

# MESSAGE FROM THE DIRECTOR:

Our 2022-2023 cohort of PhD Students:

Rubaiya Huda, Accounting  
Huyen Thu Nguyen, Accounting  
Zuo Zuo, Finance  
Xuan Zhou, Finance  
Kealoha Pomerantz, Hospitality &  
Tourism Management  
Jiahui Wang, Hospitality & Tourism  
Management  
Sahar Rashidravary, Marketing

Vahid Yousefi, Marketing  
Samira Yaabdollahi, Marketing  
Weimin Liang, Information Systems  
Mehdi Abdi, Information Systems,  
Joshua Gladstone, Operations  
Management  
Batouly Camara, Sport Management  
Keegan Dalal, Sport Management

**PhD Program is also proud to announce the 2022 accomplishments of our PhD students.**

There were 11 publications by 6 students (LaStarr Hollie, Sunny Kim, Hossein Hashemi Bahramani, Alec Slepchuk, Jun Wang, and Cody Lu) across 4 departments (Management, Hospitality & Tourism Management, Marketing, Accounting).

There were 18 conference presentations by 11 students, across 6 departments (Hospitality & Tourism Management, Marketing, Accounting, Management, Operations and Information Management, and Sport Management).

In 2022 there were 10 successfully defended dissertations and 12 successful dissertation proposals.

## **Recent Placements**

Adiyukh Berbekova, Hospitality and  
Tourism Management  
University of Hawaii, Manoa

Danni Wang, Hospitality &  
Tourism Management  
Lincoln University

Huan Kuang, Finance  
Bryant University

Se Jin Kim, Sport Management  
Western New England University

Smriti Kumar, Marketing  
Northeastern University

Mojtaba Salarpour, Management  
Science  
Texas A&M

Oscar Lopez, Information Systems  
University of Massachusetts, Amherst

Cody Lu, Accounting  
University of Massachusetts, Lowell

Nadeesha Bandara, Marketing  
Assumption College

Yuhao Chen. Finance  
Minnesota State University, Mankato

Congratulations! Keep up the hard  
work!



George R. Milne, PhD  
Associate Dean of Research

## PUBLICATIONS:

**LaStarr Hollie** of Organizational Studies had a publication:

Kraus, M. W., Torrez, B., & Hollie, L. (2022). How Narratives of Racial Progress Create Barriers to Diversity, Equity, and Inclusion in Organizations. *Current Opinion in Psychology*, 43, 108-113. [\(link\)](#)

**Sunny Kim** of Hospitality and Tourism Management had 6 publications:

Kim, M. S., Baker, M. A. (2023). The new normal goes a long way: The effect of servicescape on customer citizenship behavior via perceived competence and ethicality. *The Service Industries Journal [SSCI]*, In-press

Kim, M. S., Baker, M. A., Ma, E. (2023). From customers' fingertips to employees' well-being: The impact of mobile application ordering from a job demand-resource perspective. *Tourism Management*, 96, 104695.

Kim, M. S., Ma, E, Wang, L. (2023). Work-family supportive benefits, programs, and policies and employee well-being: Implications for the hospitality industry. *International Journal of Hospitality Management*. 108, 103356.

Ma, E., Kim, M. S., Yang, W., Wu, L., & Xu, S. T. (2022). On the bright side of motherhood—A mixed method enquiry. *Annals of Tourism Research*, 92, 103350.

Kim, M. S., Jang, J. (2022). You know me and I know you: The effects of customer empathy and server disclosure on customer citizenship behavior in a restaurant context. *Journal of Service Theory and Practice [SSCI]*, In-Press.

Kim, M., & Jang, J. (2022). The Impact of Employees' Perceived Customer Citizenship Behaviors on Organizational Citizenship Behaviors: The Mediating Roles of Employee Customer-orientation Attitude, *International Journal of Hospitality & Tourism Administration*, 1-26.

**Hossein Hashemi Bahramani** of Marketing had a publication:

Hashemi, H., Rajabi, R., & Brashear-Alejandro, T. G. (2022). COVID-19 Research in Management: An Updated Bibliometric Analysis. *Journal of Business Research*, 149, 795-810.

**Alec Slepchuk** of Marketing had a publication:

Slepchuk, Alec N., George R. Milne, and Kunal Swani (2022), "Overcoming Privacy Concerns in Consumers' Use of Health Information Technologies: A Justice Framework." *Journal of Business Research*, 141, 782-793.

**Cody Lu** of Accounting had a publication:

Ho, J. L., C. Lu, A. Wu. 2022. The effect of in-group identity and clarity of the bonus determination criteria on supervisors' discretionary bonus adjustments: Field evidence from China. *Journal of International Accounting Research* (forthcoming).

**Jun Wang** of Marketing had a publication:

Jun Wang and Elizabeth Miller (2022), "Mukbang, and the Paradoxical Simultaneity of Disgust and Pleasure", 2022 AMA Summer Academic Conference Proceedings: Light in the Darkness: Marketing's Role in Driving Positive Change (Vol 33, p.622). Retrieved from <https://www.ama.org/wp-content/uploads/2022/08/2022-Summer-AMA-cover-and-front-matter-final-merged.pdf>

# CONFERENCE PRESENTATIONS:

**LaStarr Hollie** of Organizational Studies presented at the Academy of Management 2022 Annual Conference:

Torrez, B., Hollie, L., Richeson, J., & Kraus, M. W., (2022, August) The misperception of racial progress toward organizational diversity, equity, and inclusion. *Academy of Management Proceedings. Annual Meeting, Seattle, WA.*  
<https://doi.org/10.5465/AMBPP.2022.10968abstract>

**Mantek Bhatia** of Information Systems presented at Americas' Conference on Information Systems (AMCIS 2022):

Bhatia, Mantek Singh; Zou, Yi (Zoe); and Sheffler, Zach, "An Examination of Digital Nudging Scarcity Effect in E-Commerce" (2022). AMCIS 2022 TREOs. 89.  
[https://aisel.aisnet.org/treos\\_amcis2022/89](https://aisel.aisnet.org/treos_amcis2022/89)

**Kyungin Ryu** of Marketing presented at two conferences:

Ryu, Kyungin, Elizabeth G. Miller and D. Matthew Godfrey, "Brand Faith: How Consumers Develop Faith in Brands", presented at Association for Consumer Research, Denver, CO, October 2022.

Ryu, Kyungin, Elizabeth G. Miller and D. Matthew Godfrey, "How Do Consumers Develop Faith in Technological Brands?: Defining Brand Faith and its Development", presented at Consumer Culture Theory Conference, Corvallis, OR, July 2022.

**Zhangchen Hu** of Management Science presented at INFORMS Annual Meeting 2022:

Zhangchen Hu, Heng Chen, Eric Lyons, Senay Solak, Michael Zink, "UAV Path Planning Under Weather Uncertainty and Environmental Impact Considerations," INFORMS Annual Meeting 2022, October 16-19, Indianapolis, IN

**Conner Blake** of Accounting presented a paper at the 2022 AAA Annual Meeting:

Blake, C., and J. Bentley. 2022. Narrative Reporting in a Team Environment. *Working Paper.*

**Long The Nguyen** of Information Systems presented a paper Americas Conference on Information Systems (AMCIS 2022):

Nguyen, Long The and Sheffler, Zach, "Why Did You Buy It? A Text Mining Approach to Understanding Purchasing Goals and Review Behaviors" (2022). AMCIS 2022 Proceedings. 15.

[https://aisel.aisnet.org/amcis2022/sig\\_hci/sig\\_hci/15](https://aisel.aisnet.org/amcis2022/sig_hci/sig_hci/15)

**Hossein Hashemi Bahramani** of Marketing presented at the 2022 American Marketing Association:

Rajabi, R., Hashemi, H., Alejandro, T.B., (2022). Drivers of Salesforce Engagement: a Justice Perspective. 2022 AMA Summer Academic Conference proceedings: Light in the Darkness: Marketing's Role in Driving Positive Change.

**Sunny Kim** of Hospitality and Tourism Management presented 3 papers at 3 conferences:

Kim, M. S., Baker, M. A. (2022). How misbehavior affects us all: Correcting customer misbehavior from problem and observing customer perspectives. International Council on Hotel, Restaurant, and Institutional Education Conference, Washington D.C.

Kim, M. S., Baker, M. A. (2022). A holistic overview of tourism destination employees: An interaction perspective. The 92nd TOSOK International Tourism Conference, Busan, South Korea.

Kim, M. S., Baker, M. A., Ma, E. (2022). Customers' usage of mobile application on employee well-being: From restaurant employee perspective. The 27th Annual Graduate Student Research Conference in Hospitality and Tourism, Virtual.

**Alec Slepchuk** of Marketing was a panel session speaker at the 2022 Society for Marketing Advances Conference:

Murray, Vernon, Breanne Mertz, Alec N. Slepchuk, and Irem Yoruk (2022), "Human Trafficking Intervention Needs Marketing Research." Society for Marketing Advances Conference, Charlotte, North Carolina, November 2-5, 2022.

**Risa Isard** of Sport Management presented 3 papers at 2 conferences:

Isard, R. F., & Melton, E. N. (2022, June 2–5). League success and social justice: Who gets the credit? [Conference session]. North American Society for Sport Management, Atlanta, Georgia, United States.

Isard, R. F., Melton, E. N., & Delia, E. B. (2022, June 2–5). The social value of women's spectator sport [Conference session]. North American Society for Sport Management, Atlanta, Georgia, United States.

Isard, R. F., Macaulay, C. D. T., and Melton, E. N. (2022, April 20–23). ReSisters in sweat: Everyday resistance and women's sport [Conference session]. North American Society for the Sociology of Sport, Montreal, Quebec, Canada.

**Cody Lu** of Accounting presented 2 papers at 3 conferences:

Kuang, H., H. Li, C. Lu, and B. Xu. 2022. CFO Ethnicity and Financial Reporting Conservatism. University of Massachusetts Lowell

Ho, J. L., C. Lu, and A. Wu. 2022. The effect of in-group identity and clarity of the bonus determination criteria on supervisors' discretionary bonus adjustments: Field evidence from China. National Taiwan University

Ho, J. L., C. Lu, and A. Wu. 2022. The effect of in-group identity and clarity of the bonus determination criteria on supervisors' discretionary bonus adjustments: Field evidence from China. National Chengchi University

## AWARDS & GRANTS:

**Long The Nguyen** of Information Systems received the 2022 Isenberg Doctoral Program Outstanding Student Teaching Award.

**Sunny Kim** of Hospitality and Tourism Management received runner up for The 2022 Best Paper Award at The 92nd TOSOK International Tourism Conference.

**LaStarr Hollie** of Organizational Studies received the UMass Amherst Research Enhancement and Leadership (REAL) Fellowship.

**Conner Blake** of Accounting received two awards; Isenberg Doctoral Program Outstanding Student Teaching Award & Outstanding Manuscript Reviewer Award for the 2022 AAA Annual Meeting and 2022 AAA Management Accounting Section Meeting.

**Jun Wang** of Marketing was runner up at UMass Amherst's 2022 Three Minute Thesis competition. Jun was also recipient of the Columbia Business School sponsored Society of Consumer Psychology Doctoral Scholarship for Research Award.

**Cody Lu** of Accounting received the 2022 Arthur H. Carter Best Student Teacher Award.

**Alec Slepchuk** of Marketing received both the 2022 Harold E. Hardy Scholarship

and the 2022 Isenberg Doctoral Program Student Research Excellence Award.

**Wei Wei** of Management Science received the 2022 Isenberg Doctoral Program Student Research Excellence Award.

**Kyungjin Ryu** of Marketing received the 2022 Harold E. Hardy Scholarship.

**Adiyukh Berbekova** of Hospitality and Tourism Management received the 2022 Isenberg Doctoral Program Outstanding Student Research Award.

## SERVICE:

**Mantek Bhatia** of Information Systems served as the Session Chair for the paper session, "Social Media/Digitization Design" at Americas' Conference on Information Systems (AMCIS 2022).

**Kyungjin Ryu** of Marketing served as a reviewer for a journal as well as at two conferences:

- Journal of Hospitality and Tourism Research
- AMA Winter Conference
- ACR Conference

**Long The Nguyen** of Information Systems served as President of the Doctoral Student College at the Association for Information Systems (AIS), term 2022

**Hossein Hashemi Bahramani** of Marketing reviewed paper for both the *Journal of Business Research* and *Marketing Intelligence and Planning*

**Alec Slepchuk** of Marketing reviewed for the following conferences:

- AMA Winter Academic Conference, 2022
- AMA Marketing + Public Policy Conference, 2022
- AMA Summer Academic Conference, 2022
- Association for Consumer Research Conference, 2022

## DISSERTATION PROPOSALS:

Long The Nguyen

Information Systems

A Tale of Two Platforms: An Examination of User Motivations in Platform-Based Digital Tasks

Chair: Traci Hess

Hossein Hashemi Bahramani  
Marketing  
Essays on Sales Management  
Chair: Thomas Brashear Alejandro

Wei Wei  
Management Science  
Resource Allocation by Nonprofits Within Subsidy Welfare Programs  
Day of the Week: Wednesday  
Co-Chairs: Senay Solak & Priyank Arora

Conner Blake  
Accounting  
How Does Personal Involvement in Sustainability Initiatives and Disclosure Type Influence Managers' Propensity to Make Myopic Business Decisions?  
Co-Chairs: David Piercey & Elaine Wang

Alice Yeonjung Kang  
Hospitality and Tourism Management  
An Ounce of Prevention is Worth a Pound of Cure: The Effect of Frontline Employee Support Message Against Customer Incivility  
Chair: Melissa Baker

Alec Slepchuk  
Marketing  
Investigation of Privacy Within Health Marketing, Digital Activism, and International Contexts  
Chair: George R. Milne

Claire Cha  
Marketing  
Essays on Salesperson's Motivation and Job Satisfaction-Performance  
Chair: Thomas Brashear Alejandro

Saurabh Roy  
Finance  
Essays on Financial Frictions  
Co-Chairs: Nikunj Kapadia & Fousseni Chabi-Yo



Gihyun Kim

Organization Studies

Good to See You Again or Gosh, Not Again: How Employees Navigate Disrupted Workplace Socializing

Chair: Emily Heaphy

Wenqi Wei

Hospitality and Tourism Management

Three Essays About Information Communication Technology on Quality of Life and Destination Performance

Co-Chairs: Irem Onder & Muzzo Uysal

Youstina Masoud

Strategic Management

Investigating Organizational Innovation: An Examination of Contingency Models and the Development of a New Perspective of Innovation in the Era of AI

Chair: Bruce Skaggs

Akshaya Pawar

Hospitality and Tourism Management

Three Essays on Asset-Light Strategy, Firm Performance, and Success Factors In the Hospitality Industry

Chair: Atul Sheel

## DISSERTATION DEFENSES:

Adiyukh Berbekova

Hospitality and Tourism Management

*Three Essays on the Destination Performance Measures and Objective Quality of Life Indicators*

Co-Chairs: Professor Muzzo Uysal & Professor Albert Assaf

Placement: University of Hawaii, Manoa

Huan Kuang

Finance

*Three Essays on Climate Finance*

Chair: Professor Bing Liang

Placement: Bryant University

Smriti Kumar

Marketing

*To Delete or Not Delete: Effects of Data Request Frames and Action/ Inaction cues on Personal Data Management*

Co-Chairs: Professor Elizabeth Miller & Professor George Milne

Placement: Northeastern University

Danni Wang

Hospitality & Tourism Management

Understanding Employees' Perceptions and Collaboration Behavior Intentions toward Service Robots in The Hospitality Context

Co-Chairs: Emily Ma & Albert Assaf

Placement: Lincoln University

Se Jin Kim

Sport Management

The eSport Points of Attachment Index (EPAI): Exploring Psychological Connections of eSport Consumers on Behavioral Intentions Toward eSport Organizations

Chair: Janet Fink

Placement: Western New England University

Mojtaba Salarpour

Management Science

Essays on Supply Chain Economic Networks for Disaster Management Inspired by the Covid-19 Pandemic

Chair: Anna Nagurney

Placement: Texas A&M

Oscar Lopez

Information Systems

Privacy in Online Communities: How Control and Assurances Influence Intention to Disclose Personal Information

Chair: Traci Hess

Placement: University of Massachusetts, Amherst

Nadeesha Bandara

Marketing

An Investigation of Arousal Driven Consumer Behaviors Based on Color Type, Warmth, Vibrancy, Complexity and Combinations

Co-Chairs: Elizabeth Miller & George Milne

Placement: Assumption College

Cody Lu

Accounting

Biasing the Unbiased: Using Algorithms to Justify Biased

Reports Chair: Jeremiah Bentley

Placement: University of Massachusetts, Lowell

Yuhao Chen

Finance

Three Essays on Hedge Fund Investments

Chair: Bing Liang

Placement: Minnesota State University, Mankato