (Journal of Retailing, 2023), explores the use of smell in VR to create more immersive experiences capable of producing flow states, which in turn enhance brand outcomes (e.g., purchase intentions, social media outcomes). The second paper, “Virtual Reality and Brand Excitement: The Moderating Role of Brand Personality,” examines how a VR experience benefits brand equity differently depending on the brand’s positioning as an exciting vs. calm brand. The third paper, “Presenting a Typology of Virtual Reality in Retailing: A CLT and HSM Perspective,” is a conceptual piece that considers VR experiences in retailing along two dimensions (type and temporality). As VR continues to mature both as a technology and a retail/marketing channel, I hope that scholars and practitioners will further explore ways of manifesting its awesome potential!

APRIL 5, 2024

Dan Rimkus

Assistant Professor of Accounting
Warrington College of Business, Florida State University

When is Bonding Worth the Risk? How Status Differences Moderate the Effect of Auditor-Manager Social Bonding on Manager Behavior

ABSTRACT

Social bonding with client managers comes with the risk of impaired auditor independence, but also with the benefit of improving manager behavior towards the auditor, making it important to anticipate when the effects of social bonding on managers are stronger or weaker. Across two experiments that manipulate social bonding and status differences between subjects, we find that higher-status managers are more resistant to the incremental effects of social bonding with auditors. An abstract Experiment 1 finds that status differences prevent social bonding activity from making managers feel closer to auditors and, in turn, influencing manager behavior. A more contextualized Experiment 2 finds that sharing a social bond with an equal-status auditor makes client managers more cooperative during evidence collection, but not when the auditor is lower in status. Our results suggest auditors should consider existing social status differences when assessing the costs and benefits of bonding with client managers.

APRIL 12, 2024

Dr. Hyunju Shin

Assistant Professor of Marketing

Coles College of Business, Kennesaw State University

Sales-Experienced Executives in Top Management Teams; Their Impact on CSR

ABSTRACT

The characteristics of a firm's leaders are foundational when addressing business challenges and determining the tools used to solve those challenges. While proponents of the upper echelons theory (UET) have begun to explore the influence of CEO or CMO characteristics on CSR, little is known about the role of the domain-specific career experience of sales in the top management team (TMT) members as an antecedent to CSR. Employing the panel data collected from 2000 to 2013, our research examines the relationship between the sales-experienced executives in TMT and CSR.