



# ODETTE RESEARCH REVIEW

# 2020

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**The COVID-19 ISSUE**



*An empty campus (October 27, 2020). Photo by Kerry Gray, Odette School of Business.*

## AN EMPTY CAMPUS

Faculty, staff and students left the campus on Wednesday March 17, 2020. Since then, all courses at the Odette School of Business have been offered online only.

The campus may look empty, but research at the Odette School of Business continues.

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*The Odette Research Review (ORR) is generally published twice annually, in Spring/Summer and Fall/Winter. Please report any errors or omissions to Editor Linda Ingram at [lingram@uwindsor.ca](mailto:lingram@uwindsor.ca). Comments and new items always welcome.*

## COVID-19 Research at Odette—A Rapid Response



Anne Snowdon

**Dr. Anne Snowdon** (Academic Chair, World Health Innovation Network) has been awarded nearly \$1.4 million to study Canada's healthcare supply chain in order to identify ways to improve the processes critical to managing COVID-19 and similar crises in the future. She is leading a team of 18 other researchers from across the nation in the one-year study funded by the Canadian Institutes of Health Research, the federal agency responsible for funding health and medical research in Canada.

"The purpose of this research is to examine supply chain processes and infrastructure to ensure products are available to public health teams and health care professionals to protect the health of every Canadian citizen," said Dr. Snowdon. "This research will inform strategies to ensure Canadians have access to data to inform and enable public health prevention initiatives and to ensure Canadians can access safe, timely, and quality care when and where it is needed if they become infected with COVID-19."

Dr. Snowdon's team will study ways to ensure health teams have safe and effective products that are of high quality and available when needed. They will study the processes involved in the procurement and distribution of health products in seven provinces, to improve planning and co-ordination across provincial, federal, and global health systems for effective pandemic management. According to Dr. Snowdon, the current pandemic has exposed gaps in the supply chain, with healthcare workers struggling to access the products and equipment they need to safely care for Canadians. Her research will focus on how supply chain processes influence patient health outcomes, and how data, digital tools, and analytics can strengthen management of the pandemic.

Dr. Snowdon, who teaches/specializes in business strategy and entrepreneurship, is a leading expert on health supply chains. She is the scientific director and CEO of the Supply Chain Advancement Network in Health, and academic chair of the World Health Innovation Network.



Kyle Brykman

**Dr. Kyle Brykman** and **Dr. Francine Schlosser** were awarded \$5,000 for their project titled "Organizational Resilience and Employee Engagement in Response to COVID-19" by the WE-SPARK Health Institute with matching funds from the VPRI (Vice-President Research and Innovation), University of Windsor. This project invests in emerging, innovative and novel health research and education projects that are aligned with WE-SPARK Health Institute's mission and strategic priorities.

In an article published on June 10, 2020 in *The Windsor Star*, Dr. Brykman was quoted "It's trying to understand why some businesses are excelling and others are struggling. We're also trying to understand the employee experience. We want to take advantage of such an unusual time to prepare a proactive approach for the next time there's a disruption."

Dr. Brykman indicated that about 65 businesses completed the survey in the first two weeks of the month it was available. There was also a separate employee survey, and Drs. Brykman and Schlosser plan to reach out to employees for a second round of consultations in September. They hope publish to a "white paper" summarizing the findings, and a detailed webinar will follow.

Partners in the WE-Spark Health Institute include Hotel-Dieu Grace Healthcare, the Windsor-Essex Regional Chamber of Commerce, St. Clair College, Windsor Regional Hospital and the University of Windsor.

The Windsor Star feature can be viewed at:

<https://windsorstar.com/news/local-news/university-of-windsor-small-business-study-aims-to-help-companies-navigate-covid-19/wcm/d13e7100-9e0f-45ad-9aa3-728f00912664/>



Francine Schlosser



With the campus being closed and faculty and staff working remotely, these presentations were held using MS Teams.

### Dr. Guangrui Guo

Assistant Professor (Strategy)

#### **"Disentangling CEO effect on firm performance: A longitudinal multilevel perspective"**

Friday, October 23, 2020 - 11:30 AM—MS Teams

**Abstract:** This study revisits the CEO effect on firm performance. We disentangle CEO effect from effects of changes that coincide with CEO tenures by specifying CEO as time-varying variables rather than a level of analysis in multilevel modeling. Utilizing a dataset similar to those in prior studies, we find that (1) CEOs explain 4.95(1.23) to 10.34(1.30) percent of total variance in firm performance, (2) random nonlinear year effects explain 13.07(0.90) percent, (3) the dominant source of variation in CEO effect is firm attributes, (4) the higher the pre-succession firm performance, the less the influence of the CEO, and (5) the higher the influence of prior CEOs, the higher the influence of successors. This study sheds new light on the quantification and boundary conditions of CEO effect.

#### **Publications**

- Guo, G. (2016). Demystifying Variance in Performance: A longitudinal multilevel perspective. *Strategic Management Journal*, 38, 1327-1342, <http://doi.org/10.1002/smj.2555>.
- Luo, Y., & Guo, G. (2015). Guanxi. In Cary Cooper (Ed.) *Wiley Encyclopedia of Management*, 3rd Ed. ISBN: 978-1-119-97251-8, Wiley.

### Dr. George Lan

With Houssein Ajrouche (Odette Undergraduate Outstanding Scholar)

#### **"An exploration of the values and moral reasoning of undergraduate Business students"**

Friday, November 20 - 11:30 AM—MS Teams

**Abstract:** This exploratory study employed the Defining Issues Test (DIT2) to investigate the moral reasoning of a sample of 51 students enrolled in courses at the Odette School of Business in Winter 2020. In addition, the ranking of their personal values was measured using the Rokeach Values Survey. The results showed that the mean P-Score (a measure of post conventional level of moral development) of the sample was 32.16 and that the mean P-Score of the female students (37.14) was significantly higher than that of the male students (28.62) at the 5% level. The respondents ranked "Health" as their top terminal value, followed by "Family Security" and "Self Respect" and considered "Honest" to be their top-ranking instrumental value, followed by "Responsible" and "Ambitious". Females ranked the terminal values of self-respect higher than the males did. According to the Musser Orke value systems matrix (Musser and Orke, 1992), 33% of the respondents were "Effective Crusaders", 33% were categorized as "Virtuous Advocates", while 26% were "Independent Maximizers" and 9% fell into the "Honorable Egoist" group, indicating that the majority of current business students placed more importance on social than on personal goals. Compared to an earlier study by Giacomino, Brown and Akers (2011), the current students also placed greater emphasis on moral means to achieve their goals. No significant relationship was detected between the respondents' P-Scores and either the social terminal or moral instrumental score of their personal values. The small sizes of the samples, however, limit the generalizability of the results.

#### **Related Publications**

- Lan, G., Zhang, H., Cao, J., & Bai, M. (2019). Moral reasoning of Chinese accounting students and practitioners. *Asian Journal of Business Ethics*, 8 (2), 155-171, <http://doi.org/10.1007/s13520-019-00092-5>.
- Lan, G. (2019). Personal values and value priorities of undergraduate Business students. *Business and Professional Ethics Journal*, 38 (2), 147-175, <http://doi.org/10.5840/bpej201961879>.
- Al-Hayale, T., Lan, G., & Gowing, M. (2016). A Study of the Values of Jordanian Accounting and Finance Students. *International Journal of Accounting and Finance*, 5 (4), 291-306, <http://doi.org/10.1504/IJAF.2015.076164>.
- Lan, G., Gowing, M., & Al-Hayale, T. (2015). The Role of Intent on Accounting Students' Ethical Attitudes towards Earnings Management. *Journal of Academic Ethics*, 13 (4), 345-362, <http://doi.org/10.1007/s10805-015-9242-6>.
- Lan, G., Okechuku, C., Zhang, H., & Cao, J. (2013). Impact of Job Satisfaction and Personal Values on the Work Orientations of Chinese Accounting Practitioners. *Journal of Business Ethics*, 112 (4), 627-640, <http://doi.org/10.1007/s10551-012-1562-5>.

### Corporate Social Responsibility

Corporate social responsibility (CSR) is a self-regulating business model that helps a company be socially accountable - to itself, its stakeholders, and the public. By practicing corporate social responsibility, companies can be conscious of the kind of impact they are having on all aspects of society, including economic, social, and environmental.

CSR is a cross-disciplinary area of study, as evidenced by the Odette faculty members who have done research and published works in this area. The areas of Management, Management Science, Marketing, Strategy, and Finance are represented in the CSR-related publications listed below. Links to individual Odette faculty members' web pages are included below.

- **Dr. Kevin W. Li** (<https://www.uwindsor.ca/business/535/kevin-li-complete-cv>) has been a member of the Management Science Area since **2004**.
- **Dr. Zhenzhong Ma** (<https://www.uwindsor.ca/business/536/zhenzhong-ma-complete-cv>) has been a member of the Management Area since **2005**. Until recently, Dr. Ma served as the Program Director for the Odette Master of Management (MoM) program, and is currently serving as the Acting Associate Dean Academic.
- **Dr. Xiaolei Guo** (<https://www.uwindsor.ca/business/527/xiaolei-guo-complete-cv>) joined the Management Science Area in **2010**.
- **Dr. Kent Walker** (<https://www.uwindsor.ca/business/560/kent-walker-complete-cv>) joined the Strategy & Entrepreneurship faculty in **2010**. He currently serves as Program Director for the Odette MBA programs.
- **Dr. Hajar Fatemi** (<https://www.uwindsor.ca/business/521/fatemi-hajar-complete-cv>) joined the faculty in **2018** as a member of the Marketing Area.

### Published work in the Area of CSR

- **Ma, Z., & Bu, M.** (July 2020). A new research horizon for mass entrepreneurship policy and Chinese firms' CSR: Introduction to the Thematic Symposium. *Journal of Business Ethics*, <http://doi.org/10.1007/s10551-020-04549-7>. (**Dr. Ma served as the Guest Editor of Journal of Business Ethics on CSR in emerging markets**).
- **Fatemi, H., & Dube, L.** (2019). The benefits of corporate social responsibility (CSR) for consumer choice and behavior. *North American Advances in Consumer Research (Edited Proceedings of the Association for Consumer Research)*, Vol. 41, [Eds. Simona Botti and Aparna Labroo], <http://www.acrwebsite.org/volumes/1015728/volumes/v41/NA-4>.
- **Walker, K., Zhang, Z., & Ni, N.** (2018). The mirror effect: Corporate social responsibility, corporate social irresponsibility and firm performance in coordinated market economies and liberal market economies. *British Journal of Management*, 30 (1), 151-168, <http://doi.org/10.1111/1467-8551.12271>.
- **Guo, M., He, L., & Zhong, L.** (2018). Business groups and corporate social responsibility: Evidence from China. *Emerging Markets Review*, 37, 83-97, <http://doi.org/10.1016/j.ememar.2018.05.002>.
- **Wu, J., & Ma, Z.** (2016). Export intensity and MNE customers' environmental requirements: Effects on local Chinese suppliers' environment strategies. *Journal of Business Ethics*, 135(2), 327-339, <http://doi.org/10.1007/s10551-014-2459-2>.
- **Bian, J. W., Li, K. W., & Guo, X.** (2016). A strategic analysis of incorporating CSR into managerial incentive design. *Transportation Research Part E: Logistics and Transportation Review*, 86, 83-93, <http://doi.org/10.1016/j.tre.2015.11.012>.
- **Walker, K., Zhou, Z., & Yu, B.** (2016). The angel-halo effect: How increases in corporate social responsibility and irresponsibility relate to firm performance. *European Business Review*, 28 (6), 706-722, <http://doi.org/10.1108/EBR-11-2015-0139>.
- **Walker, K., & Dyck, B.** (2014). The primary importance of corporate social responsibility and ethicality in corporate reputation: An empirical study. *Business and Society Review*, 119 (1), 147-174, <http://doi.org/10.1111/basr.12028>.

## Awards & Recognition

- **Elsaid, E., Ursel, N. & Durante, A.** (June 2020). *Resource-based and glass cliff perspectives: Ethnic CEO tenure*. Administrative Sciences Association of Canada 2020 Virtual conference. **Best Paper Award**, HRM Division. **Adriano Durante** graduated from the Odette MBA program in 2016.
- **Bernstein, R. & Fredette, C.** (2019, November). *Penalties and privileges: An examination of influences on leader compensation*. Association for Research on Nonprofit Organizations and Voluntary Actions (ARNOVA) 48th annual conference, San Diego. **Best Paper Award**, Governance Section.
- **Bernstein, R. & Fredette, C.** (2019). *The impact of leadership diversity among nonprofit organizations*. Academy of Management 79th conference, Boston, **Finalist** of the **Divisional Best Paper Award**, Public and Nonprofit Organizations Division.
- **Song, Y. H.** (2019, August). *Attenuating the relationship between daily customer mistreatment and daily sleep quality: The role of leader-member exchange (LMX)*. Academy of Management 2019 conference (Boston). **Conference Best Paper Submission** with Practical Applications.
- **Zhang, M.** (2019/2020). **Best Reviewer Award**, Journal of Corporate Finance (Elsevier).

### Most Cited Articles

- Liu, Z., **K.W. Li**, B.-Y. Li, J. Huang, and J. Tang (2019). Impact of product-design strategies on the operations of a closed-loop supply chain. *Transportation Research, Part E: Logistics and Transportation Review*, 124: 75-91. **"25 Most-Cited"** - Emerald.
- Zheng, X.-X., Z. Liu, **K.W. Li**, J. Huang, J. Chen (2019). Cooperative game approaches to coordinating a three-echelon closed-loop supply chain with fairness concerns. *International Journal of Production Economics*, 212: 92-110. **"25 Most-Cited"** - Emerald, and Highly Cited Paper by Essential Science Indicators (Web of Science)
- Huang, Y., **Ma, Z.**, & Meng, Y. (2018). High performance work systems and employee engagement: Empirical evidence from China. *Asia Pacific Journal of Human Resources*, 56(3), 341-359. **"Top 20 Most-Read"** in 2017-2018, and **"Top 20 Most-Cited"** in 2018-2019 - Wiley.

## 2020 Odette Research Awards



### Dr. Yunbi An—Odette Award for Research Excellence (OARE)

The OARE is awarded to a tenured faculty member based on research accomplishments during the previous three calendar years (2017, 2018, 2019). A senior member of the OSB Finance area faculty, Professor An has published over a dozen journal papers in the 3-year period, including 5 in the RQA A-"Excellent" classification. Some of the most recent publications include:

- Jiang, C., Du, J., **An, Y.**, & Zhang, J. (2020). Factor tracking: A new smart beta strategy that outperforms naive diversification. *Economic Modelling*, <http://doi.org/10.1016/j.econmod.2020.03.023>.
- Zhang, J., He, L., & **An, Y.** (2019). Measuring banks' liquidity risk: An option-pricing approach. *Journal of Banking & Finance*, 111 (2), <http://doi.org/10.1016/j.jbankfin.2019.105703>.
- Liu, Q., Jiang, P., **An, Y.**, & Cheung, K. (2019). The effectiveness of incorporating higher moments in portfolio strategies: Evidence from the Chinese commodity futures markets. *Quantitative Finance*, 20 (4), 653-668, <http://doi.org/10.1080/14697688.2019.1687926>.



### Dr. Karen Robson—Odette New Researcher Award (ONRA)

The ONRA is awarded to a pre-tenured faculty member based on research accomplishments during the previous two calendar years (2018, 2019). A newer faculty member, Dr. Robson joined the Marketing area faculty at OSB in 2018 and has published dozens of cases and papers in peer-reviewed journals. Some of the most recent publications include:

- Beninger, S. & **Robson, K.** (2020). The disruptive potential of drones. *Marketing Letters*, 31, 315-319, <http://doi.org/10.1007/s11002-020-09542-8>. [October]
- Paschen, J., Wilson, M., & **Robson, K.** (2020). #BuyNothingDay: investigating consumer restraint using hybrid content analysis of Twitter data. *European Journal of Marketing*, 54 (2), 327-350, <http://doi.org/10.1108/EJM-01-2019-0063>.

The listings below include scholarly activity for the last year, and some previously unreported items. For earlier work please refer to previous editions of the Odette Research Review.

### Journal Publications

- Mitra, S., **Al-Hayale, T.**, & Hossain, M. (2019). Does late 10K filing impact companies' financial reporting strategy? Evidence from discretionary accruals and real transaction management. *Journal of Business Finance & Accounting*, 46, 569-607, <http://doi.org/10.1111/jbfa.12369>. [May]
- Jiang, C., Du, J., **An, Y.**, & Zhang, J. (2020). Factor tracking: A new smart beta strategy that outperforms naive diversification. *Economic Modelling*, <http://doi.org/10.1016/j.econmod.2020.03.023>. Online April 1, 2020.
- Yavari, S., Azad, A., **Baki, M. F.**, Alcelay, M., & Britt, J. (2020). Machine scheduling for multitask machining. *Journal of Optimization in Industrial Engineering*, 13 (2), 1-15, <http://doi.org/10.22094/JOIE.2020.189865.1660>.
- Soto, A. V., Azab, A., & **Baki, M. F.** (2019). Mathematical modeling and a hybridized bacterial foraging optimization algorithm for the flexible job-shop scheduling problem with sequencing flexibility. *Journal of Manufacturing Systems*, 54, 74-93, <http://doi.org/10.1016/j.jmsy.2019.11.010>. [December]
- Cheung, K.** (2019). International joint ventures performance: Assessment and determinants. *International Journal of Business and Economic Perspectives*.
- Riad, A., Hafez, E., **Elsaid, E.** & Taylor, N. (2019). The effect of employee engagement on organizational citizenship behaviour. *Business and Management Research*, 8 (3), 1-15, <http://doi.org/10.5430/bmr.v8n3p1>.
- Fatemi, H.** & Dube, L. (2019). The benefits of corporate social responsibility (CSR) for consumer choice and behavior. *Advances in Consumer Research (Edited Proceedings of the Association for Consumer Research)*, 41. [October] <https://www.acrwebsite.org/volumes/1015728/volumes/v41/NA-4>.
- Ganzin, M.**, Islam, G., & Suddaby, R. (2019). Spirituality and entrepreneurship: The role of magical thinking in future-oriented sensemaking. *Organization Studies*, 41 (1), 77-102, <http://doi.org/10.1177/0170840618819035>. Online March 28, 2019; Print Jan. 2020
- Zhang, Z., Li, K. W., **Guo, X.**, & Huang, J. (2020). A probability approach to multiple criteria ABC analysis with misclassification tolerance. *International Journal of Production Economics*, 229, <http://doi.org/10.1016/j.ijpe.2020.107858>. [July]
- Hutchinson, N., **Kerr, G.**, & **Richardson, A. J.** (2019). The Global Reporting Initiative (GRI): Seeking growth with integrity. *Journal of Case Studies*, 37 (3), 15.
- Zhou, J., **Li, K. W.**, Balezenetis, T., & Streimikiene, D. (2020). Pythagorean fuzzy combinative distance-based assessment with pure linguistic information and its application to financial strategies of multi-national companies. *Economic Research-Ekonomska Istrazivanja*, 33 (1), 974-998, <http://doi.org/10.1080/1331677X.2020.1736117>.
- Tang, J., Li, B., **Li, K. W.**, Liu, Z., & Huang, J. (2019). Pricing and warranty decisions in a two-period closed-loop supply chain. *International Journal of Production Research*, 58 (6), 1688-1704, <http://doi.org/10.1080/00207543.2019.1683246>. [November]
- Zhao, Z., Chen, H., & **Li, K. W.** (2019). Management of interpersonal conflict in negotiation with Chinese: A perceived face threat perspective. *Group Decision and Negotiation*, 29 (1), 75-102, <http://doi.org/10.1007/s10726-019-09645-2>. [November]
- Rahim, A., **Ma, Z.**, Quah, C., Jasimuddin, M. S., Shaw, L. & Ozyilmaz, A. Intelligent entrepreneurship and firm performance: A cross-cultural investigation. *International Journal of Entrepreneurship*, 17 (4), 475-493, <http://doi.org/10.1007/s10843-019-00252-5>.
- Shang, Q., **Ma, Z.**, & Wang, X. (2020). In search of the best interest rate for group lending: Toward a win-win solution for SMEs and commercial banks in China. *The Chinese Economy*, 53 (3), 285-299, <http://doi.org/10.1080/10971475.2020.1722359>. [February]
- Shang, Y., Yu, H., & **Ma, Z.** (2020). Venture investor's monitoring and product innovation performance in serial crowdfunding projects: An empirical test. *The Chinese Economy*, 53 (3), 300-314, <http://doi.org/10.1080/10971475.2020.1721045>. [February]
- Ma, Z.** & Bu, M. (2020). A new research horizon for mass entrepreneurship policy and Chinese firms' CSR: Introduction to the Thematic Symposium. *Journal of Business Ethics*, <http://doi.org/10.1007/s10551-020-04549-7>. [July]
- Yin, J., Jia, M., **Ma, Z.**, & Liao, G. (2019). Team leader's conflict management styles and innovation performance in entrepreneurial teams. *International Journal of Conflict Management*, 37 (3), 373-392.
- Ma, Z.**, Zhu, J., Meng, Y., & Teng, Y. (2019). The impact of overseas human capital and social ties on Chinese returnee entrepreneurs' venture performance. *International Journal of Entrepreneurial Behaviour & Research*, 25 (1), 67-83, <http://doi.org/10.1108/IJEBR-07-2017-0246>. [January]
- Ong, A.**, & Hussey, R. (2020). Study habits and examination performance. *Journal of Business and Social Science Review*, 1 (6), 21-29. [June]
- Ong, A.**, Forgeron, N., Hussey, R., & **Savoni, P.** (in press, 2020). Dendograms to discussions: An experimental research study. *Journal of Management Research*. [September]



### Journal Publications—continued

**Ong, A.** & Hussey, R. (2019). A conceptual framework for accounting education research. *Journal of Education & Social Policy*, 7 (2), <http://doi.org/10.30845/jesp.v7n2p4>. [November]

Beninger, S., & **Robson, K.** (2020). The disruptive potential of drones. *Marketing Letters*, 31, 315-319, <http://doi.org/10.1007/s11002-020-09542-8>. [October]

**Robson, K.**, de Beer, J., & McCarthy, I. Open branding: Managing the unauthorized use of brand-related intellectual property. *Business Horizons*, 63 (5), 773-785, <http://doi.org/10.1016/j.bushor.2020.07.001>.

Paschen, J., Wilson, M., & **Robson, K.** (2019). #BuyNothingDay: investigating consumer restraint using hybrid content analysis of Twitter data. *European Journal of Marketing*, 54 (2), 327-350, <http://doi.org/10.1108/EJM-01-2019-0063>. [November]

**Robson, K.** & Beninger, S. (2020). Confronting the challenges women face as customers and marketers (Guest Editorial). *Business Horizons*, 63 (5), 595-596, <http://doi.org/10.1016/j.bushor.2020.04.006>. [October]

Plangger, K., Campbell, C., **Robson, K.**, & Montecchi, M. (2019). Little rewards, big changes: Using exercise analytics to motivate sustainable changes in physical activity. *Information & Management*, <http://doi.org/10.1016/j.im.2019.103216>. [November]

de Azevedo, M. C., **Schlosser, F.**, & McPhee, D. (2020). Building organizational innovation through HRM, employee voice and engagement. *Personnel Review*, <http://doi.org/10.1108/PR-12-2019-0687>. [August]

Roy, N., **Schlosser, F.** & Pasek, Z. (2019). Stimulating entrepreneurial interest in engineers through an experiential and multidisciplinary course collaboration. *Entrepreneurship Education and Pedagogy*, 3 (1), 14-40, <http://doi.org/10.1177/2515127419856602>. [July]

Ashtab, S., Caron, R. J., & **Selvarajah, E.** (2019). Increased flexibility in multi echelon multi capacitated supply chain network design. *International Journal of Operational Research*, 36 (3), 399-412, <http://doi.org/10.1504/IJOR.2019.103125>.

**Song, Y. H.**, Skarlicki, D. P., Shao, R., & Park, J. (2020). Reducing customer-directed deviant behavior: The roles of psychological detachment and supervisory unfairness. *Journal of Management*, <http://doi.org/10.1177/0149206320925877>. [May]

Liu, G. & **Sun, J.** (2020). Independent directors' legal expertise, bank risk-taking and performance. *Journal of Contemporary Accounting and Economics*, <http://doi.org/10.1016/j.jcae.2020.100240>. [November]

Dyck, B., **Walker, K.**, & Caza, A. (2019). Antecedents of sustainable organizing: A look at the relationship between organizational culture and the triple bottom line. *Journal of Cleaner Production*, 231 (2019), 1235-1247, <http://doi.org/10.1016/j.jclepro.2019.05.287>. [May]

Johan, S. & **Zhang, M.** (2020). Information asymmetries in private equity: Reporting frequency, endowments, and governance. *Journal of Business Ethics*, <http://doi.org/10.1007/s10551-020-04558-6>. [June]

**Zhang, M.**, Zhan, F., Johan, S., & Cumming, D. (2019). Law, culture and finance. *International Journal of Managerial Finance*, 15 (3), 274-284, <http://doi.org/10.1108/IJMF-06-2019-327>. [June]

Ding, X. & **Zhong, L.** (2020). Challenges and opportunities in China's financial markets. *The Chinese Economy*, 53 (3), 217-220, <http://doi.org/10.1080/10971475.2020.120956>. [Feb]

Chourou, L., He, L., & **Zhong, L.** (2020). Does religiosity enhance the quality of management earnings forecasts? *Journal of Business Finance & Accounting*, 47 (7-8), 910-948, <http://doi.org/10.1111/jbfa.12446>. [February]

### Books/Chapters

Salimpour, S., Viaux, S. C., Azab, A., & **Baki, M. F.** (In Press, 2020). A Hybridized Math Heuristic Metaheuristic Approach for the Unequal-Area Facility Layout Problem. In Mellal, M.A. (Ed.), *Manufacturing Systems: Recent Progress and Future Directions*. Nova Science Publishers.

**Bussiere, D.** (2020). *Marketing Insights: For the Door & Access Industry*. Amazon, ISBN: 9798654975737.

**Fredette, C.** (2020). Planning for Succession in the Interest of Leadership Diversity: An avenue for enhancing organizational diversity. In Phillips, Susan & Wyatt, Bob (Eds.), *Inclusion and Equity Intersections and Innovations: Change for Canada's Voluntary and Nonprofit Sector*. The Muttart Foundation.

**Jones, D.**, Rich, J. S., Jones, J. P., Mowen, M. M., Hansen, D. R., & Tassone, R. (2019). *Cornerstones of Financial Accounting* (3rd ed.). Canada: Nelson Publishing. ISBN: 978-0-17-689859-5. [www.nelson.com](http://www.nelson.com)

Hussey, R., & **Ong, A.** (2020). *A Non-Technical Guide to International Accounting Standards*. 222 East 46th Street, New York, New York: Business Expert Press, ISBN: 978-1946646866.

**Pathak, J.** (2020). *Mad Money: A Real Story of Fraud & Money Laundering in an Indian State*. Auerbach Publishing (Taylor & Francis Group), ISBN: 0-8493-2959-0.

McPhee, D. M., & **Schlosser, F.** (2020). The Paradox of Attracting Key Talent in the Canadian Cannabis Industry: Turning Over a New Leaf. In Swailes, S. (Ed.), *Managing Talent: A Critical Appreciation* (pp. 145-162). Emerald, ISBN: 978-1-83909-094-3.

Libby, R., Libby, P., Short, D. G., Kanaan, G., & **Sterling, M.** (2020). *Financial Accounting - 7th Canadian Ed.* McGraw Hill Ryerson. Published March 5, 2020. ISBN: 978-1-26006-595-4.

### Cases

**Fredette, C.** & Pupilin, D. (2020). *RW Citrus & Juice: Interim General Manager*. Ivey Case Publishing Product # 9B2oDoo3.

Beninger, S., & **Robson, K.** (2020). *Gillette Takes a Stand: Toxic masculinity and #TheBestMenCanBe*. Ivey Case Publishing Product # 9B2oAoo1.

**Robson, K.**, & Mills, A. (2020). *MM.LaFleur: Segmentation and Targeting*. Ivey Case Publishing Product # 9B2oAoo2.

**Robson, K.**, & Heilgenberg, K. (2019). *Game of Thrones: Tourism in Dubrovnik, Croatia*. Ivey Case Publishing Product # 9B19Aoi3.

**Voyer, P.**, **Kerr, G.**, & Girard, S. (2019). *Tetra Bio-Pharma: Brand Building in the Cannabinoid Pharmaceutical Market*. Ivey Case Publishing Product # 9B2oAoo3.

**Walker, K.**, Stetcher, I., **Schlosser, F.**, & O'Neil-Renaud, M. (2019). *Aparigraha Yoga: Balancing the Tensions of Sustainable Entrepreneurship*. Ivey Case Publishing Product # 9B18Moo8.

### Research Reports

**Sinha, R.** (2019). *On Track to Success Program*, submitted to United Way of Windsor -Essex/University of Windsor.

### Proceedings/Presentations

**Aleks, R.**, Saksida, T., & Maffie, M. (2020, June). *The role of collective bargaining in the digitized workplace*. Labour and Employee Relations Association Regional Congress for the Americas, 10th, Virtual.

**Aleks, R.** & Saksida, T. (2019, August). *Hero or villain? A time-lag study of how millennials' attitudes towards unions compare to those of previous generations*. Academy of Management annual conference, Boston.

**Aleks, R.** & Maffie, M. (2019, June). *Union's response to MeToo*. Labor and Employment Relations Association 71st Annual meeting, Cleveland, Ohio.

Baki, F., **Baki, M. F.**, & Azab, A. (2020, August). *Sustainable performance indicators in process planning for combined additive and subtractive manufacturing technologies in remanufacturing context*. Industrial Engineering and Operations Management (IEOM) 5th North American International conference, Virtual.

Tumpa, T. J., **Baki, M. F.**, & Azab, A. (2020, August). *Robust appointment scheduling for random service time using min-max optimization*. Industrial Engineering and Operations Management (IEOM) 5th North American International conference, Virtual.

Yzeiri, A. & **Baki, M. F.** (2019). *Composite index creation using AHP and DEA: Efficiency optimization for industries*. North American Industrial Engineering and Operations Management (IEOM), Fourth annual conference, Toronto.

**Bhandari, G.** (2019, June). *Towards a decision theoretic framework for entropy-based online sentiment analysis system*. International Conference on Intelligent Decision-making and Big Data Application (IDBDA 2019), Beijing.

**Bussiere, D.** (2020). *Understanding the value of time: A travel time analysis*. International Marketing Trends Conference, Paris, France.

**Dickinson, J.** (2020). *MTABS analysis of Chi-square cross-tabulations at ABSEL*. Developments in Business Simulation and Experiential Learning, 47, 31-35.

**Dickinson, J.** (2019, November). *When a variable is not perfectly correlated with itself: Time to retire Kendall's Tau Rank Correlation*. Decision Sciences Institute Annual conference (New Orleans) proceedings, 475-480.

**Dickinson, J.** (2019). *An obvious basis for MTABS analysis of 2x2 cross-tabulations that doesn't work*. Decision Sciences Institute Annual conference proceedings, 1457-1462. <https://decisionsciences.org/wp-content/uploads/2020/05/DSI-2019-Proceedings.pdf>.

**Dickinson, J.** (2019, September). *A theoretical explanation for why scores on multiple-choice exams may not be affected by the number of questions*. In Samli, Jochradel and Sullivan (Eds.) Marketing Management Association Fall Educators' conference (Santa Fe, NM) proceedings, 34-35.

**Elsaid, E.**, **Ursel, N.** & **Durante, A.** (June 2020). *Resource-based and glass cliff perspectives: Ethnic CEO tenure*. Administrative Sciences Association of Canada 2020 Virtual conference. **Best Paper Award**, Management Division. **Adriano Durante** graduated from the Odette MBA program in 2016.

**Elsaid, E.**, **Ursel, N.** & **Durante, A.** (2019, May). *Ethnic minority CEO tenure: Resource-based, glass cliff and bold move perspectives*. Administrative Sciences Association of Canada (ASAC) annual conference, St. Catherines.

**Fatemi, H.** & Dube, L. (2019, October). *The benefits of corporate social responsibility (CSR) on consumer choice and behavior for individuals, business and society*. Association for Consumer Research annual conference, Atlanta.

**Fredette, C.** & Bernstein, R. (2020). *Chief executive compensation: Implications of board governance activities*. Association for Research on Nonprofit Organizations and Voluntary Actions (ARNOVA) 49th annual conference, Indianapolis.

Bernstein, R. & **Fredette, C.** (2020, June). *Influences on nonprofit chief executive compensation: An examination of penalties and privileges*. Association for Nonprofit and Social Economy Research (ANSER), Virtual.

Bernstein, R. & **Fredette, C.** (2019, November). *Penalties and privileges: An examination of influences on leader compensation*. Association for Research on Nonprofit Organizations and Voluntary Actions (ARNOVA) 48th annual conference, San Diego.



### Proceedings/Presentations

- Zhang, Z., Li, K. W., Liu, Z., & Huang, J. (August 2019). *Pricing decisions in a socially responsible supply chain under carbon cap-and-trade regulation*. In Dmitry Ivanov, Alexandre Dolgui, Farouk Yalaoui (Ed.) International Federation of Automatic Control (IFAC) Conference on Manufacturing Modelling, Management and Control MIM, Berlin. IFAC-PapersOnLine, 52 (13), 331-336, <http://doi.org/10.1016/j.ifacol.2019.11.130>.
- Liu, S. & Ma, Z. (2020, June). *Authentic leadership, person-organizational fit, and workplace safety for high-speed train drivers: The moderating role of collectivistic orientation*. Administrative Sciences Association of Canada (ASAC) 2020 Virtual conference.
- Shang, Q. & Ma, Z. (2020, June). *Measure the solvency of insurance companies for catastrophic risk in China*. Administrative Sciences Association of Canada (ASAC) 2020 Virtual conference.
- Zhang, Q. & Ma, Z. (2020, June). *Future work self and employee creativity: The mediating role of informal field-based learning*. Administrative Sciences Association of Canada (ASAC) 2020 Virtual conference.
- Yao, Y. & Ma, Z. (2019, August). *Toward a nomological framework of congruence: Time to break new ground?* Academy of Management 2019 conference, Boston.
- Ma, Z., Xiao, L., & Yang, Z. (2019, June). *Social interactions and export performance: The mediating role of interfirm guanxi and relational governance for Chinese exporters*. International Conference on Cross-cultural Relationship Management, Sichuan University, Sichuan, China.
- Ma, Z., Wang, L., & Cheung, K. (2019, June). *The paradox of social capital in China*. International Conference on Intelligent Decision-making and Big Data Applications, Beijing Information Sciences and Technology University, Beijing.
- Mahajan, A. & Bisht, N. (2019). *Core self-evaluation and group stressors: A trait activation perspective on employee performance*. Academy of Management Annual conference, Boston.
- Maheshwari, B. & Gjini, B. (2019, May). *Can early adoption and extensive use of Project Management methodologies in Startups influence their success?* Administrative Sciences Association of Canada (ASAC) annual conference, St. Catherines.
- Mannina, S. (June 2020). *Impact of electronic medical record (EMR) risk perceptions on EMR ownership model preference*. Administrative Sciences Association of Canada (ASAC) 2020 Virtual conference. Sophia Mannina is a senior Undergraduate student at the Odette School of Business. The basis of this paper was a thesis project co-supervised by Odette Faculty members B. Furneaux and G. Bhandari.
- Mohebshahedin, M. (2020, October). *Capital structure of closed-end funds: A shadow cost of regulatory leverage*. Financial Management Association 2020 Virtual Congress.
- Mohebshahedin, M. (2020, March). *Capital structure of closed-end funds: A shadow cost of regulatory leverage*. Eastern Finance Association annual conference, Chicago.
- Ong, A. (2019). *Factors affecting students' performance in first-year accounting*. International Conference on Accounting, Athens.
- Pathak, J. (2019, April). *Fraud & money laundering: Research directions*. International Conference in Modern Management, Bhagwant University, Ajmer, India.
- Plangger, K., Campbell, C., Robson, K., Hao, J., & Montecchi, M. (2020). *Understanding the points collection and redemption behaviors in a gamified fitness program*. Enlightened Marketing in Challenging Times, Proceedings of the 2019 Academy of Marketing Science World Congress, Edinburgh, 595-596.
- Wilson, M., Heilgenberg, K., Paschen, J., & Robson, K. (2019, July). *Overcoming challenges in marketing theory education*. Academy of Marketing Science World Marketing Congress, Edinburgh, UK.
- Kietzmann, J., Mills, A., Paschen, U., Robson, K. & McCarthy, I. (2019, May). *How can firms learn from consumer innovators? Potential absorptive capacity of consumer innovations*. Academy of Marketing Science Annual Conference, Vancouver.
- Wilson, M., Oblio, O. & Robson, K. (2019, May). *Perceptions of power in the digital era: An investigation of idea crowdsourcing vs crowdvoting*. Academy of Marketing Science Annual Conference, Vancouver.
- Robson, K., Maffie, M., & Saksida, T. (2020, June). *The role of collective bargaining in the digitized workplace*. International Labour and Employee Relations Association (ILERA) Regional Congress for the Americas, Virtual.
- Samnani, A., Stone, T. H., Jawahar, I. M., & Cooper-Thomas, H. (2019, May). *Exploring the performance-abusive supervision relationship: Contextual factors that increase performance*. Administrative Sciences Association of Canada (ASAC) annual conference, St. Catherines.
- Savoni, P. C., Lan, G. & Cuzzocrea, J. (2019, May). *The influence of tax evasion attitudes on tax compliance behaviour*. Administrative Sciences Association of Canada (ASAC) annual conference, St. Catherines. Melissa Cuzzocrea has taught in the MBA-MP program as a Sessional faculty member.
- Schlosser, F. & McPhee, D. (2019, May). *Institutional support and practices encouraging the development of entrepreneurial commitment in succession matching between immigrants and business owners*. II Incubator Commitment Meeting, Sao Paolo.
- Schlosser, F., Tawfik, M., Urbanic, J., Chan, T., & Bawa, K. (2019, May). *Developing an entrepreneurial university: The Multi-disciplinary Nimble Project*. Administrative Sciences Association of Canada (ASAC) conference, St. Catherines.

McPhee, D., Carvalho de Azevedo, M., & Schlosser, F. (2019, April). *Building an innovative workforce through engagement: The role of strategic HRM*. EIASM 34th Workshop on Strategic Resource Management, Vienna, Austria.

Schlosser, F., Tawfik, M., & Urbanic, J. (2020). *Developing resilience through IP literacy and multidisciplinary management education: Nimble Project*. Academy of Management Proceedings, 2020 (1).

Sinha, R., Fujita, N., & Teplovs, C. (2020, June). *Open textbooks as a catalyst for education innovation in online and digital learning*. Online Learning Consortium (OLC) Innovate 2020 virtual conference.

Song, Y. H. & Frangi, L. (2020, June). *The moderating role of job insecurity and power distance in the relationship between supervisory justice and customer-directed sabotage*. International Labour and Employment Relations Association (ILERA) Regional Congress for the Americas, Virtual.

Long, H., Shao, R., Song, Y. H. & Park, J. (2020, August). *An examination of the antecedents and consequences of customer mistreatment*. Academy of Management annual conference, Virtual.

He, L. H., Shao, R., Song, Y. H. & Park, J. (2019, May). *Service employees' reactions to customer mistreatment: The resource and conflict management perspectives*. Administrative Sciences Association of Canada (ASAC) annual conference, St. Catherines.

Laplume, A., Walker, K., Zhang, Z., & Yu, X. (2019, June). *Stakeholder theory and barriers to entry*. European Academy of Management EURAM 2019, Lisbon, Portugal.

Laplume, A., Yu, X., Walker, K. & Zhang, Z. (2019, May). *Stakeholder management performance deviance and financial returns: Evidence of an inverted U-shaped relationship*. Administrative Sciences Association of Canada (ASAC) annual conference, St. Catherines.

Xu, H. & Zhao, L. (2020, August). *Contested ideological imprinting: Communist state, family reading, and private entrepreneurship in post-Mao China*. Academy of Management 2020 Virtual conference.

Zhang, M. (2020, July). *Information asymmetries in private equity: Reporting frequency, endowments, and governance*. Academy of International Business (AIB) 2020 Annual meeting (virtual).

### Invited Presentations

Bhandari, G. (2020). *Future of university education after COVID-19*. Forum of Canadian Professors of Nepalese Origin, Virtual.

Pathak, J. (2019, April). *Publishing research in top journals*. Indian Institute of Health Management & Research, Jaipur, India.

Reavley, M. (January 2020). *Leading through Science and Community*. Windsor Health Institute.

Reavley, M.; Siddall, M., Van Niejenhuis, L. & Dunlop, A. (December 2019). *Grassroots Leadership*. Women's Enterprise Skills Training (WEST of Windsor).

Schlosser, F., Lam, D., & Veres, J. (2019, June). *How can post-secondary institutions nurture a resilient international student population?* Canadian Bureau for International Education (CBIE) Ontario Regional Meeting, University of Windsor.

Carvalho de Azevedo, M., Schlosser, F., & McPhee, D. (2019, June). *Developing employees' innovative capacity and voice: The Thinkathon Experiment*. The University Forum for Human Resource Development, Nottingham, U.K.

### Grants

Aleks, R. (2020-2022). *An imperfect union: Sexual harassment and organized labour*. SSHRC Insight Development Grant. Awarded: \$61,218.

An, Y. (2020). *The downside of strengthened minority voting power: An innovation perspective*. Odette School of Business Research and Innovation Fund (RIF) grant. Awarded: \$4,500.

Brykman, K. (2020). *Employee mental health and voice*. Odette School of Business Research and Innovation Fund (RIF) grant. Awarded: \$4,500.

Brykman, K. & Schlosser, F. (2020). *Organizational resilience and employee engagement in response to COVID-19*. WE-Spark/University of Windsor grant. Awarded: \$6,000.

Barot, P. & Brykman, K. (2020). *Employee mental health and voice*. Mitacs Research Training Award, \$6,000

Kenworthy, T. (2020). *The effect of antisocial behavior on self-employment outcomes*. Odette School of Business Research Innovation Fund (RIF) grant. Awarded: \$4,000.

Lee, J.H. (2020). *Measuring organizational stack*. Odette School of Business Research Innovation Fund (RIF) grant. Awarded: \$6,000.

Ma, Z. (2020). *Doing well by doing good: Develop business ethics intelligence in cross-cultural interactions*. Odette School of Business Research Innovation Fund (RIF) grant. Awarded: \$3,500.

Ma, Z., & Yang, F. (2020). *SOE information disclosure*. MITACS Research Training Award, \$6,000

Mohebshahedin, M. (2020). *Capital structure of closed-end funds: A shadow cost of regulatory leverage*. Odette School of Business Research Innovation Fund (RIF) grant. Awarded: \$3,500.

Ong, A. (2020). *SSHRC Travel Exchange Grant*. Awarded: \$1,000.

Schlosser, F. (2020). *Post-doctoral researcher for Building Migrant Resilience in Cities (BMRC) partnership: Windsor City Net-work Coordinator*. Odette School of Business Research Innovation Fund (RIF) grant. Awarded: \$6,000.

Song, Y.H. (2020). *How can the use of artificial intelligence affect call center representatives' workplace stress and performance?* Odette School of Business Research Innovation Fund (RIF) grant. Awarded: \$6,000.

Zhang, M. (2020). *Information asymmetries in private equity*. Odette School of Business Research Innovation Fund (RIF) grant. Awarded: \$3,500.



# Odette School of Business

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## Odette Research Review

Leadership, Innovation and Social Responsibility

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