PLENARY SESSION

3:45-4:30 P.M. | BUSINESS BUILDING 2.06.04

SUPERSTAR SOFTWARE IN THE VIDEO GAME INDUSTRY
SUMAN BASURY, PH.D.
Chair and Professor
Department of Marketing

Superstars seem to dominate many industries—Tiger Woods in golf, Game of Thrones on cable television and Grand Theft Auto in video games. Using data from the U.S. video game industry, Professor Basuroy shares his research on superstars and offers insights into why they are so prevalent.

MODERATOR
TBD

INSIDER THREAT DETECTION
NICOLE BEEBE, PH.D.
Associate Professor
Department of Information Systems and Cyber Security

Malicious insiders continue to pose a significant threat to organizations of all sizes. Insiders perpetrate a number of different crimes including intellectual property theft, espionage, financial crimes and sabotage. Professor Beebe provides insights into her research in this area so that you can learn how these methods can be employed to secure your firm’s data.

MODERATOR
Hamid Beladi, associate dean of research in the College of Business

BREAKOUT SESSION 1

4:40-5:10 P.M. | BUSINESS BUILDING 1.01.20

WHY REGULATORY UNCERTAINTY AFFECTS BORROWING COSTS
KARAN BHANOT, PH.D.
Professor
Department of Finance

Professor Bhanot’s research estimates the impact that regulatory uncertainty has on credit spreads by exploiting the unique legal status of covered bonds in the United States. His findings indicate that investors demand a premium to compensate for regulatory uncertainty in the event of bankruptcy.

MODERATOR
TBD

HOW DOES ONLINE INFORMATION IMPACT OFFLINE PURCHASE DECISIONS?
RAJESH BHARGAVE, PH.D.
Assistant Professor
Department of Marketing

In retail stores, salespeople often present unfamiliar product information to consumers. In these situations, what is the effect of reminding consumers that the product information can be found online? Professor Bhargave examines the conditions in which these reminders are more or less effective and when they may backfire, leading to a reduction in sales.

MODERATOR
TBD

BREAKOUT SESSION 2

5:20-5:50 P.M. | BUSINESS BUILDING 1.01.20

DESTRUCTIVE LEADERSHIP: THE DARK SIDE OF ORGANIZATIONAL LEADERSHIP
DINA KRASIKOVA, PH.D.
Assistant Professor
Department of Management

Recent reports show that an alarmingly large proportion of U.S. employees suffer from supervisor abuse. Such destructive behaviors humiliate employees and negatively impact employees’ health and productivity—incuring significant costs to organizations. Professor Krasikova offers some strategies that can be used to identify potentially destructive leaders and reduce their negative impact on employees and organizations.

MODERATOR
TBD

AUCTION FEVER: INSIGHTS AND IMPLICATIONS FROM AMAZON.COM AND EBAY
MATTHEW MCCARTER, PH.D.
Assistant Professor
Department of Management

Auction fever is an irrational behavior where individuals bid more for an item than it is worth. Using findings from Amazon.com and Ebay, Professor McCarter has found that auction fever increases with lower priced items and decreases when the economic stakes are higher. His findings provide practical implications for organizations and individuals auctioning goods and services online.

MODERATOR
TBD

3:45-4:30 P.M. | BUSINESS BUILDING 2.06.04

Choose one session to attend from below

5:20-5:50 P.M. | BUSINESS BUILDING 1.01.20

Choose one session to attend from below