

THE Johnson | Scholar

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A Research Review from the
Samuel Curtis Johnson Graduate School
of Management at Cornell University



JOHNSON
Cornell University

Dear Colleagues, Graduates, and Friends of Johnson,

It is my privilege to share with you the first issue of the Johnson Scholar, a listing of scholarly research produced by the faculty of the Johnson School. This issue covers the period January 1, 2010 to-date, and includes published or forthcoming articles in peer-reviewed journals, book chapters, and scholarly books. As you look through these pages, I hope you will share my pride in the impressive research productivity of our faculty.

During this period, 44 Johnson faculty members produced a total of 127 articles that were published or are forthcoming in peer-reviewed journals. Of course, research accomplishments of the faculty go well beyond these publications. Our faculty members are invited speakers at major universities and academic and practitioner conferences. They are reviewers, members of editorial boards, and editors of prestigious journals. Every major academic area in the school has an active weekly workshop series with invited speakers. In future issues of this publication, I intend to highlight some of these activities as well as provide more analysis of our research productivity.

In the last few years we have significantly strengthened our academic databases, as well as the processes to keep them up-to-date. This allows us to make better strategic decisions in building the faculty of the future, and to identify the faculty achievements that are relevant to specific constituencies. We depend on individual faculty members to keep our data current, by sending us updated CVs.

Sincerely,

Sachin Gupta

Associate Dean for Academic Affairs

Henrietta Johnson Louis Professor Management, Professor of Marketing

Please send changes and updates regarding this document to Sarah Miller (snm8@cornell.edu) or Sachin Gupta (sg248@cornell.edu).

ACCOUNTING

Sanjeev Bhojraj, *Warranted Multiples and Stock Returns*, Journal of Accounting, Auditing, and Finance, 25, 2, April (2nd Quarter/Spring) 2010. With An, Jiyoun; Ng, David T.

Robert J. Bloomfield, *Norms, Conformity and Controls*, Journal of Accounting Research, 49, 3, June 2011. With Tayler, William.

Robert J. Bloomfield, *An Unregulated Stock Market in Second Life*, Southern Economic Journal, Accepted. With Cho, Young-Jun.

Robert J. Bloomfield, *Disagreement and the Cost of Capital*, Journal of Accounting Research, 49, 1, March 2011. With Fischer, Paul E.

Julia D'Souza, *Disclosure of GAAP line items in earnings announcements*, Review of Accounting Studies, 15, 1, March 2010. With Ramesh, K.; Shen, Min.

Julia D'Souza, *The Interdependence between Institutional Stock Ownership and Information Dissemination by Capital Market Data Aggregators*, Accounting Review, 85, 1, January (1st Quarter/Winter) 2010. With Ramesh, K.; Shen, Min.

Robert Libby, *When Do Analysts Adjust for Biases in Management Guidance? Effects of Guidance Track Record and Analysts' Incentives.*, Contemporary Accounting Research, 27, 1, April (2nd Quarter/Spring) 2010. With Tan, Hun-Tong; Hunton, James E.

Kenneth J. Merkley, *Do Managers use Earnings Guidance to Influence Street Earnings Exclusion?*, Review of Accounting Studies, Accepted. With Christensen, Ted.

Kenneth J. Merkley, *The Effect of Annual Report Readability on Analyst Following and the Properties of Their Earnings Forecasts*, Accounting Review, Accepted. With Lehavy, Reuven.

Margaret B. Shackell-Dowell, *Boards, CEOs, and surviving a financial crisis: Evidence from the internet shakeout*, Strategic Management Journal, 32, 10, October (4th Quarter/Autumn) 2011. With Dowell, Glen W.S.; Stuart, Nathan V.

Robert J. Swieringa, *Robert T. Sprouse and Fundamental Concepts of Financial Accounting*, Accounting Horizons, 25, 1, March 2011.



Kenneth J. Merkley
Barry and Ann Ridings
Sesquicentennial Faculty
Fellow
Assistant Professor of
Accounting

Merkley's research focuses on the role of information in capital markets, most recently examining corporate financial communication decisions and the influence of corporate disclosures on capital market participants, such as investors and financial analysts.

ECONOMICS

Robert H. Frank, *Testing for In-Depth Understanding in the Economics Principles Course: The Economic Naturalist Writing Assignment*, Journal of Economic Education, Accepted.

Robert H. Frank, *The Strategic Role of the Emotions*, Emotion Review, Accepted.

Ori Heffetz, *A Test of Conspicuous Consumption: Visibility and Income Elasticities*, Review of Economics and Statistics, Accepted.

Justin P. Johnson, *Leasing, Lemons, and Moral Hazard*, Journal of Law and Economics, 53, 2, May 2010. With Waldman, Michael.

Justin P. Johnson, *Secondary Markets with Changing Preferences*, Rand Journal of Economics, Accepted.

Henry Seth Schneider, *Adverse Selection in the Used Car Market: Evidence from the Consumer Expenditure Survey*, Rand Journal of Economics, Accepted. With Peterson, Jonathan R.

Henry Seth Schneider, *Moral Hazard in Leasing Contracts: Evidence from the New York City Taxi Industry*, Journal of Law and Economics, 53, 4, November 2010.

Henry Seth Schneider, *Do Social Connections Reduce Moral Hazard? Evidence From the New York City Taxi Industry*, American Economic Journal: Applied Economics, Accepted. With Jackson, Kirabo.

Michael Waldman, *Competition, Monopoly, and Aftermarkets*, Journal of Law, Economics & Organization, 26, 1, April (2nd Quarter/Spring) 2010. With Carlton, Dennis W.

Michael Waldman, *Leasing, Lemons, and Moral Hazard*, Journal of Law and Economics, 53, 2, May 2010. With Johnson, Justin P.

Michael Waldman, *Standard Promotion Practices Versus Up-or-Out Contracts*, Rand Journal of Economics, 41, 2, July (3rd Quarter/Summer) 2010. With Ghosh, Suman.

Michael Waldman, *Why Tie a Product Consumers Do Not Use?*, American Economic Journal: Microeconomics, 20, 3, August 2010. With Carlton, Dennis W.; Gans, Joshua.

Michael Waldman, *The Signaling Role of Promotions: Further Theory and Empirical Evidence*, Journal of Labor Economics, Accepted. With DeVaro, Jed.

Michael Waldman, *Competition, Monopoly Maintenance, and Consumer Switching Costs*, American Economic Journal: Microeconomics, 2, 1, February 2010. With Morita, Hodaka.

FINANCE

Warren B. Bailey, *Behavioral Biases and Mutual Fund Investors*, *Journal of Financial Economics*, 102, 1, October (4th Quarter/Autumn) 2011. With Kumar, Alok; Ng, David T.

Warren B. Bailey, *Bank Loans with Chinese Characteristics: Inside Debt, Firm Quality, and Market Response*, *Journal of Financial and Quantitative Analysis*, 46, October (4th Quarter/Autumn) 2011. With Huang, Wei; Yang, Zhishu.

Harold Bierman, *The costs of equity capital*, *Journal of Corporate Treasury Management*, 3, 4, July (3rd Quarter/Summer) 2010.

Harold Bierman, *The Stock Market Level and Financial Information*, *Journal of Portfolio Management*, 37, 1, October (4th Quarter/Autumn) 2011.

Murillo Campello, *Measurement Errors in Investment Equations*, *Review of Financial Studies*, 23, 9, September 2010. With Almeida, Heitor; Galvao Jr., Antonio F.

Murillo Campello, *The real effects of financial constraints: Evidence from a financial crisis*, *Journal of Financial Economics*, 97, 3, September 2010. With Graham, John R.; Harvey, Campbell R.

Murillo Campello, *Are Financial Constraints Priced? Evidence from Firm Fundamentals and Stock Returns*, *Journal of Money, Credit and Banking*, 42, 6, September 2010. With Chen, Long.

Murillo Campello, *Corporate financial and investment policies when future financing is not frictionless*, *Journal of Corporate Finance*, 17, 3, June 2011. With Almeida, Heitor; Weisbach, Michael S.

Murillo Campello, *Financing Frictions and the Substitution between Internal and External Funds*, *Journal of Financial and Quantitative Analysis*, 45, 3, June 2010. With Almeida, Heitor.

Murillo Campello, *The Real and Financial Implications of Corporate Hedging*, *Journal of Finance*, Accepted. With Lin, Chen.

Murillo Campello, *Liquidity Management and Corporate Investment During a Financial Crisis*, *Review of Financial Studies*, 24, 6, April (2nd Quarter/Spring) 2011. With Giambona, Erasmo; Graham, John R.; Harvey, Campbell R.

Yaniv Grinstein, *Lucky CEOs and Lucky Directors*, *Journal of Finance*, 65, 6, December 2010. With Bebchuk, Lucian A.; Peyer, Urs.

Robert A. Jarrow, *Hedging in a HJM Model*, *Finance Research Letters*, 7, 1, March 2010.

Robert A. Jarrow, *A simple robust model for Cat bond valuation*, *Finance Research Letters*, 7, 2, June 2010.

Robert A. Jarrow, *Convenience Yields*, *Review of Derivatives Research*, 13, 1, April (2nd Quarter/Spring) 2010.



Murillo Campello
Lewis H. Durland
Professor of Management
Professor of Finance

Campello's recent work includes a study of how companies substitute between credit lines and internal liquidity, during a severe credit shortage. This study found that credit lines are associated with greater spending in companies that are not cash-constrained, while those with limited access to credit lines chose between saving and investing, during the financial crisis.

FINANCE, continued

Robert A. Jarrow, *Asset Price Bubbles in Incomplete Markets*, *Mathematical Finance*, 20, 2, April (2nd Quarter/Spring) 2010. With Protter, Philip E.; Shimbo, Kazuhiro.

Robert A. Jarrow, *Reduced-form valuation of callable corporate bonds: Theory and evidence*, *Journal of Financial Economics*, 95, 2, February 2010. With Li, Haitao; Liu, Sheen; Wu, Chunchi.

Robert A. Jarrow, *A Reduced Form Model for Warrant Valuation*, *The Financial Review*, 46, 3, August 2011. With Trautmann, Siegfried.

Robert A. Jarrow, *Active Portfolio Management and Positive Alphas: Facts or Fantasy?*, *Journal of Portfolio Management*, 36, 4, July (3rd Quarter/Summer) 2010.

Robert A. Jarrow, *An Improved Test for Statistical Arbitrage*, *Journal of Financial Markets*, Accepted. With Teo, Melvyn.

Robert A. Jarrow, *Foreign Currency Bubbles*, *Review of Derivatives Research*, 14, 1, April (2nd Quarter/Spring) 2011. With Protter, Philip E.

Robert A. Jarrow, *Hedging Derivatives with Model Error*, *Quantitative Finance*, Accepted.

Robert A. Jarrow, *How to Detect an Asset Bubble*, *SIAM Journal on Financial Mathematics*, Accepted. With Kchia, Younes.

Robert A. Jarrow, *On Model Testing in Financial Economics*, *Financial Review*, 45, 2, May 2010.

Robert A. Jarrow, *Optimal Trading of Arbitrage Opportunities with Market Impact*, *International Review of Applied Financial Issues and Economics*, 2, 3, September 2010.

Robert A. Jarrow, *Positive Alphas, Abnormal Performance, and Illusory Arbitrage*, *Mathematical Finance*, Accepted. With Protter, Philip E.

Robert A. Jarrow, *The Cost of Operational Risk Loss Insurance*, *Review of Derivatives Research*, 13, 3, October (4th Quarter/Autumn) 2010. With Oxman, Jeff; Yildirim, Yildiray.

Robert A. Jarrow, *The Dangers of Calibration and Hedging the Greeks in Option Pricing*, *Journal of Financial Education*, Accepted. With Chatterjea, Arkadev.

Robert A. Jarrow, *Understanding the Risk of Leveraged ETFs*, *Finance Research Letters*, 7, 3, September 2010.

Robert A. Jarrow, *Credit Rating Accuracy and Incentives*, *Journal of Credit Risk*, 6, 3, October (4th Quarter/Autumn) 2010. With Xu, Liheng.

Robert A. Jarrow, *Credit Market Equilibrium Theory and Evidence: Revisiting the Structural versus Reduced Form Model Debate*, *Finance Research Letters*, 8, 1, March 2011.

FINANCE, continued

Robert A. Jarrow, *Risk Management Models: Construction, Testing, Usage*, Journal of Derivatives, Accepted.

Robert A. Jarrow, *A Robust Test of Market Efficiency*, Journal of Financial Markets, Accepted. With Teo, Melvyn.

Robert A. Jarrow, *Housing Prices and the Optimal Time-on-the-Market Decision*, Finance Research Letters, Accepted. With Inaltekin, Hazer.

Robert A. Jarrow, *Is There a Bubble in LinkedIn's Stock Price?*, Journal of Portfolio Management, Accepted.

George Andrew Karolyi, *Multi-Market Trading and Arbitrage*, Journal of Financial Economics, 97, 1, July (3rd Quarter/Summer) 2010. With Gagnon, Louis.

George Andrew Karolyi, *Why Do Foreign Firms Leave U.S. Equity Markets?*, Journal of Finance, 65, 4, August 2010. With Doidge, Craig; Stulz, Rene M.

George Andrew Karolyi, *Terrorism and the Stock Market*, International Review of Applied Finance Issues and Economics, Accepted. With Martell, R.

George Andrew Karolyi, *What Factors Drive Global Stock Returns?*, Review of Financial Studies, 24, 8, May 2011. With Hou, Kewei; Kho, Bong-Chan.

Roni Michaely, *Competition in Investment Banking*, Review of Development Finance, 1, 1, January (1st Quarter/Winter) 2011. With Ellis, Katrina; O'Hara, Maureen.

Roni Michaely, *Determinants of Dividend Smoothing: Empirical Evidence*, Review of Financial Studies, Accepted. With Leary, Mark T.

Maureen O'Hara, *Is Market Fragmentation Harming Market Quality?*, Journal of Financial Economics, 100, 3, June 2011. With Ye, Mao.

Maureen O'Hara, *Factoring Information into Returns*, Journal of Financial and Quantitative Analysis, 45, 2, April (2nd Quarter/Spring) 2010. With Easley, David Alan; Hvidkjaer, Soeren.

Maureen O'Hara, *Liquidity and Valuation in an Uncertain World*, Journal of Financial Economics, 97, 1, July (3rd Quarter/Summer) 2010. With Easley, David Alan.

Maureen O'Hara, *Microstructure and Ambiguity*, Journal of Finance, 65, 5, October (4th Quarter/Autumn) 2010. With Easley, David Alan.

Maureen O'Hara, *Competition in Investment Banking*, Review of Development Finance, 1, 1, January (1st Quarter/Winter) 2011. With Ellis, Katrina; Michaely, Roni.



Maureen O'Hara
Robert W. Purcell
Professor of Management
Professor of Finance

A much-cited paper by O'Hara and her co-authors isolated the role that toxic order flow played in the flash crash. Such order flow led market makers to curtail their activities, with dramatic effects on market liquidity. O'Hara's ongoing research looks at ways to measure that toxicity so as to prevent a future flash crash from arising.

FINANCE, continued

Maureen O'Hara, *What is a Quote?*, *Journal of Trading*, 5, 2, April (2nd Quarter/Spring) 2010.

Maureen O'Hara, *The Microstructure of the 'Flash Crash': Flow Toxicity, Liquidity Crashes, and the Probability of Informed Trading*, *Journal of Portfolio Management*, 37, 2, January (1st Quarter/Winter) 2011. With Easley, David Alan; Lopez de Prado, M.

Maureen O'Hara, *The Exchange of Flow Toxicity*, *Journal of Trading*, 6, 2, April (2nd Quarter/Spring) 2011. With Easley, David Alan; Lopez de Prado, Marcos M.

MANAGEMENT AND ORGANIZATIONS

Ya-Ru Chen, *What influences how higher-status people respond to lower-status others? Effects of procedural fairness, outcome favorability, and concerns about status*, *Organization Science*, 22, 4, July (3rd Quarter/Summer) 2011. With Blader, Steven L.

Ya-Ru Chen, *Bringing status to the table: Attaining, maintaining, and experiencing status in organizations and markets*, *Organization Science*, Accepted. With Peterson, R.

James R. Detert, *Speaking up to higher-ups: How Supervisors and Skip-level leader influence employee voice*, *Organization Science*, 21, 1, January (1st Quarter/Winter) 2010. With Trevino, Linda Klebe.

James R. Detert, *Debunking Four Myths About Employee Silence*, *Harvard Business Review*, 88, 6, June 2010. With Burris, Ethan; Harrison, David A.

James R. Detert, *Implicit voice theories: Taken-for-granted rules of self-censorship at work*, *Academy of Management Journal*, 54, 3, June 2011. With Edmondson, A C.

Glen W.S. Dowell, *Competition Uncorked: Entrepreneurial Dynamics in the Newly Deregulated Alberta Liquor Retailing Industry*, *Industrial and Corporate Change*, Accepted. With David, Robert J.

Glen W.S. Dowell, *A natural-resource-based view of the firm: Fifteen years after*, *Journal of Management*, Accepted. With Hart, Stuart Lloyd.

Glen W.S. Dowell, *Environmental Capabilities and Corporate Strategy: Exploring acquisitions among US manufacturing firms*, *Strategic Management Journal*, Accepted. With Berchicci, Luca.

Glen W.S. Dowell, *Boards, CEOs, and Surviving a Financial Crisis: Evidence from the internet shakeout*, *Strategic Management Journal*, 32, 10, October (4th Quarter/Autumn) 2011. With Shackell-Dowell, Margaret B.; Stuart, Nathan V.



Ya-Ru Chen
Nicholas H. Noyes
Professor of Management
Professor of Global
Business

Chen's recent work explores how people in different cultures attain, maintain, and experience status. In addition, she also examines the role of status in interactions between people from different cultures.

MANAGEMENT AND ORGANIZATIONS, continued

Stuart L. Hart, *A natural-resource-based view of the firm: Fifteen years after*, *Journal of Management*, Accepted. With Dowell, Glen W.S.

Olga M. Khessina, *The Social Lives of Products: Analyzing Product Demography for Management Theory and Practice*, *Academy of Management Annals*, 4, June 2010. With Carroll, Gene; McKendrick, David G.

Elizabeth A. Mannix, *Conflict in Small Groups: The Meaning and Consequences of Process Conflict*, *Small Group Research*, Accepted. With Behfar, K.

Mark B. Milstein, *Research Principles for Developing Country Food Value Chains*, *Science*, 332, 6034, June 2011. With Gomez, Miguel; Barrett, Christopher; Buck, Louise E.; De Groote, Hugo; Ferris, Shaun; Gao, H. O.; McCullough, Ellen; Miller, Dennis D.; Outhred, Hugh; Pell, Alice N; Reardon, Thomas; Retnanestri, Maria; Ruben, Ruerd; Struebi, Patrick; Swinnen, Johan; Touesnard, Monica A.; Weinberger, Katinka; Keatinge, J. D. H.

Kathleen M. O'Connor, *The prospect of negotiation: Stress, cognitive appraisal, and performance*, *Journal of Experimental Social Psychology*, 46, 5, September 2010. With Arnold, Josh A.; Maurizio, Andrea M.

Kathleen M. O'Connor, *Sabotaging the deal: How relational concerns undermine negotiator's outcomes*, *Journal of Experimental Social Psychology*, Accepted. With Arnold, Josh A.

Wesley Sine, *Determinants of organizational compliance with institutional pressures*, *Work and Occupations*, Accepted. With Tolbert, Pamela.

Wesley Sine, *Studying Choice and Change: The Intersection of Institutional Theory and Entrepreneurship Research*, *Organization Science*, November 2010. With Tolbert, Pamela; David, Robert J.

MARKETING

Sachin Gupta, *A Micro-level Diffusion Model for New Drug Adoption*, *Journal of Product Innovation Management*, Accepted. With Liu, Qiang.

Sachin Gupta, *A Regime-Switching Model of Cyclical Category Buying*, *Marketing Science*, 30, 3, May 2011. With Park, Sungho.

Sachin Gupta, *Comparison of SML and GMM Estimators for the Random Coefficient Logit Model Using Aggregate Data*, *Empirical Economics*, Accepted. With Park, Sungho.

MARKETING, continued

- Sachin Gupta**, *The Impact of Direct-to-Consumer Advertising of Prescription Drugs on Physician Visits and Drug Requests: Empirical Findings and Public Policy Implications*, *International Journal of Research in Marketing*, Accepted. With Liu, Qiang.
- Alice M. Isen**, *Anatomy of a Newsvendor Decision: Observations from a Verbal Protocol Analysis*, *Production and Operations Management*, 19, 4, July (3rd Quarter/Summer) 2010. With Gavirneni, Srinagesh.
- Alice M. Isen**, *Positive Affect, Intertemporal Choice, and Levels of Thinking: Increasing Consumers' Willingness to Wait*, *Journal of Marketing Research*, 48, 3, June 2011. With Pyone, J.S.
- Vrinda Kadiyali**, *The Price Precision Effect: Evidence from Laboratory and Market Data*, *Marketing Science*, 29, 1, January (1st Quarter/Winter) 2010. With Thomas, Manoj K.; Simon, Daniel H.
- Vrinda Kadiyali**, *Channel Responses to Brand Introduction: An Empirical Investigation*, *International Journal of Research in Marketing*, Accepted. With Sriram, S.
- Vrinda Kadiyali**, *Putting Grades in Context*, *Journal of Labor Economics*, Accepted. With Bar, Talia R.
- Vrinda Kadiyali**, *Modeling Multichannel Home Video Demand in the U.S. Motion Picture Industry*, *Journal of Marketing Research*, Accepted. With Mukherjee, Anirban.
- Vishal Narayan**, *How Peer Influence Affects Attribute Preferences: A Bayesian Updating Mechanism*, *Marketing Science*, 30, 2, March 2011. With Rao, Vithala R.; Saunders, Carolyne.
- Young-Hoon Park**, *Modeling Member Behaviors in User-Generated Content Sites: A Semiparametric Bayesian Approach*, *Journal of the Royal Statistical Society: Series A*, Accepted. With Park, Chang Hee.
- Young-Hoon Park**, *A 'Position Paradox' in Sponsored Search Auctions*, *Marketing Science*, 30, 4, April (2nd Quarter/Spring) 2011. With Jerath, Kinshuk; Ma, Liye; Srinivasan, Kannan.
- Vithala R. Rao**, *New Product Preannouncement as a Signaling Strategy: An Audience-Specific Review and Analysis*, *Journal of Product Innovation Management*, 27, 5, September 2010. With Su, Meng.
- Vithala R. Rao**, *Price as an Indicator of Quality: Implications for Utility and Demand Functions*, *Journal of Retailing*, 86, 1, March 2010. With Ding, Min; Ross, Jr., William T.
- Vithala R. Rao**, *How Peer Influence Affects Attribute Preferences: A Bayesian Updating Mechanism*, *Marketing Science*, 30, 2, March 2011. With Narayan, Vishal; Saunders, Carolyne.
- Vithala R. Rao**, *Deriving Joint Space Positioning Maps from Successive Categorical Ordered Consumer Preference Ratings in Marketing Research*, *Marketing Letters*, Accepted. With DeSarbo, Wayne.

MARKETING, continued

Vithala R. Rao, *Timing decisions of new product preannouncement and launch with competition*, International Journal of Production Economics, 129, 1, January (1st Quarter/Winter) 2011. With Su, Meng.

Joseph Edward Russo, *Understanding the Effect of a Numerical Anchor*, Journal of Consumer Psychology, 20, 1, January (1st Quarter/Winter) 2010.

Joseph Edward Russo, *The Value of Task Conflict to Group Decisions*, Journal of Behavioral Decision Making, Accepted. With Boyle, Peter J.

Joseph Edward Russo, *The Distortion of Information to Support an Emerging Assessment of Risk*, Journal of Econometrics, 162, 1, March 2011. With Yong, Kevyn.

Joseph Edward Russo, *How persuasive messages can influence behavior without awareness*, Journal of Consumer Psychology, 20, 3, July (3rd Quarter/Summer) 2010. With Chaxel, Anne-Sophie.

Manoj Thomas, *The Price Precision Effect: Evidence from Laboratory and Market Data*, Marketing Science, 29, 1, January (1st Quarter/Winter) 2010. With Simon, Daniel H.; Kadiyali, Vrinda.

Manoj Thomas, *When Does Feeling of Fluency Matter? How Abstract and Concrete Thinking Influence Fluency Effects*, Psychological Science, 22, 3, March 2011. With Tsai, Claire.

Manoj Thomas, *How Credit Card Payments Increase Unhealthy Food Purchases: Visceral Regulation of Vices*, Journal of Consumer Research, 38, 1, June 2011. With Desai, Kalpesh; Seenivasan, Satheeshkumar.

Manoj Thomas, *Distancing from Subjective Experience: How Psychological Distance Reduces Feeling of Difficulty*, Journal of Consumer Research, Accepted. With Tsai, Claire.

Eugenia C. Wu, *When Your World Must Be Defended: Choosing Products to Justify the System*, Journal of Consumer Research, 48, 1, June 2011. With Cutright, Keisha M.; Banfield, Jillian C.; Kay, Aaron C.; Fitzsimons, Gavan J.

Eugenia C. Wu, *How Asking 'Who Am I?' Affects What You Buy: The Influence of Self-Discovery on Consumption*, Journal of Marketing Research, 48, 2, April (2nd Quarter/Spring) 2011. With Cutright, Keisha M.; Fitzsimons, Gavan J.



Manoj Thomas
Director, Business
Simulation Laboratory
Assistant Professor of
Marketing

Thomas' research suggests that consumers are more likely to buy unhealthy food items in grocery stores when they pay using credit or debit cards instead of cash.



Andrew Davis
Suk Y. Cha '84 MBA
Sesquicentennial
Faculty Fellow
Assistant Professor of
Operations Management

Among Davis' recent research in sourcing and procurement in supply chains is a study suggesting that seller behavior in auctions often deviates from theoretical benchmarks in setting an optimal reserve price. "Anticipated regret" may play a role in this.

OPERATIONS MANAGEMENT

Andrew M. Davis, *Do Auctioneers Pick Optimal Reserve Prices?*, Management Science, 57, 1, January (1st Quarter/Winter) 2011. With Katok, Elena; Kwasnica, Anthony M.

Vishal Gaur, *Ordering Behavior in Retail Stores and Implications for Automated Replenishment*, Management Science, 56, 5, May 2010. With van Donselaar, Karel H.; van Woensel, Tom; Broekmeulen, Rob A. C. M.; Fransoo, Jan C.

Vishal Gaur, *Securitization and Real Investment in Incomplete Markets*, Management Science, March 2010. With Seshadri, Sridhar; Subrahmanyam, Marti G.

Vishal Gaur, *Assortment Planning and Inventory Decisions Under Stockout-Based Substitution*, Operations Research, 58, 5, September 2010. With Honhon, Dorothee; Seshadri, Sridhar.

Vishal Gaur, *Do Inventory and Gross Margin Data Improve Sales Forecasts for U.S. Public Retailers?*, Management Science, 56, 9, September 2010. With Kesavan, Saravanan; Raman, Ananth.

Srinagesh Gavirneni, *Anatomy of a Newsvendor or Decision: Observations from a Verbal Protocol Analysis*, Production and Operations Management, 19, 4, July (3rd Quarter/Summer) 2010. With Isen, Alice M.

Srinagesh Gavirneni, *Using Scheduled Ordering to Improve the Performance of Distribution Supply Chains*, Management Science, 56, 9, September 2010. With Chen, Lucy Gongtao.

Srinagesh Gavirneni, *On the Interaction Between Demand Substitution and Production Changeovers*, Manufacturing & Service Operations Management, 12, 4, October (4th Quarter/Autumn) 2010. With Dawande, Milind; Mu, Yinping; Sethi, Suresh; Sriskandarajah, Chelliah.

Srinagesh Gavirneni, *Periodic Flexibility, Information Flows, and Supply Chain Performance*, IIE Transactions, 42, 3, March 2010. With Zhu, Wanshan; Kapuscinski, Roman.

Srinagesh Gavirneni, *Production Planning with Patterns: A Problem from Processed Food Manufacturing*, Operations Research, 59, 2, April (2nd Quarter/Spring) 2011. With Mehrotra, Mili; Dawande, Milind; Demirci, Mehmet; Tayur, Sridhar.

Lawrence W. Robinson, *A Comparison of Traditional and Open-Access Policies for Appointment Scheduling*, Manufacturing & Service Operations Management, 12, 2, April (2nd Quarter/Spring) 2010. With Chen, Rachel.

Lawrence W. Robinson, *Estimating the Implied Value of the Customer's Waiting Time*, Manufacturing & Service Operations Management, 13, 1, January (1st Quarter/Winter) 2011. With Chen, Rachel R.

OTHER

Elena Iankova, *Central and Eastern European capitalism: a critical perspective on the varieties of capitalism approach for its analysis*, Emecon, 1, January (1st Quarter/Winter) 2010.
Orman, Levent V., *Virtual Institutions*, IEEE Technology and Society, Accepted.

Levent V. Orman, *Potential Advantages of Virtual Institutions*, IEEE Technology and Society, 30, 1, April (2nd Quarter/Spring) 2011.

BOOK CHAPTERS

Robert J. Bloomfield, 2010, *Traditional vs. Behavioral Finance*, in *Behavioral Finance: Investors, Corporations, and Markets*, eds., H. Kent Baker, John R. Nofsinger, John Wiley and Sons.

Ya-Ru Chen, Forthcoming, *Beyond cross-national comparisons: Unpacking interactions across national cultures*, in *Research in Managing Groups and Teams*, eds., M.A. Neale, E.A. Mannix, with Silberzahn, R; Yoon, H J.

Ya-Ru Chen, Forthcoming, *Support for a manager or a leader? Toward a relational vs. collective distinction of procedural justice*, in *A Festschrift in Honor of Marilyn Brewer*, eds., R. Kramer, with Zhao, G.

Ya-Ru Chen, Forthcoming, *The world is NOT flat: Power and status dynamics across cultures*, in *Research in Organizational Behavior*, eds., B. Staw, A. Brief, with Blader, S.

Robert H. Frank, Forthcoming, *Thoughts on the Micro Principles Course*, in *International Handbook on Teaching and Learning Economics*, eds., Gail Hoyt, Kim Marie McGoldrick, Edward Elgar Publishing.

Robert H. Frank, 2011, *Preferences for Status: Evidence and Economic Implications*, in *Handbook of Social Economics*, eds., Jess Benhabib, Alberto Bisin, Matthew Jackson, Elsevier, with Heffetz, Ori.

Robert H. Frank, 2011, *Why Do Americans Save So Little and Does It Matter?*, in *Thrift and Thriving in America: Capitalism and Moral Order from the Puritans to the Present*, eds., Joshua Yates, James Davison Hunter, Oxford University Press.

Robert H. Frank, 2010, *Principles of Microeconomics*, in *The Heart of Teaching Economics: Lessons from Leading Minds*, eds., Simon W. Bowmaker, Edward Elgar Publishing.

Robert H. Frank, 2010, *Relative Deprivation, Inequality and Consumer Spending in the United States*, in *Beyond the Consumption Bubble*, eds., Karin M. Ekstrom, Kay Glans, Routledge.

Vishal Gaur, Forthcoming, *Category and Inventory Management*, in *Wiley Encyclopedia of Operations Research and Management Science*, John Wiley & Sons, with Alan, Yasin.

BOOK CHAPTERS, continued

Yaniv Grinstein, 2010, *Equity-based compensation, the cost benefit analysis*, in *Equity-Based Compensation for Employees*, eds., Lavee S., Ronen Publication.

Stuart L. Hart, Forthcoming, *The third generation corporation*, in *Oxford Handbook of Business and the Environment*, eds., A. Hoffman, T. Bansal, Oxford University Press.

Stuart L. Hart, 2010, *Taking the green leap to the base of the pyramid*, in *Next-Generation Business Strategies for the Base of the Pyramid: New Approaches for Building Mutual Value*, eds., T. London, S. Hart, Wharton School Publishing.

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Waldman's recent work provides an alternative to standard explanations for "tying" by companies with monopolistic products. When a company such as Microsoft ties its Windows operating system to a complementary product, such as Windows Media Player, it shifts profits from a rival who produces a similar good to the monopolist.

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