



SYKES COLLEGE OF BUSINESS

Faculty Research Day 2019
March 22, 2019

Presentation Time	Research Title and Presenter
9-9:20am	INTRODUCTION by Dean Frank Ghannadian and John Stinespring (includes coffee and bagels)
	Session I
9:20-9:30	House, Deanna (ITM) - "Role of Gender Differences on Individuals' Responses to Electronic Word-of-Mouth in Social Interactions"
9:30-9:40	Liou, Ru-Shiun (MGT) - "Buying to be Socially Responsible: Emerging Market Multinational Corporations' (EMNCs) Cross-border Acquisitions and Corporate Social Performance"
9:40-9:50	Milovanska-Farrington, Stefani (ECO) - "The Effect of Maternity Leave Expansions on Fertility Intentions: Evidence from Switzerland"
9:50-10:00	Plachkinova, Miloslava (ITM) - "Teaching Case: Security Breach at Target"
10:00-10:10	Blanco, Abigail (ECO) - "War and Human Rights Abuses in the United States"
10:10-10:20	Thomason, Stephanie (MGT) - "Ethical Decision-Making and Psychological Entitlement"
10:20-10:30	Q&A
	Session II
10:30-10:40	Dixon, Deirdre (MGT) - "Uber in Casablanca: A Difficult Ride December 2017"
10:40-10:50	Stinespring, John (ECO) - "Okun's Law at the Florida MSA Level"
10:50-11:00	Gupta, Pranjal (MKT) - "QPF Imports: First Steps Towards The Digital Marketing World"
11:00-11:10	Tompson, Jody (MGT) - "The Case of CMP North America, Inc.: Using Innovation to Compete Against Low Cost"
11:10-11:20	Diaz Vidal, Daniel (ECO) - "Educating Beyond the Classroom: Alumni Giving and the Value of Campus Culture"
11:20-11:30	Q&A
11:30-12:00	Lunch

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	Session III
12:00 - 12:10	Galperin, Bella (MGT) - "Perceptions of Leadership Effectiveness Among the African Diaspora in Canada and USA"
12:10 - 12:20	Marley, Robert (ACC) - "An Empirical Investigation on Social Media Users' Demand for Financial Information Distributed via Social Media Platforms"
12:20 - 12:30	Burton, Jennifer (MKT) - "The Benefits and Drivers of Watching, Liking and Sharing Advertisements on Social Media"
12:30 - 12:40	Welch, James (MGT) - "The Volkswagen Recovery: Leaving Scandal in the Dust"
12:40 - 12:50	Miller, Scott (FIN) - "Did Covenants Distort Risk Signals from Bank Subordinated Debt Yields before the Financial Crisis? "
12:50 - 1:00	Q&A
	Session IV
1:00 - 1:10	Papp, Raymond (ITM) - "Leadership Challenge Courses for Implementing Experiential Learning & Ethical Decision Making"
1:10 - 1:20	Dieringer, Suzanne (ECO) - "Availability of Affordable Healthy Food in Hillsborough County, Florida"
1:20 - 1:30	White, Rebecca (ENT) - "Retirement for Entrepreneurs: Implications for Entrepreneurial Exit"
1:30 - 1:40	Borja, Karla (ECO) - "Remittances, Institutions, and Inequality in Developing Countries"
1:40 - 1:50	Bryant, Lonnie (FIN) - "An Analysis of Mixed Economic Use Real Estate Efficiency, Profitability, and Valuation"
1:50 - 2:00	Q&A
	Session V
2:00 - 2:10	Bryant, Lonnie (FIN) - "Mutual Fund Fee Structures and Broker Compensation"
2:10 - 2:20	De Leoz, Gerard (ITM) - "Considering the Social Impacts of Artifacts in Information Systems Design Science Research"
2:20 - 2:30	Fulmer, Bachman (ACC) - "Why Don't People Lie? Negative Affect Intensity and Preferences for Honesty in Budgetary Reporting"
2:30 - 2:40	Coon, Michael (ECO) - "Follow the Money: Remittance Responses to FDI Inflows"
2:40 - 2:50	Pittz, Thomas (MGT) - "Advancing the Heterogeneous Entrepreneurial Ecosystem: Analyzing Regional Dealmakers"
2:50 - 3:00	Lang, Mark (MKT) - "How and Why Restaurant Patrons Value Locally Sourced Foods and Ingredients"
3:00 PM	Q&A and Wrap-up