



Odette School  
of Business  
University of Windsor

## 2024 Annual Research Report

This Odette Annual Research Report reflects Odette faculty research output for the period January 1, 2024 to June 30, 2025.

### Journal Publications

1. **Abdelhalim, E., Anazodo, K. S., Gali, N., & Robson, K.** (2024). A framework of diversity, equity, and inclusion safeguards for chatbots. *Business Horizons*, 67(5), 487-498. <https://doi.org/10.1016/j.bushor.2024.03.003>
2. Ebrahimi, S., **Abdelhalim, E.**, Hassanein, K., & Head, M. (2024). Reducing the incidence of biased algorithmic decisions through feature importance transparency: An empirical study. *European Journal of Information Systems*, 34(4), 636-664. <https://doi.org/10.1080/0960085X.2024.2395531>
3. **AbdulHussein, A.**, Dimitrov, S., & Cozzarin, B. (2024). Demographic analysis of online grocery shopping during the COVID-19 pandemic: A theoretical perspective with an expanded technology acceptance model. *Cogent Business & Management*, 11(1). <https://doi.org/10.1080/23311975.2024.2336712>
4. Wang, D., Sun, M., Meng, B., **An, Y.**, Cheng, W., & Bin, Y. (2024). Can carbon market efficiency promote green technology innovation for Chinese companies? *Energy*, 309, 133157. <https://doi.org/10.1016/j.energy.2024.133157>
5. Wang, L., Chen, W., & **An, Y.** (2024). CVC involvement, digital transformation, and risk-taking of investee companies: Evidence from China. *Emerging Markets Finance and Trade*, 61(6), 1630-1643. <https://doi.org/10.1080/1540496X.2024.2422977>

## Journal Publications (cont'd)

6. Fu, H., Qi, H., & **An, Y.** (2024). When do venture capital and startups team up? Matching matters. *Pacific-Basin Finance Journal* 85, 102361. <https://doi.org/10.1016/j.pacfin.2024.102361>
7. **An, Y.**, Chen, Z., Liu, C. M. Y., Liu, Q., & Wang, C. (2025). Compass guided: Northbound capital flow and investment clustering in China. *Journal of International Money and Finance*, 153, 103305. <http://doi.org/10.1016/j.jimonfin.2025.103305>
8. Jiang, Q., Jiang, C., & **An, Y.** (2025). Enhanced indexation: can volatility timing improve portfolio performance? *Quantitative Finance*, 25(5), 773–793. <https://doi.org/10.1080/14697688.2025.2490630>
9. Lin, J., Cao, X., Dong, X., & **An, Y.** (2025). Environmental regulations, supply chain relationships, and green technological innovation. *Journal of Corporate Finance*, 88, 102645. <https://doi.org/10.1016/j.jcorpfin.2024.102645>
10. Fu, H., Liu, Q., **An, Y.**, Yang, J., & Xiong, H. (2025). Exit disruption and matching in venture capital markets: Evidence based on IPO suspensions in China. *International Review of Economics & Finance*, 98, 103850. <https://doi.org/10.1016/j.iref.2025.103850>
11. Wang, L., Lv, S., Ye, S., & **An, Y.** (2025). Venture capital and environmental information disclosure by small and medium-sized enterprises in China: A stakeholder theory perspective. *Venture Capital*, 1-32. <https://doi.org/10.1080/13691066.2025.2458829>
12. **Anazodo, K.**, Chappell, E., el Helou, C., & el Helou, Z. (2024). Interprofessional subjective experiences of EDI in a virtual healthcare working group: a collaborative ethnography. *Career Development International*, 29(6), 690-713. <https://doi.org/10.1108/CDI-11-2023-0390>

## Journal Publications (cont'd)

13. Azimian, A., & **Azimian, A.** (2024). Impact of areal factors on students' travel mode choices: A Bayesian spatial analysis. *Econometrics*, 12(4), 30.  
<https://doi.org/10.3390/econometrics12040030>
14. **Azimian, A.**, & Aouni, B. (2024) Multi-item order quantity optimization through stochastic goal programming. *Annals of Operations Research* 346, 751–779.  
<https://doi.org/10.1007/s10479-024-05903-y>
15. Chowdhury, N. T., **Baki, M. F.**, & Azab, A. (2024). A modeling and hybridized decomposition approach for the multi-level capacitated lot-sizing problem with set-up carryover, backlogging, and emission control. *Operations Research Forum*, 5, 68. <https://doi.org/10.1007/s43069-024-00350-8>
16. El-Gaddar, A., Azab, A., & **Baki, M. F.** (2024). Batch-sizing and machinability data systems for milling operations: An optimal sustainable cost of quality approach. *Manufacturing Letters*, 41(Suppl.), 19-30.  
<https://doi.org/10.1016/j.mfglet.2024.09.006>
17. Azab, A., Osman, H., & **Baki, M. F.** (2024). CAPP-GPT: A computer-aided process planning-generative pretrained transformer framework for smart manufacturing. *Manufacturing Letters*, 41(Suppl.), 51–62.  
<https://doi.org/10.1016/j.mfglet.2024.09.009>
18. Mousa, M., Osman, H., Azab, A., El-Gaddar, A., & **Baki, F.** (2024). Characterization of laser cladding functional coatings: An in-situ monitoring and variability analysis approach. *The International Journal of Advanced Manufacturing Technology*, 133, 1155–1183. <https://doi.org/10.1007/s00170-024-13764-9>
19. Osman, H., Azab, A., Hasan, R. B., & **Baki, M. F.** (2024). Mass customization using hybrid manufacturing and smart assembly: An optimal configuration and platform design approach. *Manufacturing Letters*, 41(Suppl.), 124-132.  
<https://doi.org/10.1016/j.mfglet.2024.09.016>

## Journal Publications (cont'd)

20. Anon, S. Y., Amin, S. H., & **Baki, F.** (2024). Third-party reverse logistics selection: A literature review. *Logistics*, 8(2), 35. <https://doi.org/10.3390/logistics8020035>
21. El-Gaddar, A., Azab, A., & **Baki, M. F.** (2025). A part-mix batch-sizing and machinability data system for milling operations: An optimal sustainable cost of quality approach. *International Journal of Industrial and Systems Engineering*, 51(4), 469–497. <https://doi.org/10.1504/IJISE.2025.150225>
22. O'Neill, T. A., Aldana, A. J., Espinoza, J. A., Sperry, M. P., **Brykman, K. M.**, & Donia, M. B. L. (2024). Conflict management styles assessment and feedback for student self-awareness and team development. *Assessment & Evaluation in Higher Education*, 49(8), 1091–1104. <https://doi.org/10.1080/02602938.2024.2350682>
23. **Brykman, K. M.**, Cloutier, A., Carleton, E. L., & Samosh, D. (2024). Too depressed and anxious to speak up: The relationships between weekly fluctuations in mental health and silence at work. *Journal of Occupational Health Psychology*, 29(3), 174–187. <https://doi.org/10.1037/ocp0000375>
24. Dolan, S. L., **Brykman, K.**, & Tzafirir, S. S. (2024, March 22). Trust-me: A concept and metric to embed in leaders, enhancing their effectiveness. *The European Business Review*, <https://www.europeanbusinessreview.com/trust-me-a-concept-and-metric-to-embed-in-leaders-enhancing-their-effectiveness/>
25. Kamal, M., Roland, D. & **Elsaid, E.** (2025). The impact of emotional intelligence on job satisfaction: An empirical study on university administrative staff members. *Journal of Management and Strategy*, 16(1), 36-50. <https://doi.org/10.5430/jms.v16n1p36>
26. **Fatemi, H.**, & Wan, J. (2024). A natural fit: Exposure to nature influences regulatory focus. *European Journal of Marketing*, 58(8), 1888–1909. <https://doi.org/10.1108/EJM-01-2022-0054>

## Journal Publications (cont'd)

27. Mostafiz, M. I., **Gali, N.**, Hughes, M., De Massis, A., & Rahman. P. N. A. (2024), International entrepreneurial culture of born global and non-born global family firms: A configurational approach. *International Journal of Entrepreneurial Behavior & Research*, 30(11), 360–393. <https://doi.org/10.1108/IJEBR-12-2023-1238>
28. **Gali, N.**, & **Maheshwari, B.** (2025). Tips for starting a business in Canada according to entrepreneurs who have done it. *The Conversation*. <https://doi.org/10.64628/AAM.aveqjfare>
29. **Gill, P.**, Kim, S.K., & Kaur, P. (2025). When does ownership concentration improve franchise store performance? *European Journal of Marketing*, 59(2), 376–408. <https://doi.org/10.1108/EJM-10-2023-0789>
30. **Hosseini, M.**, Milner, J., & Romero, G. (2024). Dynamic Relocations in Car-Sharing Networks. *Operations Research*, 73(4), 2010–2025. <https://doi.org/10.1287/opre.2021.0062>
31. **Kenworthy, T. P.** (2024), The information-seeking behaviors of project managers in professional virtual communities. *International Journal of Managing Projects in Business*, 17(1), 172–200. <https://doi.org/10.1108/IJMPB-08-2023-0176>
32. Akpan, I. J., Offodile, O. F., Akpanobong, A. C., & **Kobara, Y. M.** (2024). A comparative analysis of virtual education technology, e-learning systems research advances, and digital divide in the global south. *Informatics*, 11(3), 53. <https://doi.org/10.3390/informatics11030053>
33. Akpan, I.J., **Kobara, Y.M.**, Owolabi, J., Akpan, A.A. and Offodile, O.F. (2024). Conversational and generative artificial intelligence and human–chatbot interaction in education and research. *International Transactions in Operational Research*, 32(3), 1251–1281. <https://doi.org/10.1111/itor.13522>

## Journal Publications (cont'd)

34. **Kobara, Y.** (2025). The *International Journal of Healthcare Management (IJHM)*: Ten years after rebranding, a bibliometric analysis, and recommendations for improvement. *International Journal of Healthcare Management*, 18(2), 400–413. <https://doi.org/10.1080/20479700.2024.2312632>
35. **Kobara, Y. M.**, Akpan, I. J., Nam, A. D., AlMukthar, F. H. & Peter, M. (2025). Artificial intelligence and data science methods for automatic detection of white blood cells in images. *Journal of Imaging Informatics in Medicine*, 39, 583-603. <https://doi.org/10.1007/s10278-025-01538-y>
36. **Lan, G.** (2024). Personal values and moral reasoning: An empirical study. *Journal of Management Info*, 11(3), 222-234. <https://doi.org/10.31580/jmi.v11i3.3069>
37. Anderson, M., **Lee, J. H.**, Mashruwala, R., & Yu, Z. (2025). The effects of sales changes on resource utilisation in the airline industry. *Accounting and Finance*, 65(3), 2665–2677. <https://doi.org/10.1111/acfi.70011>
38. Zhai, J., Yu, H., Liang, K.-R., & **Li, K. W.** (2024). Distributionally robust optimization of a newsvendor model under capital constraint and risk aversion. *Computers & Operations Research*, 173, 106870. <https://doi.org/10.1016/j.cor.2024.106870>
39. Liang, K.-R., **Li, K. W.**, Sgarbossa, F., & Huang, J. (2025). A biform game approach to store brand introduction and production mode selection in platform supply chain. *Group Decision and Negotiation*, 34, 557-587. <https://doi.org/10.1007/s10726-025-09923-2>
40. Pak, J., Heidarian Ghaleh, H., **Ma, Z.**, & Akhtar, M. N. (2024). Antecedents and outcomes of enabling HR practices: The paradox of consistency and flexibility. *Human Resource Management Journal*, 35(2), 371-396. <https://doi.org/10.1111/1748-8583.12571>

## Journal Publications (cont'd)

41. Wang, N., Chen, B., Wang, L., **Ma, Z.**, & Pan, S. (2024). Big data analytics capability and social innovation: The mediating role of knowledge exploration and exploitation. *Humanities and Social Sciences Communications*, 11, 864. <https://doi.org/10.1057/s41599-024-03288-8>
42. Wang, Q., Zhang, W., Li, J., Mai, F., & **Ma, Z.** (2024). The devil is in the details! Effect of differentiated platform governance on online review manipulation. *Humanities and Social Sciences Communications*, 11, 1352. <https://doi.org/10.1057/s41599-024-03859-9>
43. Yin, J., Li, Y., **Ma, Z.**, Chen, Z., & **Guo, G.** (2024). Impact of entrepreneurship on technological innovation in the digital age: A knowledge management perspective. *Journal of Knowledge Management*, 28(9), 2750–2772. <https://doi.org/10.1108/JKM-07-2023-0602>
44. Teng, Y., **Ma, Z.**, Liang, D., Song, S., & Zheng, Y. (2024). The moderating effect of national culture on board interlocks' impact on firm performance: A meta-analysis. *Journal of Business Research*, 183, 114816. <https://doi.org/10.1016/j.jbusres.2024.114816>
45. Zhang, W., Zhang, X., Chen, J., Li, J., & **Ma, Z.** (2024). Stacking GA<sup>2</sup>M for inherently interpretable fraudulent reviewer identification by fusing target and non-target features. *International Journal of General Systems*, 54(3), 298–333. <https://doi.org/10.1080/03081079.2024.2384404>
46. Yao, Y., & **Ma, Z.** (2025). Not every part of a tree is a tree: A reply to Matta and Frank. *Journal of Applied Psychology*, 110(3), 308–313. <https://doi.org/10.1037/apl0001270>
47. **Mahajan, A.**, & Hassan, Y. (2024). Do expatriates adjust better when they seek advice from host country nationals? Role of perceived social costs and organizational support in advice-seeking. *Journal of International Management*, 30(3), 101139. <https://doi.org/10.1016/j.intman.2024.101139>

## Journal Publications (cont'd)

48. Beninger, S., **Robson, K.**, & Merfeld, K. (2025). Social, economic, and environmental implications of drones in marketing: A framework of safeguards for sustainable technology implementation. *Journal of Business Research*, 191, 115251. <https://doi.org/10.1016/j.jbusres.2025.115251>
49. **Samnani, A.-K.** (2024). The potential dark side of remote work transformation: A social vulnerability and relational perspective. *International Journal of Human Resource Management*, 36(10), 1743-1772. <https://doi.org/10.1080/09585192.2024.2416523>
50. **Samnani, A.-K.**, & Robertson, K. (2025). More than a personal decision: A relational theory of quiet quitting. *Human Resource Management*, 64(5), 1321-1335. <https://doi.org/10.1002/hrm.22314>
51. **Samnani, A.-K.** (2025). When play at work can foster harassment-based norms: Exploring moral disengagement during social play. *Journal of Business Ethics*, 202, 765-780. <https://doi.org/10.1007/s10551-025-06011-y>
52. **Snowdon, A.**, Hussein, A., Danforth, M., Wright, A., & Oakes, R. (2024). Digital maturity as a predictor of quality and safety outcomes in US hospitals: Cross-sectional observational study. *Journal of Medical Internet Research*, 26, e56316. <https://doi.org/10.2196/56316>
53. **Snowdon, A.**, Hussein, A., Olubisi, A., & Wright, A. (2024). Digital maturity as a strategy for advancing patient experience in US hospitals. *Journal of Patient Experience*, 11. <https://doi.org/10.1177/23743735241228931>
54. **Snowdon, A.**, Ly, C., & Wright, A. (2024). Resilience among family physicians during the COVID-19 pandemic in Canada. *Healthcare Management Forum*, 38(3), 234–240. <https://doi.org/10.1177/08404704241302717>

## Journal Publications (cont'd)

55. **Song, Y. H.** (2024). Conceptualizing employees' behavioral pattern changes by experiencing customer mistreatment: Integrating moral self-regulation and dual process model perspectives. *Canadian Journal of Administrative Sciences / Revue Canadienne des Sciences de l'Administration*, 41(2), 267–286. <https://doi.org/10.1002/cjas.1747>
56. Lin, L., **Song, Y. H.**, Soliman, M., Lee, K. Y., Yang, S.-R., & Lee, M. (2024). Customer's continued adoption of mobile apps and their satisfaction with restaurants: The case of McDonald's. *Pacific Asia Journal of the Association for Information Systems*, 16(1), 1-27. <https://aisel.aisnet.org/cgi/viewcontent.cgi?article=1302&context=pajais>
57. Shao, Y., Huang, C., Song, Y., Wang, M., **Song Y. H.**, & Shao, R. (2024). Using augmentation-based AI tool at work: A daily investigation of learning-based benefit and challenge. *Journal of Management*, 51(8), 3352–3390. <https://doi.org/10.1177/01492063241234567>
58. Cruz, E., Pare, M., **Stan, C.**, Voth, J., Ward, L., & Taboun, M. (2024). Caring for the caregiver: An exploration of the experiences of caregivers of adults with mental illness. *SSM – Qualitative Research in Health*, 5, 100406. <https://doi.org/10.1016/j.ssmqr.2024.100406>
59. Liu, G., & **Sun, J.** (2024). The impact of institutional environment on auditor reporting: Evidence from China's anti-corruption campaign. *Journal of Accounting in Emerging Economies*, 14(5), 1156–1175. <https://doi.org/10.1108/JAEE-09-2023-0304>
60. Liu, G., & **Sun, J.** (2024). Independent legal directors' attitudes toward bank CEO stock option awards. *European Journal of Law and Economics*, 58, 149–173. <https://doi.org/10.1007/s10657-024-09807-x>
61. Liu, G., & **Sun, J.** (2025). Does Chinese individual auditors' issuance of modified audit opinions reflect their audit conservatism? *Corporate Ownership & Control*, 22(1), 68–79. <https://doi.org/10.22495/cocv22i1art5>

## Journal Publications (cont'd)

62. **Tantawy, M.**, Foord, D. J. A., Jimenez-Moro, E., Piperopoulos, P., & McNally, J. J. (2024). Continuous improvement strategies towards energy transition: The importance of individual employees' entrepreneurial orientation and learning processes. *Business Strategy and the Environment*, 34(1), 1320-1337. <https://doi.org/10.1002/bse.4026>
63. **Wilson, M.**, Obilo, O. O., Mills, A. J. (2004). Brand responses to influencer scandals: An action plan for managers. *Business Horizons*, 69(1), 67-76. <https://doi.org/10.1016/j.bushor.2024.12.002>
64. Cumming, D., Morck, R., Rong, Z., & **Zhang, M.** (2024). Personal bankruptcy law and innovation around the world. *NBER Working Paper 32826*. <https://doi.org/10.3386/w32826>
65. Ursel, N., & **Zhong, L.** (2024). How do women directors ensure corporate ethics? The role of board tenure. *Research in International Business and Finance*, 76, 102867. <https://doi.org/10.1016/j.ribaf.2025.102867>
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## Books

1. Hussey, R., & **Ong, A.** (2024). *Understanding financial reporting standards: A non-technical guide*. World Scientific.
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## Book Chapters and Cases

1. Rade, C.B., **Anazodo, K.S.**, & Ricciardelli, R. (2024). An examination of barriers and challenges to securing and maintaining employment with a criminal record during the COVID-19 pandemic. In: Young, N.C.J., & Griffith, J.N. (Eds) *Employing our returning citizens: An employer-centric view*, (pp.59-91). Palgrave Macmillan. [https://doi.org/10.1007/978-3-031-54941-0\\_4](https://doi.org/10.1007/978-3-031-54941-0_4)
  2. **Anazodo, K.S.**, Abbott-McLeod, A., & Waraich, J. (2024). Invisibilized, labeled, and identified: Facilitating fair chance employment. In: Young, N.C.J., & Griffith, J.N. (Eds) *Employing our returning citizens: An employer-centric view*, (pp 93-121). Palgrave Macmillan. [https://link.springer.com/content/pdf/10.1007/978-3-031-54941-0\\_5.pdf](https://link.springer.com/content/pdf/10.1007/978-3-031-54941-0_5.pdf)
  3. **Bussiere, D.** (2024). Market share analysis: The influence of price and promotion in the American garage door opener market. SAGE Publications. <https://doi.org/10.4135/9781071966815>
  4. Carvalho de Azevedo, M., **Schlosser, F.**, Pinochet, L. H. C., Pardim, V. I., & Brito de Freitas, H. (2024). Brazil's rising social enterprise star Ribon: The challenge of quantifying social impact. In Schmutzler, J., Palacos-Chacon, L. A., Burvill, S., & Andonova, V. (Eds.), *Cases on entrepreneurship and innovation: Unexplored topics and contexts* (pp. 42-51). Edward Elgar Publishing. <https://doi.org/10.4337/9781802204537.00012>
  5. **Voyer, P.**, & Rowe, W. G. (2024). Alfa Romeo: Rebuilding the brand in North America. Ivey Publishing, product no. W36495. <https://www.iveypublishing.ca/s/product/alfa-romeo-rebuilding-the-brand-in-north-america/01tOF000002euGrYAI>
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### Presentations

1. **Abdelhalim, E.** (2025). *Generative artificial intelligence for non-data scientists*. AI Workshop, Odette School of Business, Windsor, Ontario.
2. **Aleks, R.,** & Maffie, M. (2025, May). *Conflict resolution strategies & role play exercise*. National HR in Hospitality Conference, Coronado, California.
3. **Aleks, R.,** D'Angelo, M., & Watanabe, C. (2025, May). *Organizing 2025*. National HR in Hospitality Conference, Coronado, California.
4. **An, Y.** (2025, June). *Managerial political preferences and corporate innovation strategies*. European Finance Association 2025 Annual Meeting, Athens, Greece.
5. **Anazodo, K.,** & Cook, S. (2024, June). *Beyond background checks: Understanding Canadian hiring managers' views on candidates with criminal records*. Administrative Sciences Association of Canada (ASAC) Annual Conference, Montreal, Quebec.
6. **Anazodo, K.,** Ricciardelli, R., Chan, C., **Kobara, Y.,** & Cook, H. (2025, July). *Enhancing job search prospects: The impact of employment programming on individuals with a criminal history*. Academy of Management 85th Annual Meeting, Copenhagen, Denmark.
7. **Babaghaderi, A.** (2004, September). *Board gender diversity and corporate spinoff incompleteness*. Atlantic Schools of Business (ABS) Conference, Halifax, Nova Scotia.
8. **Babaghaderi, A.** (2025, May). *Leadership structure and strategic change: The case of incomplete corporate spinoffs*. Administrative Sciences Association of Canada (ASAC) Annual Conference, Waterloo, Ontario.
9. El-Baddar, A., Azab, A., & **Baki, F.** (2024, June). *Batch-sizing and machinability data systems for milling operations: An optimal sustainable cost of quality approach*. SME – North American Manufacturing Research Conference (NAMRC52), Knoxville, Tennessee.

## Presentations (cont'd)

10. Azab, A., Osman, H., & **Baki, F.** (2024, June). *CAPP-GPT: A computer-aided process planning-generative pretrained transformer framework for smart manufacturing*. SME – North American Manufacturing Research Conference (NAMRC52), Knoxville, Tennessee.
11. Osman, H., Azab, A., Hassan, R., & **Baki, F.** (2024, June). *Mass customization using hybrid manufacturing and smart assembly: An optimal configuration and platform design approach*. SME – North American Manufacturing Research Conference (NAMRC52), Knoxville, Tennessee.
12. **Bhandari, G., & Ma, Z.** (2024, June). *Innovation in analytics through outsourcing and digitization*. International Conference of Management Science, Shenzhen, China.
13. Bain, K., **Brykman, K.**, & Guzman, F. A. (2024, July). *Beyond the supervisor-subordinate dyad: An integrative review of voice within groups*. Interdisciplinary Network for Group Research (INGroup) Annual Conference, Charlotte, North Carolina.
14. **Brykman, K.** (2025, February). *Team building and team dynamics workshop*. VentureU, University of Windsor, Windsor, Ontario.
15. **Brykman, K.** (2025, May). *Psychological safety: Unlocking team potential*. MINERVA Leadership Forum, University of Windsor, Windsor, Ontario.
16. **Brykman, K.**, Bain, K., & Guzman, F. A. (2025, July). *Beyond the supervisor-subordinate dyad: The role of social context in voice research*. Interdisciplinary Network for Group Research (INGroup) Annual Conference, Copenhagen, Denmark.
17. **Elsaid, E.**, & Madi, A. (2025, May). *Examining the effectiveness of using NAMEPRISM to determine CEO ethnicity*. Administrative Sciences Association of Canada (ASAC) Annual Conference, Waterloo, Ontario.

## Presentations (cont'd)

18. **Elsaid, E.**, Kamal, M., & Roland, D. (2025, May). *The impact of emotional intelligence on job satisfaction: An empirical study on university administrative staff members*. Administrative Sciences Association of Canada (ASAC) Annual Conference, Waterloo, Ontario.
19. **Fatemi, H.**, & Rezvani, Z. (2025, February). *Numbers vs. words: Investigating the impact of information format on supporting environmental public policies*. American Marketing Association Winter Conference, Phoenix, Arizona.
20. **Fatemi, H.**, Bender, G., & Dube, L. (2025, May). *Reproductive health management and transformative business practice: A literature review and future avenues for research*. WE-SPARK Health Research Conference, Windsor, Ontario.
21. Mannina, S., & **Furneaux, B.** (2024, June). *Success, failure, and flux: Exploring users' personal journeys with mobile health apps*. Administrative Science Association of Canada, Montreal, Quebec.
22. **Gill, P.**, Hur, T., & Kim, S. (2025, January). *Surprise, surprise! The dual effects of surprises on customer satisfaction*. American Marketing Association Winter Conference, Phoenix, Arizona.
23. Kaur, P., **Gill, P.**, & Kim, S. (2025, March). *On the effects of changes in spatial competition on incumbent store performance*. Academy of Marketing Science Conference, Montreal, Quebec.
24. **Gill, P.** (2024, January). *ChatGPT icebreaker*. Odette School of Business Research Retreat, Windsor, Ontario.
25. Kim, S., & **Gill, P.** (2024, January). *Good neighbor or bad neighbor? The performance effects of co-location with corporate stores*. American Marketing Association Winter Conference, Virtual.

## Presentations (cont'd)

26. **Gill, P.** (2024, January). *Learning from social media: The performance effect of social media experience*. American Marketing Association Winter Conference, Virtual.
27. **Kenworthy, T.** (2024, June). *Theory testing in empirical hospitality research*. Administrative Sciences Association of Canada (ASAC) Annual Conference, Montreal, Quebec.
28. **Kenworthy, T.,** & Jugdev, K. (2025, May). *Theory testing in project management scholarship*. Administrative Sciences Association of Canada (ASAC) Annual Conference, Waterloo, Ontario.
29. Chowdhuri, S., **Kerr, G.,** & **Schlosser, F.** (2025, May). *Levi Strauss and the strategic use of artificial intelligence in the garment industry*. Administrative Sciences Association of Canada (ASAC) Annual Meeting, Waterloo, Ontario.
30. **Kobara, Y. M.** (2024). *Addressing challenges in healthcare*. Breakfast with the Dean, Odette School of Business, Windsor, Ontario.
31. **Kobara, Y. M.** (2024). *Optimal decisions: A queueing game approach*. Optimal Monthly Webinar, Kinshasa, Congo.
32. **Li, Y.,** Lam, J., Ho, J., Quintal-Curcic, D., & Hancock, S. (2024, June). *DEI research: Diverse, educational, and impactful*. Canadian Psychological Association Annual National Convention, Ottawa, Ontario.
33. **Li, Y.,** O'Reilly, J., Lapierre, L., & Maerz, A. (2024, August). *The 'hero' among us: Acts of moral courage and emergent leadership*. Academy of Management Annual Conference, Chicago, Illinois.
34. **Li, Y.,** Ogunjinmi, T., **Anazodo, K.,** & **Lan, G.** (2025, May). *How personal values and marginalized status shape ethical intentions in business students*. Administrative Sciences Association of Canada (ASAC) Annual Conference, Waterloo, Ontario.

## Presentations (cont'd)

35. **Li, Y.**, Ho, J., & Leal, A. (2025, June). *Beyond the baby track: How gender and choice shape workplace perceptions*. Canadian Psychological Association Annual National Convention, St. John's, Newfoundland.
36. **Li, Y.**, & Ho, J. (2025, June). *Choosing distance or connection? Intra-racial dynamics among East Asian professionals in the workplace*. Canadian Psychological Association Annual National Convention, St. John's, Newfoundland.
37. **Li, Y.**, & Ho, J. (2025, August). *Let's not sit together: Perspectives on interracial dynamics among East Asian professionals*. Academy of Management Annual Conference, Chicago, Illinois.
38. Molina, M., Yang, J., **Robson, K.**, Chowles, R., & Gvirtz, A. (2025, August). *Revolutionizing the classroom: Integrating generative AI into advertising and marketing communications curricula*. American Marketing Association Summer Conference, Boston, Massachusetts.
39. **Samnani, A.-K.** (2024, June). *Human resource management and social capital: Exploring how social capital emerges*. Administrative Science Association of Canada (ASAC) Annual Conference, Montreal, Quebec.
40. **Samnani, A.-K.** (2024, June). *Is she working or picking up the kids? A managerial perspective between day disparities in hybrid work*. Administrative Science Association of Canada (ASAC) Annual Conference, Montreal, Quebec.
41. **Samnani, A.-K.** (2024, July). *A Gramscian approach to workplace bullying*. European Group of Organizational Studies (EGOS) Conference, Milan, Italy.
42. **Samnani, A.-K.** (2024, August). *A relational approach to HRM and cultivating social capital: Developing an integrative theory*. Academy of Management Annual Conference, Boston, Massachusetts.

## Presentations (cont'd)

43. **Samnani, A.-K.**, & Stone, T. (2025, May). *Extending social capital: Developing a theory of social capital and reputation*. Administrative Sciences Association of Canada (ASAC) Annual Meeting, Waterloo, Ontario.
44. **Schlosser, F., Kerr, G.**, McPhee, D., & Carvalho de Azevedo, M. (2024, November). *Building an immigrant-rich ecosystem to sustain family farms*. European Council for Small Business Rent XXXVIII Conference, Nantes, France.
45. Azevedo, M., **Schlosser, F.**, & McPhee, D. (2025, April). *Managing global talent strategically*. European Institute for Advanced Studies in Management (EIASM) Conference, Fribourg, Switzerland.
46. **Schlosser, F.**, McPhee, D., & Azevedo, M. (2025, October). *Understanding the role of social ties in brain circulation*. European Institute for Advanced Studies in Management (EIASM) Workshop on Talent Management, Luxembourg.
47. **Snowdon, A.** (2024, February). *Advances in artificial intelligence in global health systems*. Mayo Clinic: Current Applications & Future of Artificial Intelligence in Cardiology, Palm Springs, California.
48. **Snowdon, A.** (2024, March). *Global strategies to advance workforce sustainability and resilience*. HIMSS24, Las Vegas, Nevada.
49. **Snowdon, A.** (2024, May). *Lessons learned in advancing supply chain resilience in Canada's health sector*. Canadian Association for Pharmacy Distribution Management Annual Conference, Scottsdale, Arizona.
50. **Snowdon, A.** (2025, May). *Supply chain resilience in Canada's health sector*. MedTech Canada Annual Meeting, Mississauga, Ontario.
51. Shao, Y., Huang, C., Song, Y., Wang, M., & **Song, Y. H.** (2024, April). *The impacts of employee AI use on performance and well-being*. Society for Industrial and Organizational Psychology Annual Conference, Chicago, Illinois.

## Presentations (cont'd)

52. **Song, Y. H.** (2025, March). *Understanding knowledge mobilization processes in the service industry: The case of AI-supporting system in Korean call centre.* Western Academy of Management Conference, Kelowna, British Columbia.
53. Bautista, R., **Stewart, M.**, Suplico Jeong, L., & Osaki, T. (2025, March). *Does consumer animosity affect consumer behavior? A moderated mediation analysis.* Network for Education and Research on Peace and Sustainability (NERPS), Manila, Philippines.
54. Bautista, R., **Stewart, M.**, Suplico Jeong, L., & Osaki, T. (2025, May). *Examining the pathways of consumer animosity: A structural equation modeling study across Japan and the Philippines.* International Business Analytics Conference for Academic and Industry Professionals (IBAC), Fredonia, New York.
55. **Tantawy, M.**, & Foord, D. (2024, September). *The social construction of smart grids: Policy mixes in the Atlantic Canadian technology innovation system, 2009 to 2022.* Atlantic Schools of Business Conference, Halifax, Nova Scotia.
56. **Tantawy, M.**, Foord, D., & Rosenbloom, D. (2025, May). *Interpretive flexibility in technology innovation systems and policy mixes: The case of smart grids.* Administrative Sciences Association of Canada (ASAC) Annual Conference, Waterloo, Ontario.
57. Abu-Bobie, C., **Voyer, P.**, & **Schlosser, F.** (2025, May). *Rivian: Brand reinvention in pursuit of global markets.* Administrative Sciences Association of Canada (ASAC) Annual Meeting, Waterloo, Ontario.
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### Research Grants

1. **Aleks, R.** (2023-2024). *It's getting hot in here: Predicting occupational injuries and fatalities using climate models*. Odette School of Business Research Innovation Fund (RIF) Grant. Total awarded: \$4,400.
2. **An, Y.** (2024-2025). *Environmental regulations and a green innovation: A supply chain perspective*. Odette School of Business Research Innovation Fund (RIF) Grant. Total awarded: \$4,000.
3. **Anazodo, K., & Page-Gould, E.** (2024-2025). *Canada summer research opportunities grant*. SSHRC Partnership Grant. Total awarded: \$20,000.
4. **Anazodo, K.** (2024-2025). *Exploring industry trends in advancing fair chance opportunities: A strategic intervention with employer*. Future Skills Centre – Skills Horizon Grant. Total awarded: \$257,508.
5. **Anazodo, K.** (2024-2025). *Shaping fair chances: Strengthening employment initiatives for Black and Indigenous individuals with criminal records*. WeSpark Igniting Discovery Grant. Total awarded: \$20,000.
6. **Anazodo, K., & Page-Gould, E.** (2024-2025). *Student research opportunities grant*. SSHRC Partnership Grant. Total awarded: \$25,000.
7. **Anazodo, K., & Hancock, S.** (2024-2025). *Women on the spectrum: Examining the experiences of women with autism at work*. SSHRC. Total awarded: \$24,000.
8. **Babaghaderi, A.** (2024-2025). *Corporate spinoff incompleteness: In-depth analysis of CEO equity-based compensation*. Odette School of Business Research Innovation Fund (RIF) Grant. Total awarded: \$7,000.
9. **Babaghaderi, A., & Kolahgar, S.** (2024-2025). *Environmental sustainability goals-driven corporate divestitures: A systematic literature review*. SSHRC Explore Grant. Total awarded: \$4,925.

## Research Grants (cont'd)

10. **Babaghaderi, A.** (2024-2025). *Transdisciplinary network for impact research and practice: Enabling sustainable-as-flourishing futures*. SSHRC Connection Grant. Total awarded: \$23,776.
11. **Baki, M. F.** (2024-2025). *Integrated strategies for enhanced hybrid manufacturing: A holistic approach to process planning, platform flexibility and material handling*. Odette School of Business Research Innovation Fund (RIF) Grant. Total awarded: \$3,600.
12. **Fatemi, H.** (2024-2025). *Consumer psychology and female infertility: The role of resource scarcity*. SSHRC Insight Development Grant. Total awarded: \$32,678.
13. **Gill, P.** (2024-2025). *Do franchise stores surprise their customers more than corporate stores?* Odette School of Business Research and Innovation Fund (RIF) Grant. Total awarded: \$4,800.
14. **Kobara, Y. M.** (2023-2024). *Travel grant*. UWindsor Exchange Grant (Travel). Total awarded: \$1,000.
15. **Li, K.** (2024-2025). *Academic Development and Travel Fund Grant*. University of Windsor. Total awarded: \$1,000.
16. **Li, Y., Maerz, A., & Ogunfowora, B.** (2024-2025). *The ebb and flow of workplace moral courage: A diary study unveiling within person fluctuations*. SSHRC Insight Development Grant. Total awarded: \$68,539.
17. **Li, Y.** (2024-2025). *Let's not sit together: Intra-racial dynamics among East Asian professionals*. Odette School of Business Research and Innovation Fund (RIF) Grant. Total awarded: \$6,800.
18. **Mahajan, A.** (2024-2025). *Internationalization grant - Chitkara University mentorship*. Odette School of Business. Total awarded: \$4,500.

## Research Grants (cont'd)

19. **Robson, K.** (2024-2025). *Formative and summative indigenous modules for required business courses.* CoPE. Total awarded: \$3,000.
  20. **Schlosser, F.** (2023-2024). *Travel grant.* UWindsor Exchange Grant (Travel). Total awarded: \$1,000.
  21. **Song, Y. H.** (2023-2024). *Will the adoption of an AI advisory supporting system only produce positive outcomes? Exploring the nature of AI-human interaction in a qualitative way.* Odette School of Business Research Innovation Fund (RIF) Grant. Total awarded: \$8,000.
  22. **Snowdon, A., McKay, M.** (2024-2025). *INSPIRE: Integrated Network for the Surveillance of Pathogens.* INSPIRE: Integrated Network for the Surveillance of Pathogens. Total awarded: \$151,540.
  23. **Song, Y. H.** (2024-2025). *Cognitive demands in call centres: How can AI technology help replenish cognitive resources to support service sector employees' productivity and performance?* SSHRC Insight Development Grant. Total awarded: \$35,000.
  24. **Wilson, M.** (2024-2025). *Consumer consequences of greenwashing.* Odette School of Business Research Innovation Fund (RIF) Grant. Total awarded: \$5,700.
  25. **Zhong, L., & Zhang, J.** (2024-2025). *Media partisan bias and corporate tax planning: Evidence from Sinclair expansion.* SSHRC Insight Development Grant. Total awarded: \$16,124.
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## Odette 2024 Research Report

***The University of Windsor sits on the traditional territory of the Three Fires Confederacy of First Nations, comprised of the Ojibway, the Odawa, and the Potawatomie. We are grateful to the Three Fires Confederacy for the use of this land.***

The Odette Annual Research Report is compiled by Lisa Milne ([lisam@uwindsor.ca](mailto:lisam@uwindsor.ca)). Please report any errors or omissions.

NOTE that publication dates are the first online appearance of an item. We adhere to this policy to ensure consistency and continuity.



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