



THE MAVERICK MESSENGER

The University of Texas at Arlington
College of Business Ph.D. Programs Newsletter



NEW TRADITIONS AND TRANSITIONS

By Dr. Wendy Casper, Director of Ph.D. Programs in Business

I have often thought about launching a newsletter to strengthen connections to our College of Business Ph.D. programs. Well, here it is - the inaugural newsletter! I hope this new tradition will serve as a platform to share news about our Ph.D. programs, students, and alumni. We always love to hear from our Ph.D. alumni, whether the news involves publications, teaching awards, tenure, consulting projects, or exciting life milestones! If you are an alumnus, please send your updates to Business-PhD@uta.edu.

This newsletter also highlights UTA research that addresses the many challenges in our world. The global turmoil in 2020 has been unprecedented. As academics, we find ourselves in a privileged position to be able to work remotely. Despite that, we have still faced difficult adjustments in the way we work and live with COVID-19. These challenges have inspired research from UTA faculty and alumni. This newsletter features research on contact tracing by Information Systems professor Dr. Jinggou Wang and the hurdles working parents face during the lockdown by alumna Dr. Jenny Manegold.

Apart from COVID-19, the country has also been experiencing a time of social reckoning. In the wake of protests about racial injustice, many of us have wondered what we can do to help. Management professor Dr. Allison Hall Birch addresses this issue in her research on antiracism in organizations. UTA has always been diverse; yet, we must take further steps to better advocate for social equality. Thus, we are pleased to share an interview with Dr. Myrtle Bell concerning her new appointment as the Associate Dean for Diversity, Racial Equity, and Inclusion.

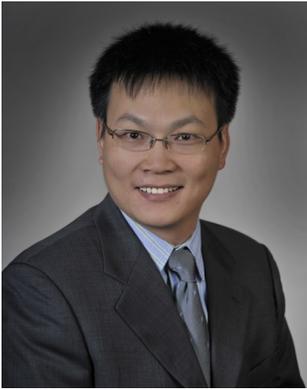
Keeping with the theme of change in 2020, we discuss some recent and upcoming program changes. First, we spotlight our new academic writing class by interviewing the course instructor, Dr. Tatia Jordan. Second, we introduce our new Bachelor-to-Ph.D. Track which allows us to accept applicants without 30 hours of master's level credits. Finally, we announce a transition in the Ph.D. Program leadership.

At the end of the Fall semester, Dr. Terry Skantz will take over as our new Ph.D. Program Director, building on his experience as the Major Field Coordinator for the Accounting Ph.D. Program. I will maintain my role as the Associate Dean for Research and continue to oversee and advocate for the Ph.D. Programs. For me, this transition is bittersweet. It has been an honor to be the Ph.D. Director and serve so many exceptional students. My recent appointment as an Associate Editor at the *Journal of Applied Psychology* has required me to make sacrifices to have the time for this new role. However, my passion for Ph.D. student education remains. I look forward to the day when we can gather again with our terrific Ph.D. students!



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Stay safe, work hard, and happy reading!



THE USE OF EXPOSURE NOTIFICATION APPS IN THE US

By Dr. Jingguo Wang, Information Systems Professor

Contact tracing is an essential strategy used by public health officials for containing the spread of infectious diseases such as COVID-19. It involves the process of identifying, notifying, and monitoring anyone in close contact (i.e., within six feet for at least 15 minutes) with an individual who was likely infectious. Due to the extent and speed of the spread, several countries rely on novel mobile technologies for contact detection, notification, and personalized advice to enable swift responses to COVID-19.

Google and Apple have collaborated to develop a privacy-preserving contact tracing software tool, that is, an exposure notification system, which became available through an iOS or Android system update. This technology is available for state health departments to incorporate into an app. Smartphone users will have to opt-in by enabling the notification in their state and installing their state health department's app. With the launch of Covidwise in August, Virginia was the first state to release an exposure notification app. By September 22, only approximately 6% of Virginians had downloaded Covidwise. According to some studies, 80% of smartphone users (i.e., 56% of the population) must use the app to suppress COVID-19. Thus, there is quite a gap between current and necessary use.

Privacy concerns are the most common reason potential users are hesitant to install the app. To alleviate these concerns, developers created the exposure notification technology to rely on Bluetooth signals instead of GPS and not collect personally identifiable information. If a user tests positive for COVID-19, the app does not automatically post the results - the user must input their diagnosis in the app. Additionally, detected contacts and exposures are stored and processed locally in the user phones, and only public health authorities can access the system. If we gain more awareness around privacy concerns, marketing campaigns and app developers could better communicate the measures implemented to protect privacy.

According to a pilot study that I conducted with Dr. Yuan Li (The University of Tennessee, Knoxville), 38% of MTurk respondents were willing to install the app and would be willing to donate an average of \$12 to help with the cost of the app. We also gauged whether offering financial rewards would incentivize more app downloads. Respondents requested an average compensation of approximately \$83. 33% of the respondents who requested compensation would be willing to accept \$40 or less, while 45% requested more than \$160. Thus, it could be tricky for states to identify the amount of financial incentive to motivate widespread app installation while balancing financial feasibility.

Though exposure notification apps are a promising tool to fight the spread of COVID-19, we do not know how useful the apps will be for improving healthcare outcomes, flattening the curve, and speeding up economic recovery. Virginia spent approximately \$230,000 to develop Covidwise and \$1.5 million to market the app. Can this investment be justified by its long-term impact on health outcomes and economic recovery? Also, US states are individually deciding to build and incorporate an app into their public health response. Given the US's fragmented public health response, making the apps work across state borders will require states to work together to build a robust nationwide exposure notification infrastructure.



Wondering which states are using the exposure notification technology?
Check out the list [here](#).

BALANCING WORK AND HOME RESPONSIBILITIES DURING CRISES

By Dr. Jenny Manegold, 2014 UTA Management Ph.D. Alumna

Department Chair and Associate Professor of Management at Florida Gulf Coast University

Balancing work and home life during the COVID-19 pandemic has posed unique challenges for working parents. They have often found themselves trying to balance child educational responsibilities from home while still endeavoring to remain productive with their work. Drs. Ashley Mandeville (Florida Gulf Coast University), Marilyn Whitman (University of Alabama), Russell Matthews (University of Alabama), and I are exploring how abrupt shifts to remote work and school closures may impact working parents' job performance during a crisis. Recognizing that crises like these can happen again in the future, our research seeks to bring awareness to the unique struggles working parents have faced during the COVID-19 pandemic to provide better guidance for new organizational policies and procedures.



Using data collected through a **snowball sample** across four time periods beginning when most states issued "safer at home" orders, we are currently exploring both qualitative and quantitative outcomes within the dataset. Quantitatively, we have found evidence of **serial mediation** that shows early perceptions of boundary violations and job insecurity impact work-family balance self-efficacy, which drives future job performance through subjective well-being. This portion of the research will soon be under review at a peer-reviewed journal that specializes in career development and work adjustment.

snowball sample: a sample where initial subjects in the target population recruit additional subjects

serial mediation: when multiple mediator variables influence the dependent variable



We are also analyzing responses to open-ended questions using the qualitative software NVivo to perform content analysis. We asked participants how they have managed their work and family responsibilities during the pandemic. Preliminary analysis shows that parents have actively enacted boundary management strategies that rely heavily on home-based partners, with little work-based support. Not surprisingly, many parents in the sample also reported frequent boundary violations and a perceived inability to establish the work-family boundaries they desire. These early findings seem to underline a real need for organizational policy reform that includes new family-friendly policies related to crises like the COVID-19 pandemic. The qualitative portion of this research is part of a submission to a Society for Industrial and Organizational Psychologists (SIOP) symposium led by doctoral students and faculty at UTA.



Click [here](#) for information about SIOP 2021.



ENDING RACISM AT WORK: NAVIGATING UNCHARTED(ISH) WATERS

By Dr. Alison V. Hall Birch, Management Professor

For most Americans, the summer of 2020 was an emotional rollercoaster. The American Psychological Association reported that over 70% of Americans felt June was the lowest point in the nation's history they could remember. Yet, almost as many Americans (67%) expected meaningful change to result from the momentum-gaining movement against systemic racism and police brutality. Seemingly overnight, the fight for racial equity garnered record levels of support. Now, it is no longer enough to tolerate or accept Black people; simply not being racist has become too low of a bar. Today, any "good and decent" person needs to *become anti-racist*.

This shift in the tide leaves leaders across varying types of organizations facing the gargantuan task of ending racism at work. Leaders want to do *something*, but they have scant guidance about what exactly they should do. Along with my collaborators Enrica Ruggs, Derek Avery, Benjamin Barron, and Christopher Everett, I recently assumed the mantle of providing a map to help leaders navigate these mostly uncharted and murky waters. Funded by a grant from the Society for Industrial and Organizational Psychologists (SIOP), we are developing practical, science-based guidance to improve understanding of *racism response initiatives* and their likely effectiveness. These initiatives focus on improving workplace experiences and outcomes of racial/ethnic minority groups that face disadvantages in organizations and society.

Racism response initiatives: organizational practices or activities developed and deployed in response to calls to fight racial injustice

With our exploration of these initiatives only recently launched, we do not have all the answers yet. We can, however, lean on existing research to offer a few critical points of preliminary advice for organizations embarking upon the journey of corporate social justice:

1. Avoid the temptation to rebrand yesterday's diversity training.

Training programs are often not designed based on theoretical insight or scientific evidence, which reduces their effectiveness (Stephan & Stephan, 2001; Weithoff, 2004). With research demonstrating that people respond differently to race-specific initiatives than other diversity initiatives (e.g., Wilson et al., 2008), it is especially critical that any training or education initiatives be well-informed by research on race, racism, and intergroup relations.

2. Enlist the support and buy-in of white men.

[One study of white male leaders](#) demonstrated that the most reported impediment to white men engaging in anti-racism efforts is that they feel excluded. Work on enlisting partnership from white men who are genuine in advancing racial equity and equipping them with resources to responsibly engage in racial justice work.

3. Stop advancing the business case as the primary rationale for these efforts.

Promoting the business case commodifies the value of Black life. It also does not appease people who are sacrificing their [personal comfort, job security, and well-being](#) to pursue the end of racism. Additionally, it is [not especially effective](#) and will not help the organization stand out as a change agent.



INTERVIEW WITH DR. MYRTLE BELL

Newly-Appointed Associate Dean for Diversity, Racial Equity, and Inclusion



Can you tell us about your diversity and inclusion work and how you became an internationally-recognized expert in this area? How has that work prepared you for your new role?

I have been doing this work for all my life, from childhood when my White classmates asked if “I knew their maid,” telling them that not all Black people knew each other; to being the only American at a banquet for African international students in my MBA program, and trying not to act like an ignorant, rude American when faced with unfamiliar foods; to my time as a doctoral student, applying my life experiences to academic research that didn’t quite fit because perspectives of African Americans were absent. These experiences led to the formal D&I teaching, research, and service that I do. I’ve also done **a lot** of reading in preparation for teaching diversity and for writing my book, *Diversity in Organizations*. Thus, I know a lot of research relevant to race, ethnicity, sex, sexual orientation, gender identity, disability, age, weight, appearance, and other identity-based attributes. I know about ways to minimize biases, for example using structured interviews to ask every applicant the same questions. I view D&I research from the lenses of what can be done to make organizations and societies fairer to people who are devalued. I can draw on this to help inform practices we’ll implement in COB.

In the wake of George Floyd’s murder, many people have become more aware of racial injustice, including members of marginalized groups and majority groups who want to be allies. What advice do you have for people who desire to make a difference but are unsure of how to do so?

Be willing to step out and try to help—don’t let fear be paralyzing. Donate to supportive causes. Join ally groups at work and your community. Educate yourself; there are many resources on racial injustice, including academic publications, non-academic books, movies, and podcasts. Many people have been shielded from or privileged not to know these things; remove the blinders. What happened to George Floyd, Ahmaud Arbery, Atatiana Jefferson, and countless others is unsurprising to your Black colleagues, acquaintances, and neighbors.

Question what has always been to see if there is unrecognized discrimination and exclusion embedded in our practices. Some long-standing practices, such as ways of recruiting, may contribute to disparities. Take a stand against injustice. Research shows that Whites confronting bias are viewed as more credible than Blacks. White people and non-Black minorities have important roles as allies.

“We each have so many gifts and talents, and when we can all share them, and appreciate the gifts and talents of others, everyone benefits.”

(Interview continued on the following page.)

INTERVIEW WITH DR. MYRTLE BELL—CONTINUED

Newly-Appointed Associate Dean for Diversity, Racial Equity, and Inclusion

You will be the first Associate Dean for Diversity, Racial Equity, and Inclusion in the College of Business at UTA. What impact do you hope this new role will have on our college, faculty, staff, students, and Ph.D. students?

I hope that the creation of this role will have many positive impacts on faculty, students, staff, the community, and through us, the world. Racial inequity and injustice are huge impediments to individuals, organizations, and society. A recent article tallied the cost of anti-black racism in the United States in billions of dollars. I hope that in the COB, we'll incorporate more equity, diversity, and inclusion in our courses and research. It's relevant to all of what we do. How is diversity relevant to accounting? Consider Ann Hopkins, who won a case against Price Waterhouse for being denied partner for failing to conform to gender role stereotypes. Consider homogeneity in protagonists in case studies – look for case studies with diverse protagonists to teach with. Consider how the massive work hours required in during tax season every year affect employees with family obligations. Are there other ways to address temporary workload increases that are more inclusive of these workers?

For PhD students, I hope that the creation of this role will help them, as future faculty and scholars, see the urgency of studying and teaching this material. I hope they see how important it is to encourage and value all students, including those who don't look like them or are silent in class.

What initiatives do you plan to launch in your new role as Associate Dean for Diversity, Racial Equity, and Inclusion?

First, we've already recruited a DREI Council, with members from faculty and staff from across the college. The Council will develop a mission, vision, and goals for DREI in the college that will align with the college's strategic plan. We are recruiting "Diversity Partners," from the community and organizations to provide their insights on DREI. What would they like our students to know, and be equipped to do, when they graduate? I hope our Diversity Partners will also include mentoring opportunities and internships for our students. We will have a DREI Education and Research Group where we'll share the D&I-related research that COB faculty do with Diversity Partners and others in the community. Management, marketing, accounting, and likely other faculty have published a great deal of research in this area. What would Diversity Partners like to know about D&I in their organizations? We can help them find out. We can help educate their employees about diversity—evidenced-based education drawn from diversity research findings. We know the data and we can use it to help organizations and their employees.

What is your vision for the COB in 2030? How will COB be different after realizing our goals for greater equity, diversity, and inclusion?

I envision the COB is as an even more beautiful a place than it is today, with faculty, staff, and students from all different kinds of backgrounds, feeling valued and able to contribute to the college, university, community, and world. We each have so many gifts and talents, and when we can all share them, and appreciate the gifts and talents of others, everyone benefits.





INTERVIEW WITH DR. TATIA JORDAN

Director of Graduate Business Services

What career path led you to UTA?

I have specialized in marketing communications since I received my master's degree at Georgia State University. At that point, I began to work and teach in that specialty. In 2011, when I moved to DFW, I decided to go back into the private sector and work for a subsidiary of PlainsCapital Bank in the field of marketing communications. I was promoted to Assistant Vice President and began to work on white papers, the website, and various digital communication projects. In 2015, I saw online that UTA was looking for a professor with both marketing and English degrees to teach business writing and professionalism, and I felt that I was the one for this position since I had both relevant academic experience and recent marketing communication experience. Luckily, my hiring committee felt the same. I am so happy to be at UTA and grateful for the opportunities that I have had here.

What is your educational background?

In high school, I scored in the 99th percentile in English on my ACT's. English was my first love, but I told my counselor I didn't want to be a teacher. It never occurred to me that I could be a professor until I went to college. My freshman year, I had an encouraging marketing professor who told me I was a gifted student. I took that as a sign and earned a bachelor of science degree in marketing, my second love. After working in sales for about five years, I decided to get my master's degree when it became apparent to me that my writing ability was a marketable skill. That degree sold me on an academic career, since I loved my coursework, professors, and students while working as a TA. I didn't want my academic experiences to end and earning a PhD at Florida State University was the next step for me toward accomplishing that goal.

What roles have you been while at UTA?

I began as a clinical professor in the marketing department, where I taught strictly business communication and started the professional lab component of that course. I then moved into a director role in Graduate Business Services, where I worked for almost two years. Now, I am excited to be back in the marketing department teaching full-time again with a couple of new courses.

You have recently started teaching a Doctoral Writing Seminar course for PhD Students in addition to working one-on-one with Ph.D. students writing their dissertations through an Independent Study course. What is the importance of this class and the Independent Studies?

I think that it's been a while since most PhD students have thought about their writing, and when you become a PhD student the expectations change fairly quickly because you go from completing class assignments to a new expectation of having to become self-motivated and disciplined in your research and in your writing. This class is designed to get PhD students to the point where they feel confident about their place in academia, and to arm them with the tools that they need to get a job when they graduate. I think the independent study is helpful for students to give them feedback to become better writers and editors of their own work. I'm happy to be a small part of their academic successes. I love working with smart people, so I feel like it's a win-win.

(Interview continued on the following page.)

INTERVIEW WITH DR. TATIA JORDAN—CONTINUED

Director of Graduate Business Services

With your research interests including technical and business writing, business communication, and research, what are some of your goals in the upcoming year concerning your research?

My papers are generally in the field of business education. I published a paper last summer about incorporating peer review in the business classroom. I have a paper that I recently completed and am looking to publish about an Search Engine Optimization (SEO) marketing project that I incorporated in my class. Another paper I am working on came out of mock interview week, examining whether students and hiring professionals rank certain interview skills the same or different in terms of importance. So, I'm interested to write up the results of that study when all the data is in.

After over 5 years with UTA, what are some of your favorite experiences at UTA?

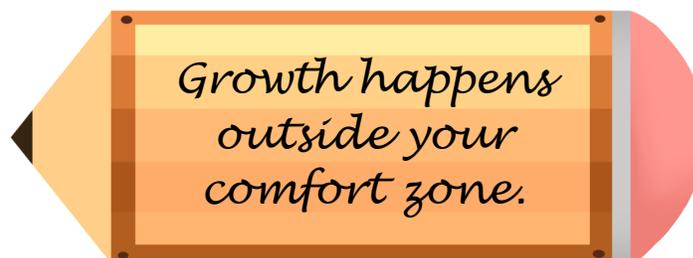
This is such a great question! My favorite experiences have been being a part of all the new programs that we instituted for students: mock interviews, virtual interviews, and the mentoring program, to name a few examples, and seeing student confidence soar as they realize they are being armed with the proper tools to go out into the world and start their careers. I love introducing students to guest speakers and watching them make real connections. I have enjoyed speaking with prospective students the last two years, because I love graduate education so much. I have worked with amazing people in the college of business. That is what I truly enjoy, building those relationships.

What do you like to do in your down time?

I am an avid reader, of course. I love to travel and take hiking trips. My husband, Steve Jordan, and I recently moved to the uptown area in Dallas so it has been like a vacation every weekend; there are so many opportunities for adventure living in the city. All of my adult children live and study in DFW so I spend as much time as I can with them and our pets.

What is the best piece of advice you have ever received?

This is hard to narrow down because I have had a lot of good mentors in my career, so I consider myself lucky in that regard. I can think of several memorable pieces of advice that have guided me. One is to always be outside of my comfort zone so that I can continue to learn and grow, personally and professionally. Another is that without risk, there is little reward. So, I think not being afraid of taking risks and not letting fear dictate decisions is an important part of having a rewarding career and life.



INTRODUCING OUR NEW BACHELOR-TO-PH.D. TRACK

Until recently, Ph.D. program applicants needed a minimum of 30 credit hours of master's level coursework. Essentially, that meant applicants needed enough credits for a master's degree to be eligible for admission to the Ph.D. program. Though most applicants had earned an MBA, the practical orientation of an MBA does not necessarily prepare students for a research-based degree, such as a Ph.D. Every year at least one Major Field Coordinator (MFC) could not admit a great applicant with research experience due to these requirements.

Therefore, with these applicants in mind, we are happy to announce the new Bachelor-to-Ph.D. Track at the College of Business. We can now admit students through this different track, and these Bachelor-to-Ph.D. Track students will have the same doctoral experience as traditional Ph.D. Track students. The Bachelor-to-Ph.D. Track students are also eligible for the same funding and will receive the same education. The creation of this separate track satisfies the reporting requirements of the state of Texas while allowing the College of Business to recruit the best and brightest undergraduate students.

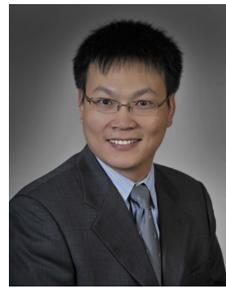
We are excited to announce that we have two students accepted through the Bachelor-to-Ph.D Track for the Fall 2020 incoming class! As always, we continue to seek future talent for our Ph.D. Programs. If you know an undergraduate student who would be a perfect fit for this track, please have the student contact the Major Field Coordinator (MFC) for their area of interest. If they have any questions about the application process, they can contact the Ph.D. Coordinator, William Wright (william.wright@uta.edu).

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OPERATIONS MGMT/ MGMT SCIENCE

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WELCOME TO OUR 16 NEW BUSINESS PH.D. STUDENTS!

Check Out their Introduction Biographies on the Next Two Pages

ACCOUNTING



Roberto Gonzales

I am originally from South Texas (near South Padre Island). I previously attended The University of North Texas, where I earned my master's degree in audit. My work experience includes military service, public accounting, and writing for an e-learning company focusing on CPA exam prep.

Mahmud Rahman

My broad research interest is in the role of accounting information in efficient contracting and resource allocation. I am also interested in the role of corporate tax research in earnings management and tax avoidance. I have earned an MSc in Accounting, MBA, and BBA in Accounting and Information Systems.



Xin Zhou

I am broadly interested in topics related to audit quality, performance measurement, and earnings management. I hold a Master of Management (Accounting and Finance) from the University of Melbourne and a Bachelor from Zhongnan University of Economics and Law. Also, I am a CPA Australia candidate and received two Distinctions out of the six exams.

FINANCE

Yi Ju Chien

I am from Taiwan. I received a Masters in Finance from the National Taiwan University of Science and Technology. In my free time, I enjoy jogging.



Mahnaz Paydarzaranghi

I have a bachelor's degree in Mathematics at the University of Tehran, a master's degree in Industrial Engineering at the Sharif University of Technology, and a master's degree in Mathematics at the New Mexico State University. I was an adjunct faculty of Mathematics at UNT, Collin College, and Dallas College. My research interests are quantitative finance and financial modeling.

INFORMATION SYSTEMS

Yashika Bansal

I am passionate about data analytics. I like to tell stories based on numbers and statistics. I love to read and cook in my free time.



Bikky Sedhain

I completed my BS in Information Systems from UTA and my MBA from the University of Dallas. I work at Verizon. I enjoy spending time with my family, including my two kids.

MANAGEMENT



Spencer Fraseur

I was born and raised in Clearwater, Florida. From Florida State University, I earned a Bachelor's degree in Sports Management and a minor in Communications and an MBA specializing in Human Resources. While at FSU, I worked with professors to research the impact of COVID-19 on small businesses, which was included in a report for the Jim Moran Institute.

Oyinkansola Sodiya

I earned my undergraduate degree in Economics (Honors) from Calvin University and my MBA degree in Project and Process Management from the University of South Florida. I have years of professional experience in project management and process improvement.



Rylee Linhardt

My research interests include, but are not limited to, topics falling under diversity and inclusion. Before starting my doctoral journey, I swam as a Division I athlete at Rice University. While swimming, I worked in two labs researching discrimination and team dynamics which ultimately confirmed my research interest.

Naomi Samuel

I am a true "Dallas" native, born and raised in Garland. I majored in Marketing and English Literature from Southern Methodist University. After graduating, I worked in management consulting in the Healthcare, Non-Profit, & Luxury Retail industries, where I affirmed my desire to learn more about organizational dynamics!



MARKETING



Ting Yu (Jacqueline) Chung

My research interest is in e-commerce marketing and marketing strategy. My academic background is in international business (BS), global operational management (MS), and technological system management (MS). I have research experience in the areas of cross-border e-commerce decision making and leverage conservatism and ultimate ownership.

William Venable

This year is my first year as a full-time COBA faculty member after being an adjunct instructor for the marketing and management departments last year. I previously spent 14 years as an Assistant Professor of Marketing and Management at Park University in Kansas City. Before joining the academic world, I spent more than 20 years in marketing and finance.



Jingjing (Amber) He

In May 2017, I graduated from Muskingum University with a Bachelor of Arts in Accounting and International Business. Later, I obtained my Master's degree in Accounting from UT Dallas. My research interests include strategies in multi-channel selling and social media marketing.

OPERATIONS MANAGEMENT



Roopa Ramesh Desai

I graduated with a Master's degree in Information Systems from UTA in Spring 2019. My professional experience includes being a Data Analyst with an IT firm and a Statistical Analyst at Florida Atlantic University. I earned my Bachelor's degree in Computer Science and Engineering in India.

Jaehoon Kim

I'm from Korea. I am currently interested in econometrics and model selection. During my free time, I enjoy playing sports and watching movies.



CONGRATULATIONS TO OUR SPRING & SUMMER 2020 PH.D. GRADUATES!

ACCOUNTING

Lin (Vivian) Chen: Lecturer at Valparaiso University; Dissertation: “The Effect of Investor Sentiment on Earnings Management”

FINANCE

Arati Kale: Post-doctorate at UTA; Dissertation: “Rational Expectations or Behaviorally Inefficient Markets”

Dhruba Banjade: Post-doctorate at UTA; Dissertation: “Corporate Cash Holdings, Firm Performance, and CEO Compensation”

Jason Morrison: Assistant Professor at Alfred University; Dissertation: “Mutual Fund Holdings and Governance”



INFORMATION SYSTEMS

Jean Baptiste Bouabre Koffi: Assistant Professor at the University of Mary Hardin-Baylor; Dissertation: “Inferring Big Five Personality Factors Using Text Analysis: Its Assessment and Impact on Prosocial Behavior and IS Security Compliance”

Yuan Zhang: Assistant Professor at Clarkson University; Dissertation: “The Power of User-Generated-Content and Online Communities”

MANAGEMENT

Ankita Agarwal: Assistant Professor at the California State University, Bakersfield; Dissertation: “Shareholder Activism: Does Gender Diversity Among Hedge Fund Activists Affect Returns?”

Joochan Lee: Post-doctorate at UTA; Dissertation: “Emotional Demands – Abilities (ED-A) fit, Emotional Labor, and Resource Depletion”

Ajith Venugopa: Assistant Professor at Texas A&M International University, Laredo; Dissertation: “Predictors of Organizational Decoupling in the Context of Corporate Sustainability”

Manisha Vaswani: Assistant Professor at the University of Wisconsin, River Falls; Dissertation: “Us and Them: The Impact of Differing Founder Mindsets on Firm Strategic Orientation”

Tushar Shah: Assistant Professor at Northeastern State University; Dissertation: “Upper Echelons Characteristics: Their Influence on Strategic Change Decisions Involving Digital Transformation”

MARKETING

Meichen Dong: Assistant Professor at Valparaiso University; Dissertation: “How Consumers Use and Propagate Information in Digital World”

OPERATIONS MANAGEMENT

Ruan Qiang: Post-doctorate at UTA; Dissertation: “The Power of User-Generated-Content and Online Communities”

Lyudmyla Starostyuk: Assistant Professor at the Metropolitan State University of Denver; Dissertation: “Behavioral Aspects in Operational Decisions. Applied Factor Investigations on the Micro and Meso Levels”

CURRENT STUDENT NEWS

Nargiz Abdullayeva (ACCT)

Nargiz participated in the Doctoral Consortium at the FARS Midyear Meeting (Nashville, 01/2020). She presented her co-authored paper, "The Positive Tone of Conservative Firms," at the AAA Southwest Conference (San Antonio, 03/2020). Another one of her co-authored papers, "Cherry-Picking Concepts," was presented by Jivas Chakravarty at the AAA Annual Meeting (virtual, 08/2020).



Ben Gu (ACCT)

Ben was a recipient of the Mike Edwards Scholarship and the College of Business Endowed Doctoral Scholarship. In July, Ben passed his dissertation proposal with his paper titled "Reputation Effect of Issuing Management Forecasts before Insider Sales."

Paige Gee (ACCT)

Paige has been invited to be part of a University of Delaware panel on Engaging Students Online and did a podcast on how to engage students in online classes.

Shelia Hyde (MANA)

Shelia presented a poster for her co-authored paper, "Putting Role Resources to Work: How Thriving at Work Fuels Thriving in Nonwork Roles via Work-to-Nonwork Enrichment," at the Crimson Conference on Work & Family (University of Alabama, 02/2020). A co-authored paper with Ogunyomi & Benson, "The Gig Identity: A Theory of Work Identity for the Gig Economy," was presented at the annual meeting of the Academy of Management (virtual, 08/2020). Shelia will be participating in the Doctoral Consortium at the Southern Management Association annual meeting (10/2020).



Esther Jean (MANA)



Esther was recently elected to the 2020-2021 executive committee of the Ph.D. Project's Management Doctoral Student Association. The Ph.D. Project was founded upon the premise that advancements in workplace diversity could be propelled forward by increasing the diversity of business school faculty. The Ph.D. Project specifically works to help Black/African-American, Latinx/ Hispanic-American, and Native American graduate students attain their Ph.D. and become the business professors who will mentor the next generation of leaders.

Mike McDaniel (MANA)

Starting in August, Mike is a full-time visiting professor at the Louisiana State University at Shreveport. Mike presented a paper at the US Association for Small Business and Entrepreneurship (New Orleans, 01/2020) and two papers at the Midwest Academy of Management Conference (Omaha, 10/2019). In May, he passed his dissertation proposal with his paper titled "The Power of Good: Perception of CSR and its Impact on Micro Level Employee Outcomes." With all of this, Mike found some time to vacation with his family at Rosemary Beach on Florida's emerald coast.



Xiaodong (Eva) Nie (MARK)

Out of 60 applicants, Eva is one of the four winners of the ACR-Sheth Foundation Dissertation Award. The Sheth Foundation is a nonprofit that promotes marketing academics.

CURRENT STUDENT NEWS—CONTINUED

Ifeyimika Ogunyomi (MANA)

In August, Ifeyimika successfully defended her dissertation proposal with her paper titled "A Multifaceted View of Career Choice in Nursing: Perceptions of Crisis Management, Work-Life Experiences, and Professional and Organizational Outcomes in Healthcare." She has had two co-authored papers presented at recent conferences. "The Gig Identity: A Theory of Work Identity for the Gig Economy," co-authored with Hyde & Benson, was presented at the annual meeting of the Academy of Management (virtual, 08/2020). The second paper, "New to the Job: Perceptions of Organizational Identification and Patient Safety Among New Nurses," is co-authored with fellow Ph.D. candidate Marla White and was presented at the annual meeting of the Southern Management Association (virtual, 10/2020). Congratulations to Ifeyimika and Marla for winning the Best Student Paper Award (Health Care/Hospitality Management/Public Administration Track)! Look for Ifeyimika's co-authored work, "The Work-Family Interface and Polygamy in Africa: A Demands-Resources Perspective," to appear in a forthcoming issue of the African Journal of Management.



Hannah Richards (ACCT)

Hannah had two co-authored papers, "Rebuilding Trust after a Disagreement-Related Auditor Change Through Executive Turnover" and "The Positive Tone of Conservative Firms," at the AAA Southwest Conference Presentations (San Antonio, 03/2020). As part of the AAA Deloitte Foundation J. Michael Cook Doctoral Consortium, Hannah presented her dissertation topic (virtual, 06/2020). In July, she passed her dissertation proposal with her paper titled "The Impact of Fresh Eyes: How a Change in the Engagement Team Impacts Audit Outcomes." Hannah was the recipient of the Ram Venkataraman Doctoral Fellowship and a Writing Group Grant Award.



Nima Vafai (FINA)

The College of Business recently awarded Nima the Dean's Outstanding Graduate Teaching Associate and the Research Grant. In June, he defended his dissertation proposal.

Suye Wang (ACCT)

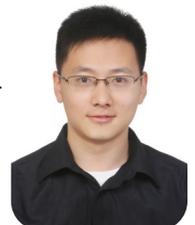
Suye participated in the Doctoral Consortium at the FARS Midyear Meeting (Nashville, 01/2020). She presented her co-authored paper, "The Positive Tone of Conservative Firms General Counsels and Material Weaknesses in Internal Control," at the Lone Star Accounting Research Conference (Houston, 02/2020) and the AAA Annual Meeting (virtual, 08/2020). In July, Suye passed her dissertation proposal with her paper titled "General Counsels and Mergers and Acquisition Process and Outcomes."

Marla White (MANA)

Marla presented her paper, "The role of goals and needs in the authentic self in work and family domains," at the 2020 Academy of Management Annual Meeting (virtual, 08/2020). A paper she co-authored with fellow Ph.D. candidate Ifeyimika Ogunyomi, "New to the Job: Perceptions of Organizational Identification and Patient Safety Among New Nurses," was presented at the annual meeting of the Southern Management Association (virtual, 10/2020). Congratulations to Marla and Ifeyimika for winning the Best Student Paper Award (Health Care/Hospitality Management/Public Administration Track)! Marla is serving as a Symposium Co-Chair for the Annual SIOP Conference (New Orleans, 03/2020).

Yi Zheng (MARK)

Yi's research interests lie in sales management and interfirm relationships. Yi has papers under review at the Journal of Marketing and the Journal of Academy of Marketing Science.



ALUMNI UPDATES

Kilho Shin (MANA, 2018-2019)

Kilho is an Assistant Professor of Management at Niagara University. Kilho's work with co-authors Singh and Pérez-Nordtvedt, "Dynamic Capabilities and Firm Performance: The Case of Entrepreneurial Firms," was presented at the 2019 Academy of Management Annual Meeting (Boston, MA). Look for Kilho's paper with Pérez-Nordtvedt, "Knowledge Acquisition Efficiency, Strategic Renewal Frequency and Firm Performance in High Velocity Environments," in a forthcoming issue of the Journal of Knowledge Management.



Franklin Velasco (MARK, 2017-2018)



Franklin has returned to Ecuador, his home country, as an Associate Professor of Marketing at the Universidad San Francisco de Quito. He has published six papers, and his research on the impact of Covid-19 in the mental health of families received press attention in Ecuador and Spain. Franklin also serves as a legate for Latin America at the Academy of Innovation, Entrepreneurship, and Knowledge Conference, is on the editorial board of the Journal of Business Research, is on the digital outreach committee for the Transformative Consumer Research Conference, and chairs the Association of Consumer Research 2022 Conference in Quito, Ecuador.

Fereshteh Ghahramani (INSY, 2017-2018)

Fereshteh is an Assistant Professor of Cybersecurity at DePaul University (Chicago, Illinois).

Adam Harper (FINA, 2016-2017)

Adam recently started a new job at the University of Texas at El Paso. The Journal of Behavioral Finance published some of his recent work, "[Option Market Signals and the Disposition Effect Around Earnings Management.](#)"

Hoda Vaziri (MANA, 2016-2017)

Hoda recently joined the University of North Texas as an Assistant Professor of Management. Before joining UNT, she was a postdoctoral fellow at Purdue University for two years.

Marwan Al-Shammari (MANA, 2016-2017)

Marwan has recently started a new job as an Assistant Professor of Strategy at the University of Texas at Tyler. In 2019, the Journal of Business Research published his co-authored work, "[CEO Narcissism and Corporate Social Responsibility: Does CEO Narcissism affect CSR Focus?](#)" Marwan has also presented his work at AOM 2020, AOM 2019, and the 95th WEAI conferences.

On a personal note, Marwan married Sara Alkhalafat in 2019, and they have since welcomed a baby girl, Aishah, into their family.

Holly Syrdal (MARK, 2015-2016)

Holly is in her second year as an Assistant Professor of Marketing at Texas State University (San Marcos), where she teaches graduate-level digital and social media marketing courses in our new Master's of Science in Marketing Research and Analysis program. Before this position, she was a faculty member at the University of Southern Mississippi, where she received the 2018 College of Business Advisory Council Research Award. Her recent publications have focused on engagement in social media, influencer marketing, and the utilization of storytelling as a marketing tool. Additionally, Holly is serving as the Director of Academic Placement Services for the Society for Marketing Advances. Check out their upcoming virtual conference in November!

Sultan Alkhuzam (MARK, 2014-2015)

After graduating from UTA, Sultan started as an Assistant Professor of Marketing at King Saud University. Sultan has been serving as the department chair for the past two years.

ALUMNI UPDATES—CONTINUED

Dennis Marquardt (MANA, 2014-2015)

Dennis is an Assistant Professor of Management Sciences at Abilene Christian University and is going up for tenure with a promotion to Associate Professor in the Fall. He has been ACU's Director of the Lytle Center for Faith and Leadership for two years. This year, The Journal of Business Ethics published a study from his dissertation, a collaboration with Wendy Casper and Maribeth Kuenzi (SMU). He is primarily teaching leadership and organizational behavior courses and was excited to co-lead a 2018 summer study abroad group in Leipzig, Germany. In 2019, ACU recognized Dennis as the Teacher of the Year.

Lee Brown (MANA, 2013-2014)

Since Fall 2016, Lee has been an Assistant Professor of Management at Texas Woman's University. At the Healthcare Management Division of the 80th Annual Meeting of the Academy of Management, Lee's co-authored paper won, "[But Who Will Help 'Them'? The Effect of Ethical Leadership on Bullying, Burnout, and Turnover Intentions Among Nurses](#)," the Best Theory to Practice Paper Award. Look for Lee's work with co-authors Goll, Rasheed, and Crawford, "Nonmarket Responses to Regulation: A Signaling Theory Approach," in a forthcoming issue of Group & Organization Management.

Kimberly Whitehead (OPMA, 2013-2014)

Kimberly is a recently tenured Associate Professor of Quantitative Management at Anderson University (South Carolina), where she developed and launched a Supply Chain Management major for undergraduate and graduate programs. Her research focuses on supply chain collaboration and has been published in journals such as the International Journal of Operations and Production Management and the International Journal of Business Logistics. Her current research projects are in collaboration with Arizona State University and LeHigh University. She has also recently been awarded a research grant from the Council of Supply Chain Management Professionals.

Mohammad Uddin (FINA, 2013-2014)

Mohammad is presently serving as an Assistant Professor of Finance at the Olayan School of Business, American University of Beirut. His research interests include Investments, Asset Pricing, Insider Trading, Political Economy, Corporate Finance and Corporate Intangibles, and his research has been highlighted at Bloomberg, Huffington Post and other media outlets.

Rajat Mishra (OPMA, 2012-2013)

Rajat has earned tenure as an Associate Professor of Management and Marketing at Stephen F. Austin State University. He has received several awards, including the Outstanding Intellectual Contribution Award, the Outstanding Service/Experiential Learning Award, the Rusche Faculty Scholar Award, and faculty development awards. Since UTA, Rajat has published six journal articles and presented at several conferences. He currently has two journal articles under review.



Hui-chuan Christie Chen (OPMA, 2012-2013)

Hui-chuan is an Assistant Professor at the University of Tennessee at Martin's College of Business and Global Affairs. She is also serving as the MBA coordinator.

Jason Lambert (MANA, 2011-2012)

Since 2016, Jason has been a tenure-track Assistant Professor of Management at Texas Woman's University. Along with his UTA alum co-author, Lee Brown, Jason was recently awarded the Best Theory to Practice Paper from the Academy of Management Healthcare Management Division at the 2020 August Meeting of the Academy of Management. In September, the Employee Responsibilities and Rights Journal published one of Jason's co-authored papers, "[HR Practices, Customer-Focused Outcomes, and OCBO: The POS-Engagement Mediation Chain](#)."

ALUMNI UPDATES—CONTINUED

Jonghak Sun (INSY, 2009-2010)

Jonghak is an Assistant Professor of Business Administration at Jeonbuk National University (South Korea).

Saleh AlShebil (MARK, 2006-2007)

Saleh is an Assistant Professor of Marketing at King Fahd University of Petroleum & Minerals (Saudi Arabia), where he has received the Instructional Technology Award and Excellence in Academic Advising Award. His research has been presented at international conferences, published in several journals, and included in the Wall Street Journal. Saleh also provides consulting services for SABIC, the Ministry of Justice, the King Abdulaziz Center for World Culture, colleges, and startup companies. He also shares his knowledge through mentoring startups through the Entrepreneurship Institute and lecturing at universities, the Chambers of Commerce, hospitals, community centers, and TEDx talks. He currently sits as a board member in The Marketing Association in KSA.

Vivek Shankar Natarajan (MARK, 2006-2007)

Vivek was recently promoted to the rank of full professor at Lamar University's Management and Marketing Department. His research interests fall in the intersection of Marketing, Macromarketing, and International Business, and he is an active researcher with more than 25 published articles. Additionally, Vivek serves as a reviewer for several academic journals. In 2018, he was recognized as the Federation of Business Disciplines / Association of Collegiate Marketing Educators Distinguished Educator. During Fall 2018, he was awarded Faculty Development Leave to pursue research on Metrics and Business Education in India. Since Fall 2019, he has been serving as a Direct Selling Education Fellow for the Direct Selling Education Foundation.

Anil Gurung (INSY, 2005-2006)

Anil is a Full Professor of Management Information Systems at Marshall University (West Virginia). Before joining the faculty of Marshall University, Anil was at Neumann University and Kansas State University.

Hussam Al-Shammari (MANA, 2005-2006)

Hussam is a Professor of Management at the Indiana University of Pennsylvania.

Chuck Pier (ACCT, 2003-2004)

Chuck is currently the Department Chair of Accounting, Economics, and Finance at Angelo State University (San Angelo, TX). Before joining Angelo State University, Chuck was at Texas State University in San Marcos and Appalachian State University (Boone, NC).

Bin Jiang (OPMA, 2003-2004)

Bin is the inaugural Driehaus Fellow and a professor specializing in operations management at DePaul University (Chicago).

Pedro Reyes (MASI, 2002-2003)

Pedro is an Associate Professor of Operations and Supply Chain Management at Baylor University and serves as an associate editor for Decision Sciences Journal of Innovative Education. He is a 2020 recipient of the Elizabeth Vardaman Award for Excellence in Mentoring Undergraduates and is an Erskine Fellow at the University of Canterbury (2019). His research interests consist of designing global supply chain operations planning and control systems with recent focuses including the use of RFID (radio frequency identification), the Internet of things (IoT), artificial intelligence and machine learning, and blockchain. He has been a prolific researcher with more than 70 academic and professional presentations. He is also the author of Global Supply Chain Management (Hercher Publishing Inc.) and RFID in the Supply Chain (McGraw-Hill). Additionally, Pedro has served as an expert witness and worked on a wide array of consulting projects.

ALUMNI UPDATES—CONTINUED

Cynthia Cycyota (MANA, 2002-2003)

Cynthia Cycyota is a Professor of Management at the United States Air Force Academy (Colorado Springs).

Scott Wysong (MARK, 2000-2001)

Scott is an Associate Professor of Marketing and MBA Program Director at the University of Dallas. His research interests are brand personality and customer service, and he has published articles and made conference presentations in both.

George Young (ACCT, 1995-1996)

George is the Director of the School of Accounting at Florida Atlantic University (Boca Raton). He is a past chairperson of the Higher Education Advisory Committee of the Association of Certified Fraud Examiners and presently serves in an advisory capacity as a chair emeritus. He is a co-author of Forensic Accounting and Fraud Examination (McGraw-Hill, 2e) and Essentials of Forensic Accounting (2e), published by the American Institute of Certified Public Accountants.



ENTERTAINMENT DURING COVID

We asked the Ph.D. students and faculty involved with the Ph.D. Programs what they are doing for socially distanced entertainment during COVID. Here are some of the responses we received:

NAME	DEPARTMENT	ACTIVITY
Dr. Bell	Management Professor	"I watch professional baseball games. In the off-season, I watch reruns!"
Dr. Casper	Management Professor	"Watching Hamilton on Disney and listening to the soundtrack!"
Amber He	Marketing Ph.D. Student	"I like drawing and reading during this pandemic. I enjoy the quiet focus and creativity when I draw."
Jiang Hu	INSY Ph.D. Student	"I go to gym regularly to take some exercise. My cooking skill has a huge improvement during this period of time, especially for some traditional Chinese food. "
Debbie Maxey	Finance Administration Assistant	"Swimming is one of my favorite things to do and I have swam a lot this past summer in our pool, it's a good place to be to get some fresh air and to be outside. I like to watch Positiv TV and 'Up Faith & Family.' Positiv offers quality movies filled with messages of hope, encouragement, triumph and redemption. Doing some home upgrades and redecorating...that's always fun!"
Mike McDaniel	Management Ph.D. Candidate	"I am cycling about 100 miles per week, swimming about a mile per week, and I bought a Sunfish sailboat so I'm out sailing every week too!"
Hannah Richards	Accounting Ph.D. Candidate	"I enjoy playing fetch with my cat, observing nature in the park close to our home, & testing out new recipes. "
Naomi Samuel	Management Ph.D. Student	"I love reading and writing poetry. Consuming a poem (in my opinion), is like eating a rich, dark chocolate. Poems can be so short, but you still kind of sit with them and savor them. I highly recommend Langston Hughes & Claude McKay. I also love writing little lyrical poems."
Nima Vafai	Finance Ph.D. Candidate	"I enjoy cooking and baking during the COVID19 pandemic. I mostly bake chocolate cakes and enjoy trying to make traditional dishes that my mom used to make at home. Those traditional dishes take hours of pre-preparation of ingredients and hours of cooking time."
Joey Yang	Accounting Ph.D. Student	"I practice baseball at batting cages."



ABOUT THE MAVERICK MESSENGER

Thank you for reading the first issue of The Maverick Messenger, a newsletter by the UTA College of Business Ph.D. Programs! The purpose of this newsletter is to share updates about our Ph.D. programs and news about our current students and alumni every fall and spring semester. If you would like to be included/excluded from the mailing list, please email us at BusinessPhD@uta.edu.

ACKNOWLEDGEMENTS

Thank you to the following contributors for sharing recent research and insights into changes at the College of Business: Wendy Casper, Jingguo Wang, Jenny Manegold, Alison V. Hall Birch, Myrtle Bell, and Tatia Jordan. Welcome to our incoming Ph.D. students, and thank you for writing a short biography and providing a picture we could use! We appreciate our current students and alumni who shared your recent accomplishments with us. A special thanks to Arati Devendra for serving as a second-editor for all of the articles!



CREATORS



Will Wright was in charge of collecting information for this newsletter. He graduated in 2007 from UTA with a Bachelor's in Art History and a Minor in Communication. Before starting work at UTA in July 2019, Will acquired more than 15 years of Retail Management experience. At UTA, he enjoys working with Ph.D. students and Major Field Coordinators in the College of Business. His hobbies include watching TV, reading, photography, attending museums, movies, and watching his 12-year-old orange and white American Shorthair cat named Napoleon.



Hannah Richards was the editor and designer of this newsletter. Hannah is an Accounting Ph.D. candidate at the University of Texas at Arlington, where she pursues her research interest in auditing and works as a GTA for the College of Business Ph.D. Programs. She is a graduate of Mississippi College, where she received a bachelor's degree in accounting and an MBA in finance. She has professional experience as an auditor and is a Certified Public Accountant (licensed in Mississippi). During COVID, Hannah has enjoyed sharing her home office with her kitten, Noah, and has become a homemade pizza enthusiast.

RESOURCES

The contributing faculty and students provided all the photos used. The 2021 SIOP logo on page three is from the conference website. We got all of the other graphics images from PNG Tree, an online platform that partners with designers to create an expansive graphic resource database. Click on the following links to find more information about PNG Tree and the graphic designer: [COVID](#), [home isolation](#), [say no to racism](#), [pencil](#), [class of 2020](#), [thank you](#), and [social media logos](#).



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