

# Coles Seminar Series

## Fall 2016



**AUGUST 26TH, 2016**

**Jennifer Wessel**

Assistant Professor of Psychology  
College of Behavioral & Social Sciences,  
University of Maryland

**Topic:** *The Role of Gender Identity  
Management in Gender-Based Biases*

**OCTOBER 14TH, 2016**

**Mona Sinha**

Assistant Professor of Marketing  
Coles College of Business,  
Kennesaw State University

**Topic:** *The Beast Unleashed:  
Invasions of Consumer Privacy*

**SEPTEMBER 16TH, 2016**

**Canan Mutlu**

Assistant Professor of  
Management & Entrepreneurship  
Coles College of Business,  
Kennesaw State University

**Topic:** *Are Overboarded CEOs  
More Capable?*

**OCTOBER 28TH, 2016**

**Gurpreet Dhillon**

Professor of Information Security  
School of Business,  
Virginia Commonwealth University

**Topic:** *Eliciting Societal Values for  
Cyberstalking Policy Decisions*

**SEPTEMBER 30TH, 2016**

**Greg Marshall**

Charles Harwood Professor  
of Marketing and Strategy  
Associate Dean for Academics and the Academic  
Director for the Executive DBA Program  
Crummer Graduate School of Business,  
Rollins College

**Topic:** *Mixed-Gender Selling Teams  
and the Role of Female Presence in  
Improving Team Performance: Thought  
Development and Propositions*

**NOVEMBER 11TH, 2016**

**Saul G. Alamilla**

Assistant Professor of Psychology

**Brad Barney**

Assistant Professor of Statistics

**Humayun Zafar**

Associate Professor of Information Security and  
Assurance

**Topic:** *Evaluating Downstream Performance  
of Students: A Propensity Score Model*

AUGUST 26TH, 2016

**Jennifer Wessel**

Assistant Professor of Psychology  
College of Behavioral & Social  
Sciences, University of Maryland

## **The Role of Gender Identity Management in Gender-Based Biases**

### **ABSTRACT**

Women in traditionally-masculine industries (e.g. STEM fields) and positions (e.g. leadership roles) make decisions everyday as to how masculine/feminine they present themselves at work. This talk will cover three studies examining the effects of gender identity management strategies on evaluations of women in traditionally-masculine domains. Studies 1 and 2 examine the effectiveness of using stereotypically-masculine terms to describe oneself as a tactic for women to gain entry into STEM. Study 3 focuses on the role of perceived gender conformity in appearance as it relates to student evaluations of their instructors. Results point to a complicated picture for women trying to gain entry and advancement in traditionally-masculine contexts.

SEPTEMBER 16TH, 2016

**Canan Mutlu**

Assistant Professor of  
Management & Entrepreneurship  
Coles College of Business,  
Kennesaw State University

## **Are Overboarded CEOs More Capable?**

### **ABSTRACT**

Does board service promote managerial capability? The increasing trend of CEO overboardedness implores to understand whether serving in corporate boards is a symbolic mechanism that might lead to excessive time commitments and an inability to fulfill their duties or it indeed helps to heighten managerial capabilities by enabling access to diverse knowledge, skills, and connections. In this paper, we explore this phenomenon by analyzing the effect of outside board service on managerial capability and find support for the hypothesis that outside board service limits the capability of executives and this association is moderated by the quality of corporate governance.

SEPTEMBER 30TH, 2016

**Greg Marshall**

Charles Harwood Professor of Marketing and Strategy  
Associate Dean for Academics and the Academic Director  
for the Executive DBA Program  
Crummer Graduate School of Business, Rollins College

**PERFORMANCE: THOUGHT DEVELOPMENT AND PROPOSITIONS**

**Ream Shoreibah**

**Greg W. Marshall**

**Jule B. Gassenheimer**

## **Mixed-Gender Selling Teams and the Role of Female Presence in Improving Team**

### **ABSTRACT**

Team selling and the increasing representation of women in the sales force are two current trends contributing to the complexity of managing the sales environment. This paper integrates research in these two areas and proposes a framework using mixed-gender selling teams to improve team performance when compared to all-male teams. We propose that the presence of females on selling teams should improve performance by reducing the average turnover rate within the team; by enhancing relational skills, organizational citizenship behaviors, and shared leadership within the team; and by building on the favorable effects associated with team heterogeneity. We also consider the effects that deeply ingrained connections among members of all-male teams may have on changes in team gender composition. Important anticipated implications are provided for rethinking sales team establishment and management.

OCTOBER 14TH, 2016

**Mona Sinha**

Assistant Professor of Marketing  
Coles College of Business,  
Kennesaw State University

## The Consumer Privacy Paradox

### ABSTRACT

Consumer privacy concerns are at an all-time high in the U.S and consumer clamor for privacy protection has strategic, financial, and legal implications for firms. However, consumers continue to enjoy the benefits accrued from firms having their information, routinely revealing more about themselves than their stated intent, and rarely using privacy protection tools. The purpose of this research was to identify an explanatory framework to explain this privacy paradox. First, an in-depth qualitative study was conducted using the Zaltman Metaphor Elicitation Technique to examine consumers' subconscious affect and cognitions. The study revealed that consumers' struggle against firms' power to control their own information and achieve balance in the firm-customer relationship. Social Justice Theory (SJT) was identified as the overarching explanatory framework and its three dimensions– distributive, procedural and interactional, were proposed to have a moderating influence on the effect of the firms' information action (i.e., data acquisition and utilization) on consumers' privacy concerns.

Next, the Critical Incident Technique was used to study privacy experiences of 997 adult U.S. consumers which confirmed the appropriateness of the SJT framework. Additionally, the study examined whether consumers' attitudes were based on real or vicarious (from word of mouth and/or media) experiences and its impact thereof.

This research found that consumers the privacy paradox exists because (1) firms have mixed results in meeting the social justice needs of their consumers, and (2) consumers have both good and bad experiences when firms acquire/use their information. Further, consumers' who described vicarious experiences exhibited more extreme expectations of negative/positive effects of consumers' information action, as compared to those who had real experiences, thus underscoring the role of media in the privacy debate. The robustness of the SJT framework was demonstrated by re-organizing key variables from prior research using this framework. With billions of dollars, scores of customer relationships, and our privacy laws at stake, this research has great corporate, academic, legal, and societal significance.

OCTOBER 28TH, 2016

**Gurpreet Dhillon**

Professor of Information Security  
School of Business,  
Virginia Commonwealth University

## **Eliciting Societal Values for Cyberstalking Policy Decisions**

### **ABSTRACT**

Cyberstalking is a significant challenge in the era of Internet and technology. When dealing with cyberstalking, institutions and governments alike have a problem in how to manage it and where to allocate resources. Hence, it is important to understand how individuals feel about the problem of cyberstalking so it can be managed in the context of cybersecurity. To do this the problem question is twofold: First, what objectives are important based on the values of the general public with regard to the prevention of cyberstalking. Second, what are the possible scenarios for the implementation of these objectives that organizations, governments and society at large can look to that will guide their decision making process. In this paper we utilize Keeney's (1990) public value forum to elicit public values which can form the basis for the decision making process in preventing cyberstalking so institutions and governments can allocate resources prudently.

NOVEMBER 11TH, 2016

**Saul G. Alamilla**

Assistant Professor of Psychology

**Brad Barney**

Assistant Professor of Statistics

**Humayun Zafar**

Associate Professor of Information Security  
and Assurance

## **Evaluating Downstream Performance of Students: A Propensity Score Model**

### **ABSTRACT**

Online learning continues to grow at a high rate. However, questions about quality of online education have been raised. As part of a large study involving over 30 state institutions in a university system, we present a unique and novel statistical approach to dealing with confounding variables and self-selection issues in the evaluation of online college courses. This approach involves the use of propensity score analysis and matching. We present our analysis model as well as preliminary results.