Coles Seminar Series
Fall 2022

KENNESAW STATE UNIVERSITY
COLES COLLEGE OF BUSINESS

AUGUST 26TH, 2022

Michael Maloni
Caraustar Professorship of Purchasing and Operations Management and Professor of Management
Coles College of Business, Kennesaw State University

Mark Hiatt
Associate Professor of Organizational Behavior and Entrepreneurship
Coles College of Business, Kennesaw State University

Topic: *Students Trust in Their Professors...How You Can Improve Your Teaching Evaluations*

SEPTEMBER 9TH, 2022

Sara Davis
Postdoctoral Researcher, Family Enterprise Center
Coles College of Business, Kennesaw State University

Topic: *Understanding the Consideration Set of Potential Successors During the Ground-Rules Phase of the Family-Firm Succession Process: A Family Social Capital and Goal Systems Theory Approach*

SEPTEMBER 23RD, 2022

Yuanyuan (Gina) Cui
Department of Marketing
Auckland University of Technology, New Zealand

Topic: *Believing in The Unbelievable: The Hidden Utility of Superstitious Belief in Consumer Sustainability*

OCTOBER 14TH, 2022

Patrick van Esch
Assistant Professor of Marketing
Coles College of Business, Kennesaw State University

Topic: *Synthetic Scarcity and Resentment: The Roles of Betrayal, Consumer Machiavellianism, and Structural Power*

NOVEMBER 4TH, 2022

Merrill Warkentin
James J. Rouse Endowed Professor of Information Systems
College of Business, Mississippi State University

Topic: *Research Directions in Information Security and Privacy*

NOVEMBER 18TH, 2022

Mia Plachkinova
Assistant Professor of Information Security and Assurance
Coles College of Business, Kennesaw State University

Topic: *ShowCase: A Data-Driven Dashboard for Federal Criminal Sentencing*

AUGUST 26TH, 2022

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Caraustar Professorship of Purchasing and Operations Management and Professor of Management
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Mark Hiatt
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Student Trust in Their Professors...How You Can Improve Your Teaching Evaluations

ABSTRACT

Improving student satisfaction remains a critical pursuit for institutions of higher education to address persistent challenges with student retention. Student trust in their professors offers one potentially impactful approach that faculty can individually pursue to improve such student satisfaction. However, the link between trust and satisfaction, including how trust is formed, has largely been overlooked in higher education research. Given this gap, we present initial empirical validation with U.S. student survey data of the profound impact of the ABI model of trust, which comprises ability (knowledge and skills), benevolence (concern for others), and integrity (sound ethical and moral principles). The results confirm ABI as a second-order construct that directly measures student trust in their professors rather than ABI serving as antecedents to such trust. Moreover, ABI trust acts as an exceptionally strong predictor of satisfaction of both undergraduate and graduate business students. Accordingly, we organize feedback from a survey of faculty to present specific, actionable tactics that professors can apply in their classes to enhance ABI trust, thereby elevating not only student satisfaction but also their own teaching evaluations.

SEPTEMBER 9TH, 2022

Sara Davis
Postdoctoral Researcher, Family Enterprise Center
Coles College of Business, Kennesaw State University

Understanding the Consideration Set of Potential Successors During the Ground-Rules Phase of the Family-Firm Succession Process: A Family Social Capital and Goal Systems Theory Approach

ABSTRACT

This dissertation seeks to further the current understanding of the development of a consideration set of potential successors in the ground-rules phase of family-firm succession. To do so, this dissertation uses goal systems theory and family social capital to consider goal prioritization as a mechanism through which the family influences the identification of potential successors. Goal systems theory emphasizes the prioritization of multiple goals and the corresponding means-ends relationships. Family social capital provides a more nuanced understanding of the influence of the family on the strategic prioritization of goals in the family firm. This dissertation explores the influence of family social capital on the prioritization of the goals of financial growth, transgenerational succession, and the development of a consideration set of potential successors. To test this conceptual model, primary data were collected via an experimental vignette methodology regarding structural family social capital, succession-related goal prioritization, and consideration of potential successors from a sample of business owners within the United States.

SEPTEMBER 23RD, 2022

Yuanyuan (Gina) Cui
Department of Marketing
Auckland University of Technology, New Zealand

Believing in The Unbelievable: The Hidden Utility of Superstitious Belief in Consumer Sustainability

ABSTRACT

Have you ever said "bless you" when someone around you sneezes – just in case the devil might steal their soul? Have you ever shied away from flying on a Friday, the 13th, or ever knocked on a piece of wood just to ward off bad luck? This research investigates the impact of superstitious beliefs on consumers' sustainability consumption. Across pre-registered experimental studies, the results show that consumers indicate a greater preference for sustainable products, even when controlling for their environmental consciousness (Study 1). The positive effect of superstitious beliefs occurs because salient superstitious beliefs activate consumers' tendency of karmic reward seeking, which in turn leads to their investment to prefer sustainable products (Study 2). Furthermore, to consolidate the underlying mechanism of karmic reward seeking, this research also examines pivotal moderating variables. This research contributes to a more fine-grained understanding of the downstream consequences of superstitious beliefs and offers marketers and policy-makers feasible intervention strategies to promote more sustainable consumer behaviors.

OCTOBER 14TH, 2022

Patrick van Esch
Assistant Professor of Marketing
Coles College of Business, Kennesaw State University

Synthetic Scarcity and Resentment: The Roles of Betrayal, Consumer Machiavellianism, and Structural Power

ABSTRACT

Across eight studies, we explore consumer response to synthetic scarcity, a tactic used by marketers to manipulate consumers by communicating scarcity of products despite there in fact being sufficient supply. Results indicate that consumers experience greater resentment towards the firm sponsoring synthetic scarcity as compared to authentic scarcity, particularly those who are low and neutral in trait Machiavellianism (Low-to-Medium Machs; Studies 1, 2 and 3). This conditional effect stems from Low-to-Medium Machs' greater feeling of betrayal in response to synthetic scarcity (Study 4). Study 5 identifies structural power as a higher-order boundary condition and provides indirect process evidence that High Machs resent synthetic scarcity due to perceived loss of control. We illuminate the understanding of consumer response towards marketing Machiavellianism and provide marketers with feasible guidelines to navigate through consumer resentment.

NOVEMBER 4TH, 2022

Merrill Warkentin
James J. Rouse Endowed Professor of Information Systems
College of Business, Mississippi State University

Research Directions in Information Security and Privacy

ABSTRACT

What is information security and what are the key research questions? What are the challenges in understanding the threats to security and privacy and their solutions? This exploration will briefly look back at the research field's origins and recent history using both organizational level and individual level lenses, articulating some of the field's key research questions, research methods, and future directions.

We will focus our attention on recent improvements in measuring individual computer user behaviors, especially in the context of security and privacy, but we will also look at emerging algorithmic, analytical, and objective measures of our DV, including neurophysiological data collection and data analytics. This will include a discussion of lab experiments and field experiments, and what they promise for improving our research metrics.

In addition to security and privacy in the organizational context (e.g. companies), we will also briefly explore personal (home) information security and societal and governmental issues.

NOVEMBER 18TH, 2022

Mia Plachkinova
Assistant Professor of Information Security and Assurance
Coles College of Business, Kennesaw State University

ShowCase: A Data-Driven Dashboard for Federal Criminal Sentencing

ABSTRACT

The main purpose of the Sentencing Reform Act of 1984 was to provide more uniformity in sentencing and reduce inter-judge disparity. Subsequently, the Act created the federal sentencing guidelines to offer judges a possible sentencing range for offenses. However, since these recommendations were based on historical data, the guidelines amplified existing biases and increased inequality and disproportionate sentencing of minorities. To address this problem, we developed an artifact called "ShowCase"—a data-driven dashboard—that is grounded in penal theory, organizational context theory, social bonds theory, and triangulation notion in design theory. The artifact helps judges make fairer and more objective decisions by integrating a variety of data points. We used a design science research methodology and mixed methods to guide the development and evaluation of the proposed dashboard. Our research inquiry revealed what legal and extralegal factors contribute to more equitable judicial decisions. We also found support for integrating data science and more diverse viewpoints in the sentencing process. Our study shows that a validated data-driven dashboard can be used to promote fairness, objectivity, and transparency in the criminal justice system.