

Coles Seminar Series

Fall 2021



AUGUST 20TH, 2021

Swati Panda

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

Topic: *Governance Structure and Opportunism in Franchising: An Emerging Market Perspective*

SEPTEMBER 3RD, 2021

Pramod Iyer

Assistant Professor of Marketing
Middle Tennessee State University

Topic: *B2B Brand Positioning: A Capability Perspective*

SEPTEMBER 17TH, 2021

Michael Maloni

Professor of Management
Coles College of Business, Kennesaw State University

Topic: *Fear or Competition? Antecedents to U.S. Business Student Immigration Attitudes*

OCTOBER 8TH, 2021

Sina Golara

Assistant Professor of Operations Management
Coles College of Business, Kennesaw State University

Topic: *Are Dealers Still Relevant? How Dealer Service Quality Impacts Manufacturer Success*

OCTOBER 22ND, 2021

Yifan Zhang

Assistant Professor of Quantitative Analysis
Coles College of Business, Kennesaw State University

Topic: *The Dynamic Impacts of Acquisition Channel and Multichannel Adoption on Customer Lifetime Value*

NOVEMBER 5TH, 2021

Osman Ozaltin

Associate Professor of Personalized Medicine
Edward P. Fitts Department of Industrial and Systems Engineering, North Carolina State University

Topic: *The Value of Missing Information in Severity of Illness Score Development*

AUGUST 20TH, 2021

Swati Panda

Assistant Professor of Marketing

Coles College of Business, Kennesaw State University

Governance Structure and Opportunism in Franchising: An Emerging Market Perspective

ABSTRACT

Opportunism is a key factor that can affect the quality of interfirm relationships. While existing research has investigated multiple forms of governance mechanisms to address opportunistic behavior, such research in franchising context, especially in emerging markets is scarce. Therefore, the objectives of this study is to a) explore the effectiveness of governance mechanisms on the franchisee's satisfaction level and b) unearth the effectiveness of bureaucratic vs relational governance mechanism in addressing opportunistic behavior. We adopt franchisee's perspective and base our study in the Indian franchising sector. Findings of the study suggest that formalized processes and solidarity in franchising relationships positively affect franchise satisfaction levels. In case the franchisee behaves opportunistically, relational mechanisms are more effective than contractual mechanisms in addressing such behavior. Findings of the study have important theoretical and practical implications for governance design in business to business relationships in emerging markets.

SEPTEMBER 3RD, 2021

Pramod Iyer

Assistant Professor of Marketing
Middle Tennessee State University

B2B Brand Positioning : A Capability Perspective

ABSTRACT

As the importance of B2B brand positioning increases, literature has received considerable attention on this topic in recent years. While different perspectives have been used to explain B2B positioning, there is a lack of a comprehensive framework that can explain the reasoning behind a positioning strategy choice. Towards this end, the current study employs organizational capability perspective and borrows literature from signaling theory to offer a rationale for B2B positioning. A 2 x 2 typological framework that looks at positioning using both exploration and exploitation based capabilities of firms is proposed. The value propositions, boundary conditions, and potential outcomes are also discussed for each positioning type. Implications for theory and practice is provided.

SEPTEMBER 17TH, 2021

Michael Maloni

Professor of Management

Coles College of Business, Kennesaw State University

Fear or Competition? Antecedents to U.S. Business Student Immigration Attitudes

ABSTRACT

Immigration is an important and contemporary topic in management education given its impacts on labor, wages, innovation, and diversity. However, extant research offers few insights into the antecedents to student immigration attitudes. Survey data from southeast U.S. universities reveal that while undergraduate business student immigration attitudes are more moderate than the general U.S. population, these attitudes differ by gender, political affiliation, and immigration background. Following realistic conflict theory and social identity theory, these student immigration attitudes are a function of both fear and competition. First, their attitudes are confounded by conflicting antecedents in perceived personal competition for resources with immigrants (e.g., jobs, wages, financial aid) versus immigration benefits (e.g., costs, labor base, innovation). Second, xenophobia (fear of immigrants) is a remarkably powerful influencer of one's immigration attitude and its antecedents. With these points, management educators must engage students in critical thinking about immigration to prepare them to effectively work with diverse colleagues and business partners while leading global organizations. To help students conceptually process the impacts of immigration, we, therefore, present four cross-disciplinary areas of intersection between immigration and management education, including diversity and cultural intelligence, human resource management and ethics, entrepreneurship and innovation, and finally, economic and socioeconomic impacts.

OCTOBER 8TH, 2021

Sina Golara

Assistant Professor of Operations Management
Coles College of Business, Kennesaw State University

Are Dealers Still Relevant? How Dealer Service Quality Impacts Manufacturer Success

ABSTRACT

Most automobile manufacturers use franchised dealers to distribute their products and to perform sales services. However, the link between dealers' service quality and manufacturer performance is not well understood. Some studies suggest that these services' quality affects product sales, repeat sales, and brand reputation. Others posit that dealer services are a commodity, and their quality may only affect sales in the extremes. We constructed data representing sales and service quality ratings of 1078 U.S. automobile dealerships over a year in five different car classes. We find that the quality of after of the brand in the dealer's region . Manufacturer sales services positively influences sales whose dealers struggle with after take a hit in market share even in markets where they enjoy superior sales services competitive status. We also find that sales manufrelated services gain importance in highly competitive markets where acturer has few dealers and competitors have many.

OCTOBER 22ND, 2021

Yifan Zhang

Assistant Professor of Quantitative Analysis

Coles College of Business, Kennesaw State University

The Dynamic Impacts of Acquisition Channel and Multichannel Adoption on Customer Lifetime Value

ABSTRACT

We propose a Hidden Markov Model to understand the dynamic effects of acquisition channel and multichannel adoption on the customer-firm relationship in a multichannel setting and to estimate the Customer Lifetime Value. We simultaneously model when, how much and in which channel the customer buys and how direct marketing affects these decisions. To account for the nonrandom targeting of direct marketing activity, we also jointly model the firms' targeting decisions. Our results show that not all multichannel are equally valuable. Multichannel customers acquired from offline channels exhibit much higher customer lifetime value than single-channel customers and multichannel customers acquired from online channels. We also find direct marketing has significant impact on channel choice decisions and can be used to affect multichannel adoption. Our findings can help managers better understand their customers' lifetime value, improve it, and target their customers based on their purchase channel history.

NOVEMBER 5TH, 2021

Osman Ozaltin

Associate Professor of Personalized Medicine
Edward P. Fitts Department of Industrial and Systems Engineering,
North Carolina State University

The Value of Missing Information in Severity of Illness Score Development

ABSTRACT

The aim of this study is to investigate the hypothesis that using information about which variables are missing along with appropriate imputation improves the performance of severity of illness scoring systems used to predict critical patient outcomes. We quantify the impact of missing and imputed variables on the performance of prediction models used in the development of a sepsis-related severity of illness scoring system. Electronic health records (EHR) data were compiled from Christiana Care Health System on 119,968 adult patients hospitalized between July 2013 and December 2015. Two outcomes of interest were considered for prediction: (1) first transfer to intensive care unit (ICU) and (2) in-hospital mortality. Five different prediction models were used. Indicators were utilized in these prediction models to identify when variables were missing and imputed. We observed a significant increase in prediction performance when moving from models that did not indicate missing information to those that did. Moreover, this increase was higher in models that use summary variables as predictors compared to those that use all variables. We conclude that indicators for missing variables should be incorporated along with appropriate imputation when developing prediction models using EHR data.