



2024

Business PHD Research Conference

November 22, 2024



Conference Program

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2024 Committee Members:

Julian Faid

Bo Han

Nancy Wang

Bijit Ghosh

Bowen Lin

Master Schedule

2024 Business Ph.D. Research Conference November 22, 2024 Business Building Room 5-04

TIME	EVENT
8:30-8:45 am	Welcome and Opening Remarks
8:45-9:20 am	Poster Session 1
9:20-9:25 am	BREAK
9:25-9:55 am	Presentation 1 – Natalie Bolen, Marketing
9:55-10:05 am	BREAK
10:05-10:45 am	3MT Presentations Session 1
10:45-10:55am	BREAK
10:55-11:25 am	Presentation 2 – Arash Asgari, OIS
11:25 am-12:00 pm	Poster Session 2
12:00-12:10 pm	Pick up lunch in Lobby
12:10-1:10 pm	Lunch Panel – Navigating the Academic Job Market
1:20-1:55 pm	Poster Session 3
1:55-2:15 pm	Celebration of PhD Accomplishments
2:15-2:45 pm	Presentation 3 – Jennifer Sloan, SMO
2:45-2:50 pm	BREAK
2:50-3:30 pm	3MT Presentations Session 2
3:30-3:40 pm	BREAK
3:40-4:10 pm	Presentation 4 – Ailin Chen, Finance
4:10-4:15 pm	Closing Remarks

Detailed Schedule

Welcome and Opening Remarks **8:30-8:45 am**
 Bijit Ghosh (Conference Chair)
 Sarah Moore (Associate Dean PhD and Research)

Poster Session 1 (Alphabetical Order by surname) **8:45-9:20 am**

- | | |
|---|---------|
| 1. Logan Crace (SMO) | Page 11 |
| <i>Narrating Negative Emissions Technologies: Multivocality as a Tool for Tackling Grand Challenges</i> | |
| 2. Ardalan Eyni (Marketing) | Page 11 |
| <i>Variety and The Illusion of Diversity</i> | |
| 3. Ke Feng (Accounting) | Page 12 |
| <i>Disclosure Volume</i> | |
| 4. Bo Han (OIS) | Page 12 |
| <i>Multilayer transportation networks for public urban transit and future planning</i> | |
| 5. Golnoush Omidali (Finance) | Page 13 |
| <i>Uncovering Persistent Alpha in Currency Returns: A Principal Component Approach</i> | |
| 6. Yunjung Pak (SMO) | Page 13 |
| <i>Configurational Approaches to Blockchain Governance: Exploring the Intersection of Structural, Processual, and Cultural Mechanisms in Smart Contract Platforms</i> | |
| 7. Erfan Rafieikia (OIS) | Page 14 |
| <i>Strategic Dual Pricing for Delivery Services: Broadening Reach in Discounted Food Platforms</i> | |
| 8. Alireza Tariverdi (Accounting) | Page 14 |
| <i>Fair Value Disclosures and Investors' Risk Perception</i> | |
| 9. Linfeng Tian (Finance) | Page 15 |
| <i>Patent litigation risk and corporate innovation strategy</i> | |

BREAK

Presentation 1 **9:25-9:55 am**

Natalie Bolen (Marketing) Page 9
Go-To or Not to Go-To? The role of habitual companions in companion selection for events

BREAK

3MT Presentation Session 1 **10:05-10:45 am**

Cindy Grappe (Marketing) Page 23

When Morals Clash: How Morally Incongruent Purchases for Others Impact Consumers and their Choices

Yasser Zeinali (OIS) Page 23

An exploration of the impact of clustering on time series forecasting for management science applications

Shuhan Yang (Marketing) Page 24

Categorical Self-Identification Increases Polarization but also Partisan Engagement

Julian Faid (SMO) Page 24

Commodifying Masculinity: How Digital Entrepreneurs Convert Identity into Audience

Arjang Nikbakht (Marketing) Page 25

Equilibrium Refinement for Asymmetrical Stackelberg Leadership Duopolies

Natalie Eng (SMO) Page 25

Building a Car While Driving It: How Nascent Orchestrators Construct Organizational Identities During Ecosystem Development

Amirreza Faghihinia (Marketing) Page 26

How Business Characteristics Affect Senders' Likelihood of Posting

Samira Jafari (SMO) Page 26

Women Entrepreneurs in Conservative versus Non-conservative Cultures: Coping Strategies and Outcomes

BREAK

Presentation 2 **10:55-11:25 am**

Arash Asgari (OIS) Page 9

Asymptotic analysis of queueing systems with impatient customers and stochastic agent unavailability

BREAK

Poster Session 2 (Alphabetical Order by surname) **11:25-12:00 pm**

1. Chunzhen Huang (OIS) Page 15

Reinforcement learning on Public Vehicle Routing Problem

2. Leixing Jiang (Accounting) Page 15

Patent Awareness Costs and Corporate Innovation

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|---|---------|
| 3. Usama Malik (Finance)
<i>Uncertain Skewness</i> | Page 16 |
| 4. Soroush Sadeghi (OIS)
<i>Racing the Clock: The Ripple Effects of Ambulance Redeployment</i> | Page 16 |
| 5. Kieran Taylor-Neu (Accounting)
<i>Credentials and Composition: Long-Term Career Prospects for CPA's</i> | Page 17 |
| 6. Qingning (Nancy) Wang (Accounting)
<i>CoCo Bond issuance and risk-shifting</i> | Page 17 |
| 7. Maryam Zakeri Hosseinabadi (OIS)
<i>Adaptive Behavior of Paramedics: Impact of Paramedic Crew Workload on Scene Time Duration and Probability of Patient Transport</i> | Page 17 |
| 9. Sihan Zhang (Finance)
<i>Limited Attention Among Investors on StockTwits</i> | Page 18 |

LUNCH

Lunch Pickup in Lobby **12:00-12:10 pm**

Lunch Panel **12:10-1:10 pm**

Topic: Navigating the Academic Job Market

Moderator: Julian Faid

Panelists: Katie Lafreniere (Marketing), Robin Lee (Finance) Mohamad Soltani (OIS/ABA), Bryan Spencer (SEM), Yaping Zheng (Accounting)

BREAK

Poster Session 3 (Alphabetical Order by surname) **1:20-1:55 pm**

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|--|---------|
| 1. Qi An (Accounting)
<i>Leave Russia or Not? Managerial Learning in the Russia-Ukraine War</i> | Page 18 |
| 2. Mehri E Baloochi (SMO)
<i>Integrating Historical Methods in Organization Studies: A Systematic Framework for Theory-Building from Historical Data</i> | Page 19 |
| 3. Mehrnaz Behrooz (OIS)
<i>Optimal Retirement Timing: A Data-Driven Decision-Making Model for Retirement Planning</i> | Page 19 |

4. Teddy Carter (SMO) <i>Principle of Self-Location in Indigenous Research: Advancing Researcher Reflexivity in Business Scholarship</i>	Page 20
5. Masoum Talebi (OIS) <i>Brownian Motion Approximation for Optimal Dynamic Standing Order Policy in EDs</i>	Page 20
6. Wenqi Wan (Finance) <i>Does regular dividends reduction contribute to address UK's pension deficit?</i>	Page 21
7. Huijun (Janice) Yan (Finance) <i>Estimation of the Impact of Steel Plant Upgrades on Nearby Housing Prices</i>	Page 21
8. Xin Yang (Accounting) <i>Litigation risk and consumer behavior</i>	Page 22
9. Wenqiang (Jack) Yin (SMO) <i>Are family firms skilled in managing ESG symbolic information disclosure?</i>	Page 22

CELEBRATION of PhD Accomplishments **1:55-2:15 pm**

Presentation 3 **2:15-2:45 pm**

Jen Sloan (SMO) <i>The axiology of artificial intelligence: understanding values inscription in AI systems</i>	Page 10
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BREAK

3MT Presentation Session 2 **2:50-3:30 pm**

Roghi Teimourfamian (Marketing) <i>The Echo of Silence: How Consumers Construe the Absence of Brand Word of Mouth</i>	Page 27
Feyzan Karabulut (Marketing) <i>Positive Vibes Only: How Platform Type Influences Word-of-Mouth</i>	Page 27
Omima El Kailani (SMO) <i>Strength from Struggle: Women's Entrepreneurship in a Violent Conflict Zone</i>	Page 28
Lance Gregory (Marketing) <i>How Expressions of Gratitude Impact Receivers' Satisfaction in Perceived Zero-Sum Situations</i>	Page 28



Shuo Yuan (SMO)

The Rise of Chief Wellbeing Officer: Reconstructing Happiness and a New Institutionalized Wellbeing Practice in Organizations

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Bijit Ghosh (Marketing)

When Loyal Customers Pay More than New Ones: Mitigating negative reactions to acquisition promotions

Page 29

Yufei Ren (SMO)

A Primitive Version of What's Coming: Generating Projection Towards Future

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BREAK

Presentation 4

3:40-4:10 pm

Ailin Chen (Finance)

Discussant Arkadiy Lenchak

Page 10

Sustainability-linked bonds: Beyond Green

Closing Remarks

4:10-4:15 pm

Vikas Mehrotra (Dean)

Sarah Moore (Associate Dean PhD and Research)

Bijit Ghosh (Conference Chair)

15-Minute Presentation Abstracts

Go-To or Not to Go-To? The role of habitual companions in companion selection for events

Natalie A. Bolen, Jennifer J. Argo (Marketing)

9:25–9:55 am

The choice of companions for events and experiences significantly influences well-being, social connectedness, and the value of our leisure time. This research examines the concept of the "habitual companion"—an individual consistently, repeatedly, and automatically selected by consumers for activities—and presents evidence for its presence in consumer behavior. We explore specific conditions affecting this preference in companions. In particular, we focus on the nature of the activities, whether they are single or recurring events, and whether they serve functional or relational purposes. Our findings highlight how these factors either reinforce or redirect habitual companion preferences, showing that companion selection is impacted by the prevailing presence of habitual companions and the potential downstream consequences for the experience of an event.

Asymptotic analysis of queueing systems with impatient customers and stochastic agent unavailability

Arash Asgari (OIS)

10:55-11:25 am

Most queueing models for call centres assume known and controllable agent availability, but real-world availability varies stochastically due to factors like post-call tasks and breaks. We develop a phase-type queueing model with impatient customers and stochastic agent availability. We then proceed with an asymptotic analysis of this model in the Halfin-Whitt heavy-traffic. Guided by the asymptotic behavior, we first derive the heavy-traffic limits characterizing a multidimensional piecewise Ornstein-Uhlenbeck process. However, deriving approximations from this complex process encounters significant challenges, due to boundary issues. To overcome this, we transform the process into a tractable one-dimensional form. Solving the one-dimensional process enables us to derive high-quality approximations for various steady-state performance metrics, including delay probability, abandonment probability, and expected wait time. We validate these approximations against matrix-analytic methods, showing their accuracy. Our findings hold significant implications for managers, providing actionable insights into setting staffing levels to meet desired service standards.

The axiology of artificial intelligence: understanding values inscription in AI systems

Jen Sloan (SMO)

2:15-2:45 pm

As artificial intelligence (AI) permeates organizational life, understanding how these technologies become inscribed with values is crucial. Existing research often treats values as static pre-programmed elements, failing to capture their dynamic nature in AI systems. Drawing on assemblage theory, we develop a model conceptualizing AI values inscription as emerging from the interplay of AI technology, algorithmic routines, and strategic decision-making practices assemblages. We identify six mechanisms through which values are inscribed: three territorialization mechanisms (foregrounding, governing, and choreographing) that stabilize values, and three deterritorialization mechanisms (backgrounding, deviating, and improvising) that introduce flexibility. Our model offers a comprehensive explanation of AI values practices, extends literature on organizational values to AI contexts, and provides a novel approach for applying assemblage theory to AI technologies. This process-oriented perspective advances our understanding of AI ethics in organizations and provides practical insights into how values can be managed and aligned with human principles over time.

Sustainability-linked bonds: Beyond green

Ailin Chen (Finance)

Discussant Arkadiy Lenchak

3:40-4:10 pm

This paper investigates whether sustainability-linked bonds (SLBs) help firms credibly signal their private information about environmental commitment and operational performance. SLBs are debt instruments with interest rates contingent on the achievement of predefined sustainability targets, such as reducing greenhouse gas (GHG) emissions, reducing food waste or increasing gender equity. Among various targets, GHGs reduction predominates the majority of issuances. I find that firms with more carbon emissions, higher ESG disclosure scores or ESG-linked executive compensation are more likely to issue SLBs with GHGs reduction targets (GHG-targeted SLBs). While the cost of capital is comparable between SLBs and other corporate bonds, the GHG-targeted SLBs presents a pronounced reduction on carbon emissions and strong increase on cash flow performance. I also find that the issuance cost of other corporate bonds drop significantly following the SLBs issuance.

Poster Presentation Abstracts

Poster Session 1

8:45-9:20 am

Logan Crace (SMO)

Narrating Negative Emissions Technologies: Multivocality as a Tool for Tackling Grand Challenges

Endeavors to tackle grand challenges such as climate change and global poverty require the efforts of heterogeneous actors with varying perspectives, interests, and values. Achieving and sustaining commitment of such diverse actors towards a collective endeavor requires compelling narratives that appeal on a moral, pragmatic, and cognitive basis. This paper explores the use of collective storytelling that achieves resonance across diverse entities. Empirically, I examine the case of negative emissions technologies---an approach to addressing climate change that involves removing CO2 from the atmosphere. I find that this collective meaning-making process deployed multivocality---an approach that embraces flexible meaning and futures to create narratives that resonate across heterogeneous audiences. My analysis highlights the ways in which multivocality enables the alignment of local and global priorities, and generates collective commitment.

Ardalan Eyni (Marketing)

Variety and The Illusion of Diversity

Communicating at cognitive level aside, brands also try to signal or amplify 'brand equity' at perceptual level. Evidenced by extant research and practice, implicit visual communication, e.g., logo, typeface, advertisement, etc. is an established means to perceptually provoke aspects of brand equity. But how about brand 'social equity'? Herein, we particularly ask: can diversity, equity, and inclusion (DEI) be visually signaled at a perceptual level? Prior research implies that only social (i.e., human related) variety such as a picture depicting a group of colleagues with a variety of skin colors can induce perception of diversity. However, in this effort, we theorize that non-social (i.e., human unrelated) variety such as a picture depicting variety of (vs similar) products, or a logo with variety of (vs similar) shapes, can also induce perception of brand DEI. We suggest that non-human diversity (henceforth 'variety') increases the emphasis on nonshared characteristics (i.e. dissimilarity) which induces the perception of brand human diversity, equity, and inclusion, partially through the increase in perceived numerosity of different and distinct professions at the brand. We further propose

that the perceived DEI will have downstream marketing and human-resources consequences, such as perceived chance to be accepted by the brand, perceived morality of the brand, intention to engage with the brand, and intention to recommend the brand to others. Moreover, we suggest that the abstractness of visual stimuli, consumer's need for diversity, need for variety, need to belong, and political orientation may act as boundary conditions.

Ke Feng (Accounting)

Disclosure Volume

Ke Feng, Jack Stecher

We contribute to the voluntary disclosure literature by investigating the consequences of disclosure volume. Focusing on a voting setting, we study whether a manager can manipulate shareholders by strategically choosing the number of unbiased signals to release publicly before a shareholders' meeting. This choice of volume affects voting because, in equilibrium, shareholders vote strategically, taking into consideration both their own information and what others must know in order for their votes to be decisive. Instead of biasing the released information, the manager takes advantage of how the shareholders' strategic voting incentives lead them to bias their own inferences.

Bo Han (OIS)

Multilayer transportation networks for public urban transit and future planning

The modeling of transportation systems as multilayer networks presents significant challenges due to the complex interactions between different modes of transit. In this framework, each layer corresponds to a specific transportation mode, with nodes representing stations or stops and links denoting available routes. The node sets between layers may differ, with inter-layer connections representing feasible transfers, including walking distances. Our focus is on analyzing the topological structure of these multilayer networks and estimating the impact of inter-layer links on the convenience and efficiency of the overall network. We propose a multilayer network model to capture these complex associations and assess the feasibility of introducing new routes and stations. By evaluating both intra- and inter-layer connectivity, we aim to identify strategies for improving transit efficiency. This model offers valuable insights for future urban public transit planning.

Golnoush Omidali (Finance)

Uncovering Persistent Alpha in Currency Returns: A Principal Component Approach

This project investigates persistent alpha in currency returns, aiming to uncover hidden sources of risk premium beyond established factors like the dollar and carry trade. By applying principal component analysis (PCA) to a diverse set of currency excess returns, we analyze unexplained alpha components and identify their underlying economic drivers. The study sequentially incorporates common factors to observe how alpha evolves, highlighting any residuals that suggest new, economically significant risk factors. Results are expected to reveal whether additional factors, such as momentum or global economic variables, contribute meaningfully to currency alpha, thereby enhancing our understanding of cross-country currency behavior.

Yunjung Pak (SMO)

Configurational Approaches to Blockchain Governance: Exploring the Intersection of Structural, Processual, and Cultural Mechanisms in Smart Contract Platforms

As smart contract platforms continue to proliferate across the blockchain field, the literature has primarily focused on governance structures built through automated mechanisms. However, existing research has paid limited attention to how algorithm-mediated governance generates shared rationales at the collective level and coordinates activities to achieve or hinder collective goals. This study argues for integrating structural, processual, and cultural mechanisms in governance processes from configurational perspectives to better understand how blockchain communities navigate governance challenges in practice. By applying configurational logic, the research develops middle-range theory, identifying necessary and sufficient configurations of governance mechanisms that contribute to the sustainability of decentralized platforms. Through a fuzzy-set Qualitative Comparative Analysis (fs/QCA) of 20 smart contract platforms, this study examines how blockchain governance adapts to internal and external challenges, revealing the dynamic interplay between governance structures and cultural dynamics in shaping the resilience of decentralized blockchain platforms.

Erfan Rafieikia (OIS)

Strategic Dual Pricing for Delivery Services: Broadening Reach in Discounted Food Platforms

Erfan Rafieikia, Borzou Rostami

Our research explores the decision-making process of marketplace sellers managing sales through dual pick-up and delivery options within platforms specializing in discounted, near-expiration food items. Traditionally, these platforms operate on a pick-up model, constraining their consumer reach. We introduce a comprehensive consumer choice model, where demand for each delivery option is influenced by product price, delivery fee, and consumer valuation of the product and shopping experience. Our study delves into scenarios where the seller assumes responsibility for delivery decisions, encompassing both product pricing and delivery charges, as well as scenarios where sellers set prices but platforms manage delivery fees. We analyze strategic elements such as delivery costs and platform commission rates to unveil the optimal dual pricing strategies that favor the adoption of delivery services. Through numerical experiments, we demonstrate our framework's efficacy, highlighting its potential to drive logistical innovation and sustainability in the food retail sector. This research contributes valuable insights into enhancing environmental and economic outcomes through strategic delivery and pricing mechanisms.

Alireza Tariverdi (Accounting)

Fair Value Disclosures and Investors' Risk Perception

Alireza Tariverdi, Karim Jamal

This study investigates how ambiguity associated with informational transparency influences investor decision-making, particularly regarding assets classified as Level 3 in the fair value hierarchy. Previous studies indicate that investors tend to favor assets with higher transparency, viewing Level 3 assets with increased skepticism due to their reliance on unobservable inputs and subjective valuations. Companies with more Level 3 assets often encounter higher costs of capital and lower valuations, with this effect becoming more pronounced during times of financial stress. These findings highlight investors' reliance on disclosure transparency, leading to ambiguity aversion, a tendency to avoid uncertain investments, even if they may not be riskier in fundamental terms. However, this aversion may result in unintended consequences, as investors might penalize firms based on perceived risk instead of actual risk. Through an experimental design, this study examines whether investors distinguish between informational risk (related to asset transparency) and inherent risk (related to the

asset's true risk characteristics). By analyzing investor valuations for assets with varying levels of transparency and risk, the research aims to uncover the cognitive biases influencing investment decisions and clarify if informational opacity alone causes the undervaluation of Level 3 assets.

Linfeng Tian (Finance)

Patent litigation risk and corporate innovation strategy

This study examines how patent litigation risks affect corporate innovation strategy. Using a Supreme Court decision that exogenously heightened litigation risks, I analyze variation in innovation activities among firms with different exposure to patent litigation before the ruling. Preliminary results indicate that firms with higher litigation exposure are more likely to adjust their innovation strategy, particularly regarding patent filing and product commercialization.

Poster Session 2

11:25-12:00 noon

Chunzhen Huang (OIS)

Reinforcement learning on Public Vehicle Routing Problem

This study uses Q-learning, a reinforcement learning technique, to solve a public vehicle routing problem. By modeling the problem as a Markov Decision Process, we build a strategy table identifying optimal actions based on state-action pairs. Q-learning iteratively adapts to factors like vehicle availability and passenger demand, supporting dynamic, model-free decision-making in public transportation.

Leixing Jiang (Accounting)

Patent Awareness Costs and Corporate Innovation

This paper examines the effect of decreased patent awareness costs on corporate innovation. To do so, I exploit the patent classification harmonization initiative advocated by the United States Patent and Trademark Office (USPTO) and the European Patent Office (EPO). A harmonized patent classification system will decrease patent awareness costs by increasing reporting comparability. I find that US firms operating in technology fields with more non-English written European patent disclosures increase innovation activity, quality, and efficiency after patent classification system harmonization. Moreover, I find that affected US firms have

more applicant-added European patent citations in their patent filings after the patent classification harmonization. Overall, my evidence suggests that decreasing patent awareness costs through patent classification harmonization can facilitate corporate innovation.

Usama Malik (Finance) ***Uncertain Skewness***

I study how uncertainty regarding a firm's idiosyncratic skewness affects its expected return. Using a static representative investor model, I show that an increase in skewness parameter uncertainty leads to a decrease in expected return. Additionally, my model shows that the premium associated with skewness parameter uncertainty is different across firms and depends on the size of the firm.

Soroush Sadeghi (OIS) ***Racing the Clock: The Ripple Effects of Ambulance Redeployment***

This research investigates the empirical impacts of ambulance redeployment within the Alberta Healthcare System (AHS) in Edmonton, Alberta, focusing on the causal effects of this strategy on both paramedic and patient outcomes. Ambulance redeployment involves repositioning ambulances in real time to areas with anticipated high demand, aiming to reduce response times and improve regional emergency coverage. Despite evidence supporting its effectiveness in meeting target response times, redeployment poses challenges such as unpredictable emergency calls, variable travel times, and potential resistance from staff.

Our study examines how redeployment affects paramedics, considering factors like workload, fatigue, adherence to protocols, and decision-making speed at emergency scenes. Prolonged travel distances may contribute to paramedic fatigue, potentially impacting job satisfaction and increasing turnover intention. Furthermore, we explore downstream effects on patient outcomes, such as mortality rates, hospital length of stay, and readmission rates following transfers to emergency departments or hospitals. By assessing these variables, this research aims to provide a comprehensive understanding of redeployment's unintended consequences on paramedic performance and patient health.

Through rigorous empirical analysis, this study contributes to the literature by offering evidence-based insights into the broader implications of ambulance redeployment, supporting informed decision-making regarding its implementation within emergency healthcare services.

Kieran Taylor-Neu (Accounting)
Credentials and Composition: Long-Term Career Prospects for CPA's

This research addresses two key challenges for the accounting profession: attracting students to accounting careers and adapting curricula to prepare future business leaders. Using a dataset of Annual Information Forms (AIFs) filed with Canadian security regulators from 1997 to 2022, the study examines the evolving qualifications, expertise, and roles of Canadian Board of Directors (BoD) and Audit Committee (AC) members, with a focus on CPAs. By analyzing the biographical data of board members, the project explores how CPAs and other professionals contribute to corporate governance and how companies present these credentials. Insights from this research aim to support the CPA profession in promoting the long-term career benefits of a CPA designation to students and to guide educators in aligning CPA training with the skills needed for future governance roles.

Qingning (Nancy) Wang (Accounting)
CoCo Bond issuance and risk-shifting

I analyze the behavior of banks after issuing Contingent Convertible Bond (CoCo Bond), which provides a context for evaluating the effectiveness of new instruments in enhancing financial stability and reducing bank fragility. Conditional on the issuance and design of CoCo Bond contract, I predict a change in the behavior of the issuing banks, including any change in loan loss provisions, the efficiency of investment decisions, and risk preferences when lending money to borrowers.

Maryam Zakeri Hosseinabadi (OIS)
Adaptive Behavior of Paramedics: Impact of Paramedic Crew Workload on Scene Time Duration and Probability of Patient Transport

Emergency medical services (EMS) is an important segment of health care systems; it is the first point of contact for many patients experiencing serious illness or injuries. This research is an effort to improve EMS pre-hospital time prediction and capacity management.

When paramedics arrive on scene for a 911 call, they assess the patient and then refer to or remember relevant medical protocols. The main role of paramedics on scene is to stabilize, treat, refer or prepare the patient for transport. For transporting the patient, paramedic crew communicate with the dispatch center by a radio. Staff in the dispatch center use an automated decision-support system to

recommend the transport destination; however, protocols and computer-aided decision-support systems cannot anticipate all possible situations and paramedics sometimes need to make judgment calls. Paramedics work in different physical, social, and emotional situations. They do a variety of physical and cognitive tasks on scene and we expect that a feeling of mental and physical fatigue impacts the choice and speed of tasks.

In this research we: 1) explore the mechanisms of how workload and resulting mental and physical fatigue impact scene decisions; 2) design a measure of paramedic crew workload that is a good representation of the construct fatigue; 3) use appropriate statistical tools to establish causality, not just correlation, between the crew workload and scene variables; and 4) measure the magnitude of the impact of paramedic crew workload on scene time and decision to transport.

Sihan Zhang (Finance)

Limited Attention Among Investors on StockTwits

Attention-grabbing stocks in the OTC markets experience a temporary price run-up followed by a reversal. High-attention stocks exhibit larger abnormal trading volumes, improved liquidity, heightened volatility, and reduced crash risk. The observed decrease in crash risk is consistent with the hypothesis that increased internet searches enhance investors' ability to gather and process information.

Poster Session 3

1:20-1:55 pm

Qi An (Accounting)

Leave Russia or Not? Managerial Learning in the Russia-Ukraine War

I explore the use of voluntary disclosure in eliciting market feedback on firms' investment status in the setting of the Russia-Ukraine War. Using the standalone public statements issued by US firms regarding the Russia-Ukraine War, I find that firms make their decisions of issuing statements in response to the market reaction to the war outbreak. Market reacts differently toward the firms' pullout disclosures and wait-and-see disclosures. Moreover, my analysis shows that the market reactions to firms' wait-and-see disclosures are negatively related to the firms' subsequent propensity to divest from Russia, but the effect diminishes for firms issuing pullout disclosures.

Mehri E. Baloochi (SMO)

Integrating Historical Methods in Organization Studies: A Systematic Framework for Theory-Building from Historical Data

Despite growing interest in historical approaches to organizational research, scholars often struggle with the methodological complexities of conducting rigorous historical studies. This paper presents a systematic framework for integrating historical methods into organizational research, addressing the epistemological tensions between historical and organizational approaches while maintaining dual integrity. Drawing on recent methodological advances in historical research, organizational studies (specifically archival methods), and adopting an abductive research lens, I develop a three-phase framework: (1) systematic data collection incorporating source criticism and verification protocols, (2) source-differentiated analysis that aligns analytical methods with source characteristics and situates findings within their historical context through systematic contextualization codes, and (3) theoretically-driven interpretation that bridges historical evidence and organizational theory. For each phase, I provide detailed guidelines, practical tools, and specific examples to help researchers navigate common challenges in historical organization studies. This framework contributes to methodological literature by offering a structured yet flexible approach that maintains both historical authenticity and theoretical rigor, while providing clear pathways for theory building from historical data.

Mehrnaz Behrooz (OIS)

Optimal Retirement Timing: A Data-Driven Decision-Making Model for Retirement Planning

Retirement marks a significant life transition, and achieving a financially secure retirement requires early and careful planning. This planning encompasses both saving strategies and the decision regarding the optimal retirement age. The timing of retirement is influenced by various factors, including financial readiness, health status, personal goals, and family responsibilities. While some individuals retire voluntarily, others may face involuntary retirement due to job loss or health issues, potentially leading to financial difficulties if adequate planning is not in place. In this study, we analyze longitudinal aging data to identify key factors influencing retirement decisions, and employ a Markov decision process (MDP) to model the dynamic retirement decision-making process. By capturing the critical factors affecting retirement, our model aims to provide realistic recommendations for optimal retirement age. The findings offer valuable insights into how saving strategies impact retirement timing and how health and financial status influence the optimal age of retirement. These insights can inform policymakers in the design of more effective pension programs and assist individuals in making well-informed decisions about their retirement, ultimately leading to improved retirement outcomes.

Teddy Carter (SMO)

Principle of Self-Location in Indigenous Research: Advancing Researcher Reflexivity in Business Scholarship

Increasing numbers of management and organizational scholars are seeking to conduct research in Indigenous contexts. Researching in these contexts necessitates that scholars be competent in deploying culturally relevant Indigenous methodological approaches. Yet at this time few sources on this way of doing research exist in the management literature. Here I present self-location as a fundamental principle of Indigenous-focused research that has potential to extend and advance business scholarship in both Indigenous and non-Indigenous contexts. Through a thematic analysis of prior self-location work in research texts I provide a framework for interested scholars, configured around three approaches to self-location.

Masoum Talebi (OIS)

Brownian Motion Approximation for Optimal Dynamic Standing Order Policy in EDs

Armann Ingolfsson, Saied Samiedaluie, Masoum Talebi

Standing order policies in emergency departments (EDs) allow triage nurses to send specific patients, known as target patients, directly to testing before physician evaluation. These policies aim to reduce the length of stay (LOS) for target patients while balancing the broader impact on non-target patients and overall patient flow. Samiedaluie et al. (2024) introduced a data-light, threshold-based standing order policy that adapts to real-time patient volumes. Their policy, which is independent of arrival rates and physician counts, showed strong performance in simulations by minimizing overtesting and spillover effects compared to static policies. To further improve policy performance, Brownian motion approximations can be applied to derive near-optimal dynamic policies. These approximations help estimate the gap between the proposed data-light policy and the true optimal policy, providing valuable insights into its efficiency and practicality. The goal of this study is to follow a four-step framework: (1) formulate a stochastic system model with discrete flow units, (2) define heavy-traffic conditions and derive a limiting diffusion control problem, (3) solve the diffusion control problem and propose a policy implementable in the original context, and (4) demonstrate the policy's effectiveness through asymptotic analysis or simulation compared to benchmark policies.

Wenqi Wan (Finance)

Does regular dividends reduction contribute to address UK's pension deficit?

Addressing deficits in traditional defined benefit (DB) pension schemes remains a critical challenge, prompting the consideration of alternative funding mechanisms. One viable approach is to reduce regular dividend payouts to shareholders and redirect these funds towards pension contributions, thereby better aligning company resources with liability requirements. Both the United Kingdom (UK) government and private enterprises have made significant strides in this direction, aiming to balance shareholder returns with employee pension security. This study explores the complex interplay of interests between shareholders, who prioritize return on equity, and internal creditors, who rely on pension benefits as deferred compensation. By examining determinants influencing pension contributions and dividend policies, this research seeks to clarify how a company's operational characteristics and financial policies impact the balance between shareholder dividends and pension funding obligations. This analysis highlights the underlying tensions and trade-offs faced by firms in maintaining long-term sustainability in pension funding without compromising shareholder interests.

Huijun (Janice) Yan (Finance)

Estimation of the Impact of Steel Plant Upgrades on Nearby Housing Prices

I explore the impact of ultra-low emission upgrades at steel plants on nearby housing prices using a Difference-in-Differences (DiD) approach. I find that the completion of these upgrades significantly increases property values, driven by an 'information shock' that directly influences buyers' willingness to purchase, whereas the announcement of the policy alone does not have an impact due to information asymmetry in the real estate market. I further study the potential channels and find that pollution reduction plays a partial role, and buyers' psychological factors may also contribute to the observed price effects. My findings highlight the positive impact of policy implementation certainty on housing prices and reaffirm the widespread information asymmetry in the real estate market, emphasizing buyers' valuation of policy certainty.

Xin Yang (Accounting)
Litigation risk and consumer behavior

We explore how securities litigation affects consumer behavior. Previous studies show that it is fraud, rather than litigation itself, that damages firms' reputations. Therefore, nonmeritorious securities class actions—those that are dismissed or settled for nuisance amounts—are claimed not to cause reputational damage. Law firms argue that concerns over these cases' adverse effects and managers' worries about press coverage of potentially frivolous cases are unjustified. In this paper, we use direct consumer traffic data to investigate whether consumers respond to nonmeritorious lawsuits.

Wenqiang (Jack) Yin (SMO)
Are family firms skilled in managing ESG symbolic information disclosure?

This study intends to investigate the double-edged impact of symbolic ESG information disclosure on family firms through a mangle of multiple research methods. For a long time, family ownership is tightly connected to low level of disclosure quantity and credibility since it contradicts SEW protection and maintaining the information asymmetry with other stakeholders. However, being an efficient instrument that concentrates on nonfinancial aspects and fosters renown building, symbolic ESG information disclosure can be beneficial to family firms. On the contrary, negative aspects of symbolic ESG information disclosure can both contaminate social expectation and despoil well-established relationship between family firms and variant stakeholders, thus leading to hindered outcomes. Our study expects to observe a distinct disclosure behavior as well as consequences between family firms and non-family firms.

3-Minute Presentation Abstracts

3MT Session 1

10:05-10:45 am

Cindy Grappe (Marketing)

When Morals Clash: How Morally Incongruent Purchases for Others Impact Consumers and their Choices

Imagine that your best friend, before you go on a grocery run, asks you to purchase steaks for them, knowing you are a vegetarian for moral reasons. How would you deal with this situation? Would you purchase the steaks or not? What factors might affect your decision? How would you navigate this relational and moral conflict? While consumers often make everyday purchases for their close others, no research has explored how, when, and why requests to make such small, immoral purchases influence the buyer's choices. This work shows that consumers are less willing to purchase an immoral—or morally incongruent—product when asked by a close other. This effect arises relative to purchasing morally congruent, morally neutral, or disliked products, and it is mediated by moral distress. This effect is less likely to occur when manipulating the format of the purchase ask (acknowledging it is a disturbance vs. not) or its content (asking for other morally neutral pick-ups in the same ask).

Yasser Zeinali (OIS)

An exploration of the impact of clustering on time series forecasting for management science applications

In the current data-intensive era, forecasting a multivariate time series setting is of keen interest. In this setting, fitting models to each univariate time series is computationally expensive, does not utilize the dependence across time series, and the number of estimated parameters increases dramatically. Our work has three objectives. First, we assess the impact of time series clustering on forecasting accuracy and computational time. After clustering the time series, we consider employing only one tuned model for the entire cluster and compare the forecasting results to both tuned and untuned univariate models without clustering. We also study forecasting the cluster average. Second, we evaluate the performance of statistical and machine learning models on linear and non-linear multivariate time series datasets. Third, we compare the performance of statistical and machine learning univariate and multivariate models (within cluster). Our results indicate that employing only one tuned model for the entire cluster yields a competitive forecasting performance compared to using individual tuned models for each time series. By employing only one model for the cluster, we reduce both

training time and model complexity. In addition, the results show that machine learning algorithms consistently outperform statistical models for non-linear and volatile data. We also observe that multivariate models outperform univariate models exclusively in the context of datasets characterized by a dependent structure. Overall, our study underscores the value of clustering in the forecasting process, showcasing its potential to enhance decision-making by streamlining model complexity and controlling the prediction's accuracy.

Shuhan Yang (Marketing)

Categorical Self-Identification Increases Polarization but also Partisan Engagement

In the context of the 2024 U.S. presidential campaign, the current research explores the implications of politicians communicating narratives that foster a categorical “us versus them” mentality. We propose and find in two experiments (n=1020) that when American participants are asked to self-identify using categories (e.g., Left or Right) or along a spectrum (e.g., a slider from Left to Right), regardless of ideology, categorical (vs. spectrum) self-identification led participants to subsequently enhance their evaluations of people in their ideological camp and downgrade people with the opposite ideological perspective. Stated differently, simply thinking of one’s political affiliation categorically resulted in affective polarization. However, politicians appear to be incentivized to continue such narratives despite this divisive outcome as we also find that categorical (vs. spectrum) self-identification leads to an increase in financial donations to partisan campaign coffers. Our research highlights the need to consider regulations/interventions and policy on encouraging a focus on increasing engagement without increasing division.

Julian Faid (SMO)

Commodifying Masculinity: How Digital Entrepreneurs Convert Identity into Audience

This study examines how digital entrepreneurs commodify masculine identities to cultivate online followings. Drawing on cultural entrepreneurship theory, I analyze how eight entrepreneurs with proven success transform displays of masculinity into audience growth across social platforms. Through analysis of social media content, performance metrics, and in-depth interviews, this research investigates how entrepreneurs strategically package and adapt masculine personas for different digital spaces. The findings will expand our understanding of how gender performance functions as a cultural resource in digital entrepreneurship.

Arjang Nikbakht (Marketing)

Equilibrium Refinement for Asymmetrical Stackelberg Leadership Duopolies

There are many duopoly game theoretic models in marketing and other business research where firms are assigned leadership and followership roles. We note two issues in this literature: (1) the role assignment is often either assumed implicitly by the analyst or a detailed justification for this assignment is not provided, and (2) the analyst assumes one role assignment for the whole parameter space.

To address these issues, we propose an equilibrium refinement that provides a justification for the role assignment decisions and rules out implausible leadership structures when both firms prefer the same Stackelberg role. Our refinement applies a performance criterion, which is adapted by the analyst for their context, that assures a form of perceptual congruence between the equilibrium outcomes and the assumed players' roles: a firm with a very weak (strong) performance cannot consistently be assumed as the market leader (follower). We then partition the parameter space into at most seven unique areas based on whether they satisfy these criteria.

We apply our refinement to four commonly used models in business and economic research: two where both firms prefer leadership (Cournot and vertical channel) and two where both firms prefer followership (market base demand and consumer utility). This approach identifies plausible role assignments across the parameter spaces of these models. Our proposed refinement offers analysts a tool to justify their leadership assumptions.

Natalie Eng (SMO)

Building a Car While Driving It: How Nascent Orchestrators Construct Organizational Identities During Ecosystem Development

Growing attention to ecosystems has led to an interest in how these complex systems of interdependent organizations emerge. Orchestrators – organizations that align disparate organizations around shared goals, enabling collaboration, resource sharing, and knowledge distribution – have been identified as central drivers of ecosystem development and growth. Despite their importance, little is known about how these organizations themselves develop. In this study, we examine how ecosystem orchestrators simultaneously develop an emergent ecosystem and their own organization. To do this, we conducted an inductive qualitative study of a nascent ecosystem orchestrator in a developing social enterprise ecosystem. We found that as the orchestrator engaged in ecosystem-building activities and gained external legitimacy, organizational identity (OI) confusion – stemming a fundamental lack of clarity regarding “who we are” and “what we do” as an orchestrator in a dynamic environment – emerged and intensified. We found that severe OI confusion undermined the orchestrators’

coordination efforts, threatening ecosystem development. To address this problem, the orchestrator engaged in what we call “polyphonic OI work”—efforts to allow multiple, sometimes contradictory, interpretations of OI to coexist. This is surprising because the extant literature suggests that orchestrators have strong coherent goals and OIs. While this approach allowed ECOSO the orchestrator to continue coordinating ecosystem activities, OI confusion continuously resurfaced, diverting attention and resources away from ecosystem work. These findings suggest orchestrators occupy a unique role which requires their identity to co-evolve with the ecosystem they are developing; the tensions that arise from this co-evolution must be managed for successful develop an ecosystem.

Amirreza Faghihinia (Marketing)

How Business Characteristics Affect Senders’ Likelihood of Posting

Negative reviews are damaging for businesses—they can decrease sales and discourage potential customers. However, they may be more damaging for certain businesses, such as small businesses, which have fewer resources and may be less resilient to negative WOM. In this research, we examine senders’ (i.e., review writer) concern for businesses as a driver of posting a review. Specifically, we examine the impact of highlighting business characteristics—such as size—which signal that the business needs support. We posit that such characteristics can increase senders’ likelihood of posting a review when they have positive experiences, because they increase senders’ concern about whether the business will survive. By encouraging senders who have positive experiences to post reviews, this work can help businesses lessen the harms imposed by negative reviews—as well as fake and outdated ones. We identify and test several characteristics that might increase senders’ concern for the business’s survival, and therefore increase their likelihood of posting a review. Specifically, we examine several business-related (size, social cause, age) and owner-related factors (local, women, minority).

Samira Jafari (SMO)

Women Entrepreneurs in Conservative versus Non-conservative Cultures: Coping Strategies and Outcomes

This research explores the coping strategies of women entrepreneurs in conservative versus non-conservative cultures and their effects on well-being and business success. Using a mixed-method approach, the study begins with qualitative interviews to uncover culturally specific coping strategies, followed by a quantitative analysis assessing the impact of these strategies on entrepreneurial outcomes.

3MT Session 2

2:40-3:30 pm

Roghi Teimourfamian (Marketing)

The Echo of Silence: How Consumers Construe the Absence of Brand Word of Mouth

Strategic silence in brand-to-customer communication can function as a power statement, shaping consumer perceptions of brand confidence. Traditionally perceived as neglectful, passive, or indicative of an absence of response, silence embodies nuanced and context-dependent meanings that consumers actively interpret. This study examines the impact of brand silence on consumer attitudes within online platforms. Grounded in Speech Act Theory, which underscores the illocutionary meaning inherent in communicative acts, we posit that strategic silence can convey confidence, thoughtful contemplation, and deliberate self-restraint. Utilizing a controlled experimental design, this research investigates the mediating role of perceived brand power in influencing consumers' behavioral intentions. The findings contribute to the consumer psychology literature by elucidating the strategic use of silence as a communicative tool, with implications for enhancing or diminishing brand image. This study offers valuable insights into brand management in digital interactions, highlighting silence as a potential strategy in navigating consumer engagement.

Feyzan Karabulut (Marketing)

Positive Vibes Only: How Platform Type Influences Word-of-Mouth

We explore the effect of platform type on how consumers talk about their experiences. We focus on social media platforms and review sites and find that consumers share the same experience more negatively on review sites. This is because different sharing motives (i.e., self-presentation, helping) are activated across platforms.

Omima El Kailani (SMO)

Strength from Struggle: Women's Entrepreneurship in a Violent Conflict Zone

This paper responds to calls for recalibrated entrepreneurship research that embraces the pluralism of entrepreneurial activity and is open to contextually grounded theorizing. I do so by investigating the lived experiences of 30 women entrepreneurs in Libya—a country that has become one of the most dangerous in the world after the 2011 Arab Spring uprising. My findings illuminate the indeterminate everyday dangers that exist for women entrepreneurs living in violent conflict zones, the tactics that they implement as attempted coping/survival mechanisms, and the consequences for themselves, their businesses, and other citizens. The insights challenge several taken-for-granted understandings about entrepreneurship.

Lance Gregory (Marketing)

How Expressions of Gratitude Impact Receivers' Satisfaction in Perceived Zero-Sum Situations

From an early age, we are taught to be grateful, and expressions of gratitude are among the first phrases recommended to those that are learning a new language (Just Learn 2024). Gratitude is referred to as the glue and lubricant of human society as we know it (Bonnie and Waal 2004). A vast literature has increased our understanding of gratitude as an emotion (Emmons and McCullough 2004; Wood, Froh, and Geraghty 2010) and expressions of gratitude (Carey et al. 1976; Rind and Bordia 1995; Raggio and Folse 2009; Grant and Gino 2010; You et al. 2020). Our work makes two primary contributions to the literature on expressions of gratitude. First, we demonstrate that expressions of gratitude impact receivers' deal evaluation, an important downstream consequence that has not been examined previously. In doing so, we show that expressions of gratitude have psychological consequences that are both emotional and informational. Additionally, in examining this relationship between expressions of gratitude and deal evaluation, we show that expressing gratitude can have a negative, unintended consequence for expressers. Second, we identify two moderators of the effect of an expression of gratitude on deal evaluation: (1) zero-sum perceptions and (2) deal ambiguity. These moderators shed light on when expressing gratitude is likely to impact deal evaluation in a way that is unfavorable to expressers.

Shuo Yuan (SMO)

The Rise of Chief Wellbeing Officer: Reconstructing Happiness and a New Institutionalized Wellbeing Practice in Organizations

This study investigates the emergence of the Chief Wellbeing Officer (CWO) role in North American organizations within the broader societal shift toward prioritizing mental health and wellbeing. Despite the growing prominence of CWOs, there is limited understanding of how this role has evolved into an emerging institutionalized practice. Through a macro-institutional approach, we examine how the societal transformation of emotions enables the construction of a new institutionalized practice of wellbeing and how HR professionals and other actors have collectively mobilized in this process.

Bijit Ghosh (Marketing)

When Loyal Customers Pay More than New Ones: Mitigating negative reactions to acquisition promotions

Existing customers often react negatively when companies offer attractive acquisition promotions to new customers, feeling that these offers disregard their loyalty. To address this, this research examines the effectiveness of monetary versus non-monetary remedial offers in mitigating these negative reactions. Findings indicate that non-monetary offers outperform monetary ones, as they avoid direct comparisons with acquisition promotions and are viewed as more genuine gestures from the company. A key factor driving this difference is perceived communality. Because non-monetary offers are non-alignable with the monetary nature of acquisition promotions, they are less likely to be viewed as compensatory. Instead, customers interpret them as signs of appreciation for their loyalty, which strengthens the customer-company relationship. Surprisingly, monetary remedial offers are worse than giving nothing. Moreover, even smaller non-monetary remedial offers are preferred over higher-value monetary ones, suggesting that customers prioritize relational gestures over monetary compensation, disregarding the absolute value of the offer. This research demonstrates that non-monetary offers are key to mitigating negative reactions by being non-alignable, even when their value is small.



Yufei Ren (SMO)

A Primitive Version of What's Coming: Generating Projection Towards Future

Studying futures in collective efforts as a new way of seeing organizations and their behaviors in the field has been picked up by organizational scholars. Future is theorized as alternative to the present. Alternatives usually are not compatible with current situations. Therefore, chasing an imagined desirable future drives value-oriented changes in actions. The reach of futures into short, middle, and long term introduces more nuances and conflicts into how actors construct and practice future. To put future into actions, however, organizations are constrained by the past and need to set up temporal continuity between the past, present, and future. This temporal continuity brings projections to future-making practices and makes hard-to-reach imagined future approachable in pragmatism. This research examines how distributed actors craft projection to define and pursue future.

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Discussion & Feedback Guidelines

A key objective of the Business Ph.D. Research Conference is to allow students to learn about the broad range of business research topics being explored by their colleagues. Students are encouraged to provide feedback and think critically about other presenter's research.

To encourage interdisciplinary engagement with business research, all students are encouraged to view all posters and provide constructive feedback. Students whose submissions are being discussed are expected to be in attendance to answer questions, receive feedback, and engage in active discussion of their work.

The **Presentations** will consist of a 15-minute talk followed by 15 minutes of discussion, with opportunity for the audience to ask questions.

The **Poster Sessions** will allow attendees to wander among posters and interact with authors and their research.

The **3MT presentations** will have 2 minutes allocated after each presentation for a question from the audience, or you can find the presenters at the coffee break immediately following the session, and talk with them further.

All attendees are reminded that while attending the conference all university guidelines and policies, such as those in regard to respectful and inclusive conversations, should be followed.

Resources for Health and Wellness:

- <https://www.ualberta.ca/business/student-services/wellness.html>

Resources for Equity, Diversity and Inclusivity:

- <https://www.ualberta.ca/business/about/equity-diversity-inclusivity.html>
- <https://www.ualberta.ca/equity-diversity-inclusivity/index.html>