

COMMITTMENT TO RESEARCH EXCELLENCE

Great research supports effectiveness in the classroom and provides enlightening insights for business. Our efforts to elevate our research contributions have been very successful. Over the past five years, our faculty has produced almost 1000 intellectual contributions including peer-reviewed journal articles, academic-professional presentations, and eleven textbooks.



AACSB
ACCREDITED



UNIVERSITY OF
LOUISVILLE

COLLEGE OF BUSINESS



Todd Mooradian, PhD

*Dean, College of Business
University of Louisville*

todd.mooradian@louisville.edu

OUR COMMITTMENT TO RESEARCH



UNIVERSITY OF
LOUISVILLE
COLLEGE OF BUSINESS

Our commitment to research supports faculty as they fulfill their passion for inquiry, discovery, and innovation. The essential components of our mission - and of the missions of all premier, global universities - are the conveyance of knowledge (great teaching) and the creation of new knowledge (great research). Situating both of these functions together on the campuses of universities has served the world, and especially America, very well over the past century; advanced economies are defined by science, technology, and innovation and those elements of economic and social development are grounded in basic research conducted on the campuses of research universities. The University of Louisville is a leading university in that intellectual dialogue and scientific advancement.

Research contributes to better curricula and better teaching. Faculty members passionate about discovery and knowledge bring enthusiasm for their field into the classroom and are inspirational teachers and role models. Professors who do research understand their subjects better (in the College of Business we integrate research faculty with practitioners who serve as instructors and speakers, underscoring the connections between theory and practice).

The Upside of Down: How a Price's Vertical Location Influences Its Evaluation

This research demonstrates that altering the vertical location of a price (e.g., presenting it at the bottom or top of a marketing stimulus) significantly influences how consumers respond to that price. Several lab experiments and field studies demonstrate that showing a price in a low location leads to lower price perceptions, more favorable purchase intentions, and increased in-store sales. Several final studies indicate that location effects arise when consumers are unwilling or unable to employ other factors (e.g., internal reference prices) in evaluating a target price.

RESEARCH IN MARKETING



UNIVERSITY OF
LOUISVILLE
COLLEGE OF BUSINESS



Michael J. Barone PhD

*Professor of Marketing and
University Scholar*

Research Focus: Consumer psychology
and decision-making

Awards and Honors: Top Productive
Researchers in Premier American
Marketing Association Journals,
2009-2014.

Research Award, U of L College of
Business - 2010, 2013, 2015, 2016.

Top Ten Reviewer, *Journal of Consumer
Psychology*, 2009, 2010, 2016.

Outstanding Reviewer, *Journal of
Advertising*, 2004, 2011



Manju Ahuja, PhD

*Professor and University Scholar,
Computer Information Systems (CIS)*

Research Focus: Managing IT
Workforce, Women in STEM, Online
Communities, and IT Innovation

Awards and Honors: Ranked #45
worldwide for publications in top
Information Systems journals (2012-2017)

\$1,000,000 in National Science
Foundation funding

Six Faculty Excellent Awards at the
College of Business in ten years

Senior Editor at *Management
Information Systems Quarterly*

Cited by publications such as
Wall Street Journal, *New York Times*,
and other outlets

RESEARCH IN CIS

Work-Life Conflict of Globally Distributed Software Development Personnel: An Empirical Investigation Using Border Theory

Global teams face the challenges of severely disrupting the work-life balance of their members, and many of these members leave the organizations due to this. How should organizations manage this phenomenon?

Family-Work Conflict and Mobile Addiction: A Resource Drain Theory Approach

Most people today feel addicted to their mobile devices. We looked at the individual and organizational factors that feed into this addiction, and the effect it has on individual behaviors at home and individual mindfulness.



UNIVERSITY OF
LOUISVILLE
COLLEGE OF BUSINESS

Are Auditor Salaries Related to Audit Effectiveness and Efficiency?

We build upon management literature relating employee salaries to employee quality, and upon the behavioral auditing literature relating auditors' personal characteristics to performance, to investigate whether higher-paid auditors deliver better audits. We find that highly-paid auditors produce better audit outcomes, as captured by a lower likelihood of a future restatement of current year's financial statements, smaller absolute discretionary accruals, and a lower likelihood of issuing a failed internal control over financial reporting (ICFR) opinion. Offices paying higher audit salaries also earn higher audit fees and exhibit shorter audit report lags. Overall, this study contributes to the auditing literature by answering a call for research on the role of audit inputs (such as audit personnel salaries) in driving output based outcomes (such as audit effectiveness and efficiency).

*Corresponding author: Julie Huang, Associate Professor, University of Louisville and
Coauthor: Michael Ettredge, Professor, University of Kansas*

RESEARCH IN

ACCOUNTANCY



Ying (Julie) Huang, PhD

Associate Professor, Accounting

Research Focus: Financial accounting: voluntary disclosure conference call, accounting conservatism, class action lawsuit, management forecast, segment reporting

Selected Publications:

"Conservative reporting and securities class action lawsuits" (with Michael Ettredge and Weining Zhang), *Accounting Horizons*, 2016, Vol 30, 93-118

"Earnings restatements and differential timeliness of accounting conservatism" (with Michael Ettredge and Weining Zhang), *Journal of Accounting and Economics*, 2012, Vol 53, 489-503.

UNIVERSITY OF
LOUISVILLE
COLLEGE OF BUSINESS



**Andrew Manikas,
PhD, PMP**

Assistant Professor, Management

Research Focus: Supply Chain
Management

Recent Publications:

Godfrey, M., and Manikas, A. 2013.
Integrating Sustainability into a Goal
Programming Exercise.

Business Education and Accreditation,
5(1), Accepted.

Godfrey, M., and Manikas, A. 2012.
Integrating Triple Bottom Line
Sustainability Concepts into a
Supplier Selection Exercise.

Business Education and Accreditation,
4(1), 1-12

RESEARCH IN MANAGEMENT



Using operations management tools to help Meals on Wheels combat hunger

Meals on Wheels help citizens who face food insecurity. As a not-for-profit entity, they do not have resources to buy expensive software to plan volunteer delivery routes. As academics, we felt outreach using some of our methods to provide them with a free, simple routing tool was the right thing to do. The results in time saving for both planning and volunteer driving time were substantial and greatly appreciated by Meals on Wheels.

Rapid identification of risk factors to improve airline safety

Airline safety is a great concern, so the FAA has people manually analyze incident reports (approximately 400 per day). They look to categorize incidents into major causes such as human factors, weather, etc., to recommend new procedures, training, and equipment testing to reduce future similar incidents. We utilized a clustering software to find words that commonly appear together in different incident reports and to use those cluster to predict the causes. Our automated method achieved almost a 77% accuracy in classification, but is done without requiring the time and resources to manually read each report.

Corporate Entrepreneurship

Corporate entrepreneurship specifically focuses on what firms can do to make sure their new business development initiatives are primed for success. It covers the structure of initiatives, what kind of managerial control to exert over them, and nuances that change the nature of these basic considerations.

RESEARCH IN ENTREPRENEURSHIP



UNIVERSITY OF
LOUISVILLE
COLLEGE OF BUSINESS



Robert Garrett, PhD

*Associate Professor,
Forcht Center for Entrepreneurship*

Recent Publications:

Covin, J.G., Garrett, R.P., Gupta, J.P., Kuratko, D.F., & Shepherd, D.A. (forthcoming) "The interdependence of planning and learning among internal corporate ventures."

Entrepreneurship Theory & Practice

Brumana, M., Minola, T., Garrett, R.P., Digan, S. 2017. "How Do Family Firms Launch New Businesses?

A Developmental Perspective on Internal Corporate Venturing in Family Business." *Journal of Small Business Management*, 55(4): 594-613.



Jose Fernandez, PhD

Associate Professor, Economics

Research Focus: Health economics, crime, and labor economics.

Awards and Honors: Fellow of the Diversity Initiative for Tenure in Economics, 2013-2014

Undergraduate Teaching Award, College of Business, University of Louisville, 2012

“Faculty Favorites” Award, College of Business, University of Louisville, 2011-2012

Summer Research Support: 2008, 2009, 2010, 2012, 2013, 2015, 2017

RESEARCH IN

ECONOMICS

How do unemployment rates affect perceptions of the minimum wage?

We examine how individuals' preferences change for a minimum wage depending on the number of people who become unemployed. It is well known that minimum wage laws cause unemployment, but the minimum wage still receives a lot of political support. We want to test how much unemployment a typical voter is willing to accept for an increase in the minimum wage.

Less Alcohol, Less Service?

The effects of alcohol prohibition ordinance on the mix of limited and full service restaurants supplied in county. This study is related to early work we conducted where we found local prohibition laws causes people to consume more illicit drugs, particularly meth in Kentucky. This early study received media attention from the WSJ, Washington Post, and The Economist Magazine among other outlets. We feel these same laws could affect the supply of full service restaurants as they are more likely to serve alcohol.

Politicians' effect on a state's suicide rate.

The determination of death in the US can have strong financial implications. For example, a declaration of suicide can nullify life insurance benefits. However, the intent of death may be made by an elected official who is not required to have any medical training. Medical examiners and coroners determine cause of death when the death is sudden, violent, or untimely. Consequently, these officials can affect counts of sudden infant death syndrome, homicide, and suicide in a state. This paper uses a diff-in-diff model to estimate the effect of elected coroners versus appointed medical examiners on a state's suicide rate.



COLLEGE OF BUSINESS

College of Business
Harry Frazier Hall
University of Louisville
Louisville, KY 40292