



# NEW FACULTY GUIDE

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THE UNIVERSITY OF  
**ALABAMA**®

*Culverhouse*  
College of Business

**2018-2019**



# A MESSAGE FROM THE DEAN

KAY M. PALAN



The Culverhouse College of Business at The University of Alabama provides a unique value proposition. Our premier academics and rigorous research agenda are driven by renowned and highly-respected faculty that also prioritize a hands-on and inclusive college culture.

Our students are known for their leadership skills in the workplace, that much is true. But beyond that, they also develop the ability to question assumptions and challenge conventions, all guided by a deep sense of professional ethics. Growing those qualities in our students is at the core of our mission and something we consider in all that we do.

As we celebrate our centennial through 2019, we think much about all that we've accomplished as an institution through our influential academic programs and our impactful research and outreach initiatives. Naturally, our faculty have played an incredibly critical role in those achievements and they are the ones that will help drive our agenda going forward into the future.

One example of that is our expanding program in business analytics that includes a distinct specialized master's degree, a high-profile annual symposium that attracts speakers from all over the country, and the Marilyn A. Hewson Data Analytics Lab. Another is the work being done by our faculty to research and highlight the workplace challenges being faced by female executives that is shedding new light on gender issues in the workplace.

We welcome the latest additions to our team—and we are pleased that they will help lead the charge as we expand the breadth of our academic profile, conduct world-changing research, and effect positive change in the community.

Thanks and Roll Tide!

A handwritten signature in black ink, reading "Kay M. Falar". The signature is written in a cursive, flowing style. The first name "Kay" is prominent, followed by "M." and "Falar". The signature is positioned below the text "Thanks and Roll Tide!".

A black and white photograph of a building's exterior, featuring large, white, classical columns. The image is partially covered by a semi-transparent red overlay on the right side. The text is positioned within this red area.

**DR. CARLOS BAUER**

ASSOCIATE PROFESSOR OF MARKETING





Dr. Carlos Bauer's research and teaching interests involve strategic marketing, relational selling strategies, marketing dynamics, social networks, and retailing.

He has authored and co-authored many significant papers, such as "Relational Selling: Past, Present and Future" in *Industrial Marketing Management* and has served as a reviewer for a number of journals and conference proceedings.

In the past year, he was research fellow at the Center for Sales and Marketing Strategies at the University of Washington. Furthermore, he is a 2017 American Marketing Association/Sheth Foundation Doctoral Consortium fellow, a recipient of the 2017 American Marketing Association Valuing Diversity scholarship, and a 2016 ISBM fellow.

Before joining Culverhouse, he was an assistant professor of marketing at Goshen College in Indiana. Bauer earned his Ph.D. in marketing at the University of Texas at San Antonio in 2018 and graduated with both an MBA and his bachelor's in international business from Fresno Pacific University.

*"I am most interested in relationship marketing dynamics, particularly how firms can strategically build customer relationships while taking into account the constant changes that occur in industry and society."*



**DR. ALECIA CASSIDY**

ASSISTANT PROFESSOR OF ECONOMICS

AN Y. BASHINSKY,  
COMPUTER CENTER



Dr. Alecia Cassidy's research practice focuses on energy economics, environmental economics, and real estate economics. Her teaching interests are in microeconomic theory and environmental and energy economics.

She joins Culverhouse from the University of Michigan, where she earned her Ph.D. in 2018. Dr. Cassidy has taught courses in game theory, international trade, and microeconomics.

She earned her Ph.D. and Master of Arts in economics from the University of Michigan. She also has a Master of Arts of economics from Duke University, and a bachelor's degree in international studies and Chinese from the University of Mississippi.

*"I am most interested in understanding how consumer behavior regarding energy efficiency and the environment responds to changes in information, energy prices, and other incentives, as well as interactions between those changes."*



**DR. TRAVISS CASSIDY**

ASSISTANT PROFESSOR OF ECONOMICS





Dr. Traviss Cassidy's research is focused on topics in the fields of public finance, development, and political economy. Specifically, his research explores the economic and political effects of natural resource wealth, local government responses to grant revenue in Indonesia, the effect of a mayor's age on public policy in Italy, and the consequences of adopting the income tax by U.S. states. Furthermore, he has examined the influence of historical conflict exposure on long-run economic growth in Europe.

In 2017 as a doctoral student at the University of Michigan, he was awarded the Michael J. Moore Dissertation Prize for best paper in applied microeconomics, along with a number of high-profile grants and fellowships.

He earned his Ph.D. in economics at the University of Michigan in 2018 and a Master of Arts in economics in 2015 from U-M, as well. Furthermore, he earned a Master of Arts in economics from Duke University and his bachelor's degree in international political economy from Georgetown University.

*"I am currently focused on analyzing the effects of economic and political decentralization in developing countries."*



**DR. IMAN DAYARIAN**

ASSISTANT PROFESSOR OF  
OPERATIONS MANAGEMENT



Dr. Iman Dayarian's research interests include transportation and logistics, vehicle routing, and supply chain optimization.

His research has appeared in journals such as *Transportation Science*, *European Journal of Operational Research*, *Computers and Operations Research*, and *Transportation Research Part E: Logistics and Transportation Review*.

He joined Culverhouse after finishing his postdoctoral studies. As a postdoc, he studied at the Georgia Institute of Technology in its H. Milton Stewart School of Industrial and Systems Engineering and its Supply Chain and Logistics Institute, the University Health Network and the University of Toronto, and Ecole Polytechnique de Montreal in its Group for Research in Decision Analysis (GERAD).

Dr. Dayarian earned his Ph.D. in operations research in 2013 from the University of Toronto and the Interuniversity Research Centre on Enterprise Networks, Logistics and Transportation in Montreal, Canada. He received a Master of Science in industrial engineering from Ecole Nationale Supérieure d'Arts et Métiers in Angers/Metz, France in 2007. His bachelor's is in industrial engineering from the Isfahan University of Technology in Isfahan, Iran.

*"I am most interested in dynamic data-driven decision-making for modern logistics and transportation systems with an emphasis on the impacts of emerging technologies on supply chain performance, in terms of service level, capacity, and resource consumption."*



**DR. SOROUSH GHAZI**

ASSISTANT PROFESSOR OF ECONOMICS





Dr. Soroush Ghazi's research interests primarily include macroeconomics and economic growth, as well as entrepreneurship, macro-finance, and international economics.

As a Ph.D. student, he taught courses in game theory, microeconomics, and statistics. Additionally, he participated in a number of conferences related to the study of markets and economics.

He earned his Ph.D. in economics in 2018 from Duke University, which is also where he earned a Master of Arts in economics in 2012. Before that, he graduated from the University of Illinois at Urbana-Champaign with a Master of Science degree in mathematics. Ghazi attended Sharif University of Technology in Tehran, Iran, where he

received a Master of Science in economics sciences and a bachelor's in physics.

*“My research is currently focused on the interdependence of macro variables and market structure. My recent papers examine how the increase in the market share of large firms, and changes in the tax laws affect U.S. long-run innovation-led growth through changes in market structure.”*

A black and white photograph of a building's exterior. On the right, there is a set of double glass doors with multiple panes. To the left of the doors is a brick wall with a small, arched window. A dark metal bench is positioned against the brick wall. The ground is paved with interlocking stones. A large, semi-transparent red rectangle is overlaid on the right side of the image, containing the text.

**DR. YANA MELNYKOV**

ASSISTANT PROFESSOR OF  
APPLIED STATISTICS



Dr. Yana Melnykov is primarily interested in applied statistics for business, specifically in teaching data mining methodologies. She is affiliated as a senior statistician with Culverhouse's Institute of Business Analytics, where she conducts and leads analytic investigations with academic and industry partners.

She earned her doctorate in applied statistics from Culverhouse in 2017 and a Master of Science degree in applied statistics from North Dakota State University. Her bachelor's is in philology from the Moscow Institute of Foreign Languages in Russia.

*“I am interested in change point and anomaly detection inference as well as methodologies and applications of finite mixture models.”*



**DR. DANISH SAIFEE**

ASSISTANT PROFESSOR OF MANAGEMENT  
INFORMATION SYSTEMS





Dr. Danish Saifee's research interests include applications of information systems, analytics, and social media in health care, socioeconomic and behavioral analysis of online user-generated content, business analytics, information systems security, data mining, and econometric modeling. He teaches courses in management information systems and business IT applications.

He graduated with his doctorate in management science with a concentration in information systems from the University of Texas at Dallas in 2018. He earned both a Master of Technology degree in instrumentation engineering and a Bachelor of Tech with honors in electrical engineering from the Indian Institute of Technology in Kharagpur.

Dr. Saifee's academic research has received several awards, including being named the top paper at the 2017 International Conference for Smart Health.

*“My ongoing research projects involve examination of online reviews of physicians and how they relate to the clinical outcomes experienced by their patients, the physicians’ adherence to clinical guidelines, and their use of electronic health records”*



**DR. MARK SCHNEIDER**

ASSISTANT PROFESSOR OF ECONOMICS

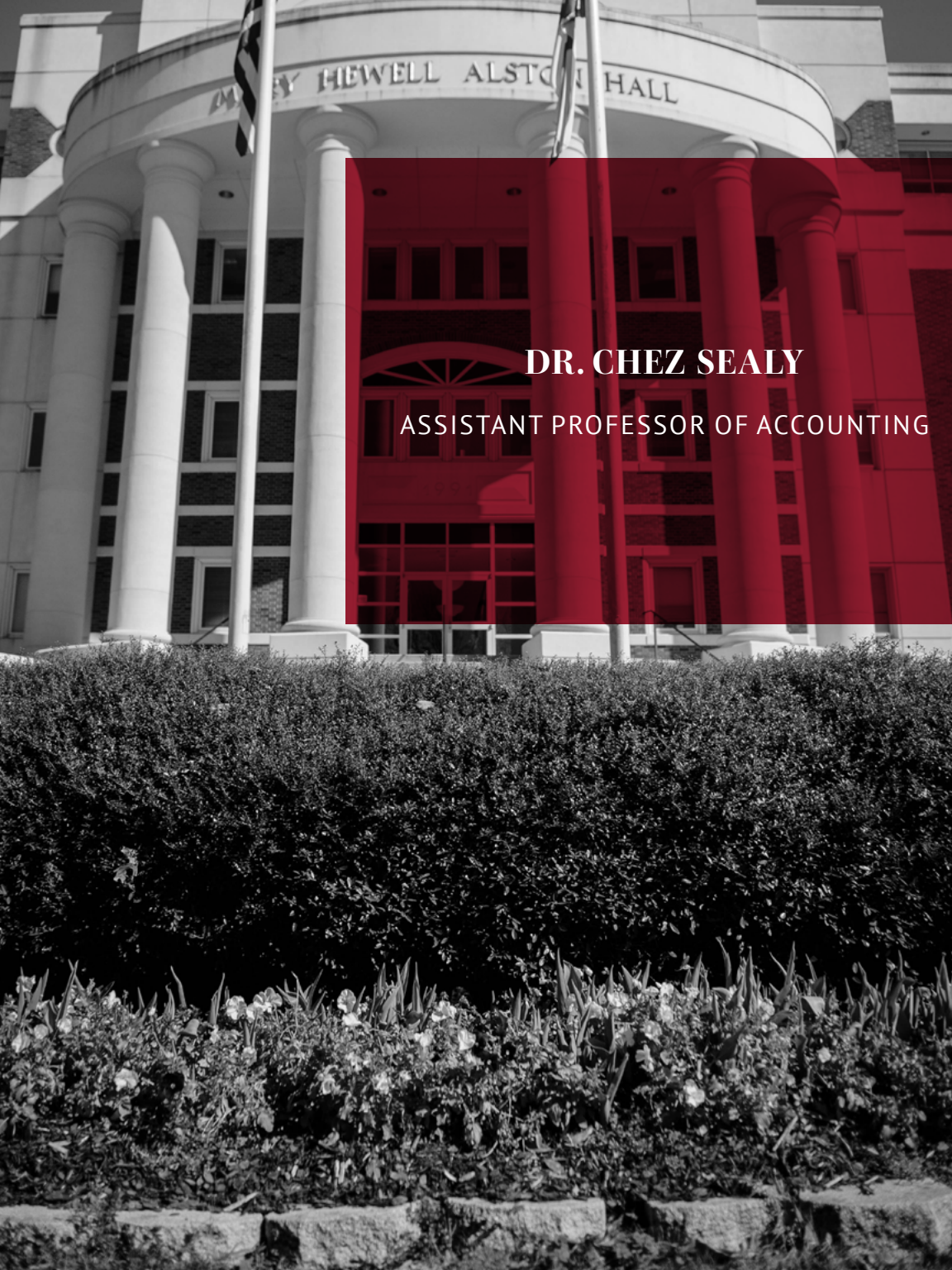


Dr. Mark Schneider's research focuses on behavioral economics, experimental economics, and decision-making.

His research has appeared in *Management Science*, *Journal of Mathematical Economics*, *Decision Support Systems*, and other journals related to economics, psychology, and decision-making.

Before joining Culverhouse, he was a postdoctoral fellow at the Economics Science Institute at Chapman University in Orange, California. Dr. Schneider earned his Ph.D. in operations and information management from the University of Connecticut School of Business in 2015. He attended Yale University for his undergraduate studies, earning a bachelor's of economics.

*"I'm most interested in understanding how people make decisions, and in studying the resulting implications for firms, markets, and policymakers."*



MAY HEWELL ALSTON HALL

**DR. CHEZ SEALY**

ASSISTANT PROFESSOR OF ACCOUNTING





Dr. Chez Sealy's research interests include developing experiments that test decision-making processes of investors and managers. He teaches financial accounting, managerial accounting, and financial statement analysis methods.

Before his career in academia, Dr. Sealy co-founded a building services company and worked as a business financial analyst at Cache Valley Bank in Utah.

Dr. Sealy earned his Ph.D. in accounting in 2018 from the Isenberg School of Management at the University of Massachusetts Amherst. He earned both his master's and bachelor's degrees in accounting from the Jon M. Huntsman School of Business at Utah State University.

*“My research interests include experimental research design methods and analysis in the judgment and decision making of investors and managers. I primarily analyze investment decisions based on perceptions of management characteristics and reporting actions as well as managerial financial reporting decisions in the presence of various outside pressures.”*



**DR. JASON THATCHER**

PROFESSOR AND THE MANAGEMENT  
INFORMATION SYSTEMS ENDOWED  
FACULTY FELLOW

THE UNIVERSITY OF ALABAMA  
**MANDERSON**  
GRADUATE SCHOOL OF BUSINESS



Dr. Jason Thatcher has published numerous papers examining cybersecurity, individual decision-making, strategic alignment and workforce issues as they relate to the effective application of information technologies in organizations.

Dr. Thatcher's work appears in journals such as *MIS Quarterly*, *Information Systems Research*, *Journal of Management Information Systems*, *Journal of the AIS*, *IEEE Transactions on Engineering Management*, *Journal of Applied Psychology*, and *Organizational Behavior of Human Decision Processes*.

He serves as senior editor at the *MIS Quarterly* and *Decision Sciences*, as an associate editor at the *European Journal of Information Systems*, and is on the editorial board of *Journal of the AIS*.

Before joining Culverhouse, Dr. Thatcher was a professor at Clemson University, where he was also director of its Social Analytics Institute. He earned his Ph.D. in 2002 in management information systems and a Master's of Public Administration from Florida State University.

*"I'm most interested in drivers of adaptive or maladaptive information technology use in organizations."*





**DR. CLAY VOORHEES**

MORRIS MAYER ENDOWED CHAIR OF  
TEACHING EXCELLENCE IN MARKETING





Dr. Clay Voorhees' research focuses on relationship marketing issues. Specific interests include customer loyalty and relationship marketing, service experience management, service failure and recovery and ROI on marketing investments. Before joining Culverhouse, he was an associate professor in the marketing department at the Eli Broad College of Business at Michigan State University.

He has received several awards for both the academic and practical impact of his research. In 2015 he received the Emerging Service Scholar Award from the American Marketing Association (AMA) for overall contributions to the field of services marketing in the first ten years of his career.

Dr. Voorhees has published 33 journal articles in outlets including the *Journal of Marketing*, *Journal of Marketing Research*, *Strategic Management Journal*, *Journal of the Academy of Marketing Science*, *Journal of Service Research*, and *Journal of Retailing*.

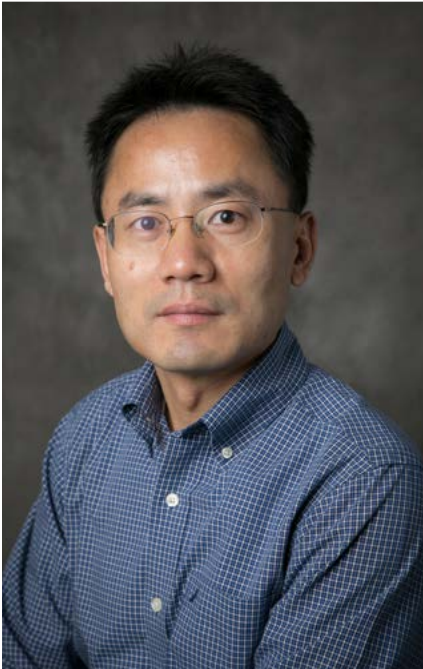
He earned his Ph.D. in business administration with an emphasis on marketing from Florida State University in 2006 and his bachelor's in business administration and marketing from Ithaca College in New York.

*"I often conduct my research in the field in partnership with organizations ranging from the Fortune 500 to United States Armed Forces to entrepreneurs."*



**DR. QUI WANG**

ASSOCIATE PROFESSOR OF  
APPLIED STATISTICS



Dr. Qui Wang's research focuses on statistical learning, data mining, and statistical methods, along with dimension reduction and variable selection.

His research has been published in *Biometrika*, *Statistica Sinica*, *Journal of Multivariate Analysis*, *Computational Statistics and Data Analysis*, and the *Journal of Statistical Planning and Inference*.

Dr. Wang has collaborated with researchers in neuroscience, public health, and other areas. His collaborative work has been published in *PLOS ONE*, *Journal of Antimicrobial Chemotherapy*, *Drug and Alcohol Dependence*, and *Psychiatry Research: Neuroimaging*. Dr. Wang currently serves as an associate editor for *Statistics and Probability Letters*. Before joining Culverhouse, Dr. Wang

was an associate professor in the Department of Statistical Sciences and Operations Research at Virginia Commonwealth University.

He earned his Ph.D. in statistics in 2009 from the University of Georgia. His master's and bachelor's degrees in management science were both earned from the University of Science and Technology of China.

*"I'm passionate about using statistics to make sense of the vast amount of data that are available."*

## RESEARCH HIGHLIGHTS

### **CULVERHOUSE RESEARCH FINDS WOMEN CEOS MORE LIKELY TO BE FIRED EVEN IF DOING A GOOD JOB**

Women CEOs are much more likely than male CEOs to be dismissed, even when the women are performing well, according to research conducted by a team that includes Drs. Sandra Mortal and Vishal Gupta, both associate professors at Culverhouse. The findings are detailed in the paper “You’re Fired! Gender Disparities in CEO Dismissal,” which was accepted for publication in the *Journal of Management*.

Female CEOs are about 45 percent more likely than male CEOs to be dismissed from their firms. Also, while performance improvements protect male CEOs from dismissal, they do not protect female CEOs, according to the study of public firms in the United States.

### **COCHRAN WINS INFORMS PRESIDENT’S AWARD**

Dr. Jim Cochran, the Culverhouse Associate Dean for Research, was recently recognized by the Institute for Operations Research & the Management Sciences (INFORMS) with its President’s Award for making “important contributions to the welfare of society.” The award was presented to him at the organization’s recent annual meeting in November.

### **UNLOCK GRANT TO SUPPORT DEVELOPMENT OF OPIOID ABUSE FIGHTING TOOL**

The Institute of Business Analytics, a research unit in Culverhouse, announced in October that it received a nearly \$1 million grant from the Office of Justice Programs at the U.S. Department of Justice to develop the Unified Nexus for Leveraging Opioid Crime Knowledge (UNLOCK). UNLOCK is a data-driven tool to help law enforcement and community affiliates better understand the scope of the opioid epidemic in Alabama and how to intelligently allocate resources. The UNLOCK team consists of investigators Dr. Matthew Hudnall, Dr. Jason Parton, and Dr. Dwight Lewis.



## RESEARCH HIGHLIGHTS

### **BUSINESS ANALYTICS SYMPOSIUM PROVIDES DEEP DIVE IN RAPIDLY-EVOLVING FIELD**

In October, the Culverhouse Business Analytics Symposium brought speakers from General Motors, PBS, ESPN, Overstock.com, SAS Institute, and the Centers for Disease Control and Prevention to Tuscaloosa. Topics discussed included conducting operational research in a corporate setting, analysis of social media content, change management in a data-driven culture, the use of machine learning and artificial intelligence techniques in e-commerce, and applications of analytics in public health.

### **UA NAMED GLOBAL CENTER OF INSURANCE EXCELLENCE**

The University of Alabama has received the distinct honor of being included among the ranks of Global Centers of Insurance Excellence by the International Insurance Society. The GCIE certification program recognizes universities and colleges with outstanding risk management and insurance programs. Dr. William Rabel, the John & Mary Louise Loftis Bickley Endowed Teaching Chair of Insurance & Financial Services, and a faculty member in Culverhouse's Insurance, Risk Management and Actuarial Science program, was on hand to accept the honor at a ceremony in Berlin, Germany in June.

### **CULVERHOUSE OUTREACH CENTER HIGHLIGHTS ALABAMA'S INDIGENOUS HERITAGE**

The University of Alabama Center for Economic Development, which is a part of Culverhouse, aims to showcase some of the most visible remains of the state's indigenous heritage via the Alabama Mound Trail project. The initiative is a joint effort with The University of Alabama's museums division.

See more research and news highlights at [culverhouse.ua.edu](http://culverhouse.ua.edu)

## RECENTLY PUBLISHED & ACCEPTED RESEARCH

### **Agrawal, Anup (Professor) and Malm, James (former PhD student)**

*Journal Article (Accepted)*

Agrawal, A., Adhikari, B., Malm, J. (in press). Do Women Stay Out of Trouble? Evidence from Corporate Litigation. *Journal of Accounting & Economics*.

### **Gupta, Vishal K. (Associate Professor) & Mortal, Sandra C. (Associate Professor)**

*Journal Article (Published)*

Gupta, V. K., Han, S., Mortal, S. C., Sabatino, S., Turban, D. (2018). Do Women CEOs Face Greater Threat of Shareholder Activism Compared to Male CEOs? A Role Congruity Perspective. *Journal of Applied Psychology*.

*Journal Article (Published)*

Gupta, V. K., Mortal, S. C., Guo, X. (in press). Revisiting the Gender Gap in CEO Compensation: Replication and Extension of Hill, Upadhyay, and Beekun (2015)'s work on CEO Gender Pay Gap. *Strategic Management Journal*.

### **Ray, Sugata (Assistant Professor)**

*Journal Article (Accepted)*

Brown, S., Lu, Y., Ray, S., Teo, M. (in press). Sensation Seeking and Hedge Funds. *Journal of Finance*.

### **Schneider, Mark A.**

*Journal Article (Published)*

Schneider, M. A., Day, R. (2018). Target Adjusted Utility Functions and Expected Utility Paradoxes. *Management Science*(64), 271-287.

### **Bott, Gregory J. (Assistant Professor)**

*Journal Article (Published)*

Menard, P., Bott, G. J., Crossler, R. E. (2018). User Motivations in Protecting Information Security: Protection Motivation Theory Versus Self-Determination Theory. *Journal of Management Information Systems*, 34(4), 1203-1230.

### **Freeman, Nickolas K. (Assistant Professor)**

*Journal Article (Accepted)*

Zhao, M., Freeman, N. K. (in press). Robust Sourcing from Suppliers under Ambiguously Correlated Major Disruption Risks. *Production and Operations Management*.

### **Johnston, Allen C. (Associate Professor)**

*Journal Article (Accepted)*

Johnston, A. C., Di Gangi, P., Howard, J., Worrell, J. (in press). It Takes a Village: Understanding the Collective Security Efficacy of Insider Communities. *Journal of the Association for Information Systems*.

### **Thatcher, Jason B. (Professor)**

*Journal Article (Published)*

Thatcher, J. B., Wright, R. T., Sun, H., Zagenczyk, T. J., Klein, R. (2018). Mindfulness in Information Technology Use: Definitions, Distinctions, and a New Measure. *MIS Quarterly*, 42(3), 831--847.

*Journal Article (Accepted)*

Thatcher, J. B. (in press). The IT Identity Threat: A Conceptual Definition and Operational Measure. *Journal of Management Information Systems*.

**Harms, Peter D. (Associate Professor)***Journal Article (Accepted)*

Wood, D., Harms, P. D., Lowman, G., Roberts, B. W. (in press). Exploring the relative importance of normative and distinctive organizational preferences as predictors of work attitudes. *Journal of Applied Psychology*.

*Journal Article (Accepted)*

Landay, K., Harms, P. D., Crede, M. (in press). Shall we serve the dark lords? A meta-analytic review of psychopathy and leadership. *Journal of Applied Psychology*.

**Magnusson, Peter (Associate Professor), Westjohn, Stanford A. (Assistant Professor), & Sirianni, Nancy J. (Associate Professor)***Journal Article (Accepted)*

Magnusson, P., Westjohn, S., Sirianni, N. (in press). Beyond Country Image Favorability: How Brand Positioning via Country Personality Stereotypes Enhances Brand Evaluations. *Journal of International Business Studies*.

**Ringler, Christine A. (Assistant Professor) & Sirianni, Nancy J. (Associate Professor)***Journal Article (Published)*

Otterbring, T., Ringler, C., Sirianni, N. J., Gustafsson, A. (2018). The Abercrombie & Fitch Effect: The Impact of Physical Dominance on Male Customers' Status Signaling Consumption. *Journal of Marketing Research*.

**Hatfield, Richard C. (Professor)***Journal Article (Accepted)*

Hatfield, R. C., Mullis, C. (2018). The Effects of Multi-Tasking on Auditors' Judgment Quality. *Contemporary Accounting Research, Forthcoming*.

**Houston, Richard W. (Professor)***Journal Article (Accepted)*

Houston, R. W., Commerford, B., Hermanson, D., Peters, M. (in press). Auditor Sensitivity to Real Earnings Management: The Importance of Ambiguity and Earnings Context. *Contemporary Accounting Research, Forthcoming*.

**Swanquist, Quinn T. (Assistant Professor)***Journal Article (Accepted)*

Myers, L. A., Shipman, J. E., Swanquist, Q. T., Whited, R. L. (in press). Measuring the Market Response to First-Time Going Concern Modifications: The Importance of Disclosure Timing. *Review of Accounting Studies*. <https://link.springer.com/article/10.1007/s11142-018-9459-x>

*Journal Article (Accepted)*

Moon, J. R., Shipman, J. E., Swanquist, Q. T., Whited, R. L. (in press). Do Clients Get What They Pay For? Evidence from Auditor and Engagement Fee Premiums. *Contemporary Accounting Research*. <https://onlinelibrary.wiley.com/doi/abs/10.1111/1911-3846.12445>



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