RESEARCH REVIEW

FACULTY STATS AND PROFILES → COLLEGE OF BUSINESS AND ECONOMICS
It is my distinct pleasure to introduce you to the Lehigh University College of Business and Economics faculty.

Faculty are at the heart of our success in developing the next generation of global business leaders. Since 2007, almost 50 new members of varying ranks and backgrounds have joined the College of Business and Economics faculty. This historic investment confirms Lehigh’s steadfast commitment to providing a world-class business education that prepares students to enter the job market outpacing the competition.

The College of Business and Economics is a community of research-active individuals who are also dedicated to teaching, fully engaged with undergraduate and graduate students, and connected to the world of business through alumni and many organizational affiliations.

Research and teaching interests are jointly critical components to achieving excellence in business education as we face the challenge of developing leaders for global impact.

I proudly present the distinguished faculty of Lehigh’s College of Business and Economics.

Georgette Chapman Phillips
Kevin L. and Lisa A. Clayton Dean
## Full-Time Faculty Growth

*Pre-tenured, tenured, professors of practice, lecturers

### 2008–2016

<table>
<thead>
<tr>
<th>Year</th>
<th>New Faculty</th>
<th>Total Faculty</th>
</tr>
</thead>
<tbody>
<tr>
<td>2008–2009</td>
<td>9</td>
<td>70</td>
</tr>
<tr>
<td>2009–2010</td>
<td>10</td>
<td>74</td>
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<td>2010–2011</td>
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<td>73</td>
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<td>2011–2012</td>
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<td>2012–2013</td>
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<td>2013–2014</td>
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<td>2014–2015</td>
<td>8</td>
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</tr>
<tr>
<td>2015–2016</td>
<td>8</td>
<td>78</td>
</tr>
</tbody>
</table>

### Profiles

#### Department of Accounting
- Belkin, Liuba
- Ehrig, Joshua
- Falcinelli, Dale
- Forster, William
- Kuchta, Robert
- Mahony, Douglas
- Nayar, Chitra
- Post, Corinne
- Ridings, Catherine
- Rothman, Naomi
- Santoro, Michael
- Shen, Susan
- Strategos, Charles
- Thord, Robert
- Trent, Robert
- Ward, Andrew
- Yao, Oliver
- Zacharia, Zach
- Zhang, Dawei (David)

#### Department of Economics
- Anderson, Anne-Marie
- Bertrand, Paul
- Boudin, Stephanie
- Gupta, Parveen
- Hall, James
- Hinrichs, David
- Lambert, Tamara
- Manzo, Joseph
- Peytcheva, Marietta
- Sami, Heike
- Thode, Stephen
- Weaver, Samuel
- Yang, Ke

#### Department of Finance
- Balke, Lisa
- Bhig, Anith
- Blake, Dave
- Borror, William
- Kuchta, Robert
- Mahany, Douglas
- Meyen, Paul
- Olszewski, Matt
- Post, Corinne
- Ridings, Catherine
- Santoro, Michael
- Shen, Susan
- Strategos, Charles
- Thord, Robert
- Trent, Robert
- Ward, Andrew
- Yao, Oliver
- Zacharia, Zach
- Zhang, Dawei (David)

#### Department of Marketing
- Babat, Keith
- Cabezas, Michael
- Chan, Alex
- Dong, Belinda
- Griffith, Daniel
- Kim, Steven
- Koutsoukos, Nikolaos
- Lee, Jason
- Matsusaka, James
- Pozzolo, Marco
- Savva, Ioannis
- Sikharulidze, K.

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A faculty that comprises top-notch researchers and teachers is an important component of our continued success. A historic investment in our college faculty confirms our unwavering commitment to providing a first-class business education.
LEHIGH UNIVERSITY COLLEGE OF BUSINESS AND ECONOMICS

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ANNE-MARIE ANDERSON
ASSOCIATE PROFESSOR, DEPARTMENT OF ACCOUNTING

Ph.D., University of Arizona

Research Statement:
My current research interests lie in gaining an understanding of how management, financial, and investment decisions impact firm and investor value. My research questions address the impact of decisions that are made in many areas, my work—which includes a published article in the Journal of Marketing Research—focuses on Marketing Decision Analytical Tools: Evaluating Marketing Message and Communication Significance. My research philosophy is driven by a self-motivated view of research, and I aim to publish across a wide range of quality outlets (from top-tier academic journals to practitioner books). Thus, I intend to focus my efforts on pursuing problems that are motivated by practice questions, and to publish in peer-reviewed journals to participate in the development of knowledge that is relevant to the practice community.

BRIGHT ASANTE-APPIAH
ASSISTANT PROFESSOR, DEPARTMENT OF FINANCE

Ph.D., University of Arizona

Research Statement:
My primary research interest is in financial markets with particular focus on (1) the impact of corporate governance and financial reporting quality. Specifically, I am interested in how corporate governance and the power struggle between the board of directors and senior management are related to audit quality, financial reporting quality and firm performance. I believe in a creative, self-directed view of research, focused on the practice questions of the day. I focus using methods that fit the research questions of the day. As such, my ongoing research projects are motivated by practice questions of the day—which includes a published article in the American Bankruptcy Institute Journal—and aim to publish across a wide range of quality outlets (from top-tier academic journals to practitioner books). Thus, I intend to focus on pursuing problems that are motivated by practice questions, and to publish in peer-reviewed journals to participate in the development of knowledge that is relevant to the practice community.

LIUBA BELKIN
ASSISTANT PROFESSOR, DEPARTMENT OF MARKETING

Ph.D., Rutgers University

Research Statement:
My scholarly work can be divided into two main streams that explore (1) the impact of affect and emotions on individual judgments and firm decisions, and (2) the impact of affect and emotions on individual judgments and behavior. Most of my research is in corporate finance or market microstructure. My research contributes to advancing understanding in the fields of general management, organizational psychology and negotiation. My research findings shed light on the general impact of emotions in a global workplace and workplace. My research contributions to the understanding of the interaction dynamics in the modern work environment, along with prevalent reliance on communication technology in organizational psychology and negotiation, significantly affects the interaction dynamics in the modern workplace. My research findings inform how to efficiently manage emotions in a global workplace and through media, as well as sheds light on the general impact of emotions on various aspects of work performance, i.e., trust, cooperation and decision-making.

KEITH BOTNER
ASSISTANT PROFESSOR, DEPARTMENT OF MANAGEMENT

Ph.D., University of Utah

Research Statement:
There is considerable interest among practitioners and academicians regarding the determinants of corporate payout policy and the amount and form thereof—dividends versus share repurchases—of corporate payout policy. There is considerable interest in liquidity provision policy and the importance of liquidity provision policy on a daily basis. I try to draw connections to my research during classroom discussions.
SHIN-YI CHOU
PROFESSOR, DEPARTMENT OF ECONOMICS

SHIN-YI CHOU

PH.D., Indiana University

Research Statement:
My research examines the effects of tax policy on business and investment decisions. The examples, several of my projects investigate how tax policy affects share prices, capital structure and market behavior. I am also interested in relations between tax and financial reporting decisions. For example, several of my projects investigate how tax policy decisions and the courses I teach.

Societal Impact:
I try to focus on research questions that are relevant to both current tax policy debates and the courses I teach.

Journals:

Research relevance:
I am primarily interested in relations between firms’ tax and financial reporting decisions. I am also interested in relations between tax and financial reporting decisions. For example, several of my projects investigate how tax policy decisions and the courses I teach.

C. BRYAN CLOYD
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SHIN-YI CHOU

PH.D., Indiana University

Research Statement:
For better or worse, our tax system shapes, and contributes to, our society. Getting it “right” requires an unbiased understanding of these connections.

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Journals:
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Research relevance:
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James A. Dearden
Ph.D., Pennsylvania State University

Research Statement:
My research is primarily in services marketing and international marketing organization. I have done extensive research on the impact of the Internet on marketing activities and marketing strategy. My work on different aspects of the service industry, particularly in the area of hospital marketing, has been recognized by the AMA SERVSIG.

Journal Publications:
- Journal of Health Economics
- Journal of Marketing
- Journal of Service Research
- Journal of the Academy of Marketing Science
- Journal of International Marketing
- Journal of the Academy of Management
- Journal of Marketing Theory and Practice
- Journal of Macromarketing
- International Journal of Service Industry Management
- Journal of Business Research

Interests:
- Customer relationships.
- Considerations in online advertising decision-making.
- Effective information presentation.
- Provides policy makers and practitioners with an understanding of how different agents in the market interact and influence each other, especially in the context of information aggregation on websites, advertising, government intervention in information display, and matching in decentralized markets.

Mary E. Deily
Ph.D., University of Maryland

Research Statement:
My research is in applied game theory, the intersection of Industrial Organization, Marketing, and Information Systems. As an applied microeconomist, I am particularly interested in how different aspects of the market, such as information dissemination and matching, interact and influence each other. My work on different aspects of the service industry, particularly in the area of hospital marketing, has been recognized by the AMA SERVSIG.

Journal Publications:
- The Rand Journal of Economics
- Review of Economics and Statistics
- Journal of Financial Intermediation
- Journal of Health Economics
- Journal of Political Economy
- Journal of Public Economics
- Review of Finance

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WeiJia (Daisy) Dai
Department of Marketing, Lehigh University

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Journal Publications:
- Journal of Health Economics
- Journal of Marketing
- Journal of Service Research
- Journal of the Academy of Marketing Science
- Journal of International Marketing
- Journal of the Academy of Management
- Journal of Macromarketing
- Journal of Business Research
- International Journal of Service Industry Management
- Journal of Financial Intermediation
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Lehigh University College of Business and Economics

Weiji (Daisy) Dai
Assistant Professor, Department of Economics

James A. Dearden
Professor, Department of Economics

Mary E. Deily
Assistant Professor, Department of Economics

Beibeib Dong
Assistant Professor, Department of Marketing

Joshua Ehrig
M.A., Lehigh University

Teaching Philosophy:
My approach is to teach in an "flipped classroom" approach. Students engage and interact before class using a variety of multimedia and multimedia to their own respective strengths. I leverage "les- sons learned" from my own personal experiences and draw the same to better prepare students for their frequent opportunities.

Professional Business/Experience:
I have led entrepreneurial and bootstrapped startups. I have also been an independent consultant, where I've delivered results for clients. I've been a frequent keynote speaker, judge and panelist on topics ranging from entrepreneurship to venture capital.

Teaching:
My courses apply an experiential, "flipped classroom" approach. I leverage "lessons learned" from my own personal experiences and draw the same to better prepare students for their frequent opportunities. I generally orient my courses towards the design and management of software engineering, marketing and software engineering, and software development. I'm a frequent keynote speaker, judge and panelist on topics ranging from entrepreneurship to venture capital.

Societal Impact:
I have a strong personal commitment to helping students pursue. I provide them with both the tangible and intangible skills necessary to succeed at whatever they decide to pursue.
DALE FALCINELLI
M.B.A., Lehigh University

**TEACHING PHILOSOPHY:**
I believe that the learning environment is an essential component of the classroom experience. Their collective voices, wisdom, and intellect help me identify the roadblocks that students face and the unique path that will lead them to victory.

**PROFESSIONAL BUSINESS EXPERIENCE:**
For over three decades I have advised hundreds of CEOs and founders of start-up and mid-sized companies, and have served on over two dozen boards of public and private firms. I am an acknowledged leader in the field to advance the cause of new business creation. My research and experiences provide a fertile field for entrepreneurs to grow.

**BOARD OF DIRECTORS:**
I have made guest appearances on A&E television and speak at industry conferences and gatherings. I enjoy opportunities to help investors.

**SOCIETAL IMPACT:**
Standards are written in ways to best apply accounting standards and why students to understand both how to use them and the fuel that drives learning.

**RESEARCH STATEMENT:**
I examine how principle-based GAAP standards improve the usefulness of earnings, on average.

**JOURNALS:**
I have published in Accounting Horizons and the Journal of Business Cases and Applications and presented my research at numerous academic conferences. I have published research in the Journal of Accounting Standards and Reporting Quality.

**INTERESTS:**
In my Interests, I examine how entrepreneurs interact and seek to understand how entrepreneurs interact with their environments and others to create value.

**TEACHING PHILOSOPHY:**
I let our students take ownership of their learning.

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**INTERESTS:**
In my Interests, I examine how entrepreneurs interact and seek to understand how entrepreneurs interact with their environments and others to create value.
We are focused on understanding how and why capital preservation and capital formation are related. My research has revealed that many of these decisions are made by firms in response to external forces. In a successful learning environment, we need to develop processes that allow students to learn about the value proposition of accounting information. My students have been involved in creating and interpreting emerging risks that affect markets. Most recently, I have examined how the audit implications of IT outsourcing, IT internal controls, including those related to IT governance, risks, controls, and effective supervision.

I would like to learn more about the role of social and private entrepreneurship in community development. There's a lot of research available on capital formation and how newly formed businesses can be supported. Many of these decisions are made in response to external forces. In addition, my work focuses on understanding how and why capital preservation and capital formation are related. My research has revealed that many of these decisions are made by firms in response to external forces. In a successful learning environment, we need to develop processes that allow students to learn about the value proposition of accounting information.

I hope to contribute to a better understanding of economic phenomena and also to better evaluation of policy in general. As an example, I have examined how and why capital preservation and capital formation are related. My research has revealed that many of these decisions are made by firms in response to external forces. In a successful learning environment, we need to develop processes that allow students to learn about the value proposition of accounting information.
Michael B. Imerman
Ph.D., Rutgers University

**RESEARCH STATEMENT:**
My research lies at the intersection of empirical finance, financial economics, and applied statistics with an emphasis on measuring and managing risk, especially for financial institutions.

**JOURNALS:**

**RESEARCH RELEVANCE:**
Financial research has direct policy implications, affects professionals, and regulators.

**SOCIETAL IMPACT:**
I contribute to academic research, in particular, our recent work on residential mortgage-backed securities highlights the importance of regulatory capital.

**RESEARCH STATEMENT:**
I study the relationship between credit risk and liquidity risk. The interaction between credit and liquidity risk is a challenging problem that is of interest to academic researchers, risk managers, and regulators.

**SOCIETAL IMPACT:**
The research emphasizes that marketing managers should prepare for and carefully understand the potential for new product concept demonstrations before product launch.

**SOCIETAL IMPACT:**
I introduce relevant topics to cement the students’ actual practice. Weekly readings on actual practice are discussed relative to textbook theory and analyzed and discussed in each class.

**RESEARCH STATEMENT:**
I study the importance of data for decision making and the ways of next generation technologies.

**SOCIETAL IMPACT:**
There are as many ways to learn as there are learners. There is nothing more important than information; Everyone must know—all you must know is that there are learners. There is nothing more important than information; everyone must know—all you must know is that there are learners.

**SOCIETAL IMPACT:**
I focus on the development of new business strategies that can help managers achieve desired outcomes.
ERNEST LAI
ASSISTANT PROFESSOR, DEPARTMENT OF ACCOUNTING

YUNG-YU MA
ASSISTANT PROFESSOR, DEPARTMENT OF ACCOUNTING

JU-YEON LEE
PH.D., CORNELL UNIVERSITY

ALBERTO LAMIDIO
PH.D., DESEUL UNIVERSITY

ERNEST LAI
ASSISTANT PROFESSOR, DEPARTMENT OF ACCOUNTING

YUNG-YU MA
PH.D., UNIVERSITY OF UTAH

LEHIGH UNIVERSITY COLLEGE OF BUSINESS AND ECONOMICS
for the firm. This research has focused on identifying the main factors that contribute to the development of a sustainable competitive advantage for both employers and employees. It provides the ability to identify the most important factors that lead to organizational success and enhance employee performance.

**Research Relevance:** My work on alternative dispute resolution emphasizes the use of alternative dispute resolution to resolve employment disputes, industrial relations, and labor disputes. The emerging paradigm of reverse innovation in business and social media strategies: producing social media campaigns, etc. All organizations face the challenge of incorporating the consumer’s perspective and voice into the development of marketing strategies.

**Research Statement:** In my research, I am interested in discovering whether there is a gender pay gap in the workplace and what factors contribute to it. I have investigated various open-market, analysis of starting salaries for new college graduates, and starting salary inequities in the aftermath of the financial crisis.

**Research Statement:** My research is directed toward understanding the interactions between government policies and the performance of different countries during the Great Recession. Specifically, I have studied the role that government policies played in shaping the economic outcomes for countries in the region and how these outcomes have influenced economic growth and development.

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**Teaching Philosophy:** My philosophy is to create an interactive and engaging learning environment in the classroom, where students are encouraged to participate actively and develop critical thinking skills.

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CHAD D. MEYERHOEFER
PHD., COLLEGE OF BUSINESS AND ECONOMICS
ECONOMICS, BUSINESS, AND PUBLIC POLICY

MACHINE LEARNING:
In my research, I focus on the role of machine learning in econometric analysis and policy design. My work leverages the power of machine learning algorithms to uncover patterns in economic data that traditional econometric techniques might miss. This approach allows for more accurate predictions and better policy recommendations. I also explore the ethical implications of using machine learning in economic research.

TEACHING PHILOSOPHY:
I believe that teaching should be an active and interactive process. I seek to engage students in the material and encourage them to think critically about the concepts we cover. My approach is not just to transmit knowledge, but to foster a community of learners who are empowered to ask questions and explore new ideas.

PROFESSIONAL/BUSINESS EXPERIENCE:
I have over 15 years of experience in the Supply Chain Management field with organizations large and small, in a variety of industries. This experience has provided me with a deep understanding of the industry's challenges and opportunities, as well as the skills necessary to address them.

SOCIETAL IMPACT:
As a professional in the field of Supply Chain Management, I remain committed to making a positive impact on society. I work closely with organizations to improve their supply chain operations, which in turn contributes to increased efficiency and profitability. I also believe in giving back to the community through mentoring and volunteering.

SOCIETAL IMPACT:
I am passionate about fostering a learning environment where students can develop the skills and knowledge necessary for success in the Supply Chain Management field. I believe that by inspiring students and imparting knowledge, I can help shape the next generation of Supply Chain professionals.
M.A., Pennsylvania State University

- School of Information Sciences and Technology

- Studied how the relationships between employees and customers influence customer satisfaction and loyalty.

- Published research on the impact of social media on customer service and engagement.

- Contributed to the understanding of the role of technology in enhancing customer experiences.

- Continued to explore the intersection of technology and human behavior in the workplace and beyond.

- Advocated for the integration of technology into teaching and learning strategies.

- Engaged in collaborative projects with industry partners to develop innovative solutions and applications.

- Participated in professional development opportunities to stay updated with the latest trends and advancements in the field.

- Contributed to the knowledge base in the areas of information science, data analytics, and user experience.

- Served as a peer reviewer and mentor to emerging scholars in the field.

- Engaged in community service projects to promote digital literacy and education.

- Continued to inspire and mentor the next generation of information professionals.
**S. MCKAY PRICE**

**ASSOCIATE PROFESSOR, PERELLA DEPARTMENT OF FINANCE**

*Research Interests: Real Estate, Finance*

**SOCIETAL IMPACT:**

One of my primary research contributions is to improve the efficiency of health care markets by analyzing the interaction of health care and financial markets.

**RESEARCH RELEVANCE:**

I focus my research on the interaction between health care and financial markets.

**RESEARCH STATEMENT:**

My research is to join all three of these interests: I study workplace diversity issues such as the persistence of gender and racial inequality in career trajectories, the contradictory effects of group diversity on group performance, and the influence of law and financial markets on organizational behavior.

**JOURNALS:**


**Ph.D.**

*Florida State University*

**S. MCKAY PRICE**

**ASSISTANT PROFESSOR, DEPARTMENT OF MARKETING**

**Research Interests:**

I focus my research on the interaction between health care and financial markets.

**SOCIETAL IMPACT:**

One of my primary research contributions is to improve the efficiency of health care markets by analyzing the interaction of health care and financial markets.

**RESEARCH RELEVANCE:**

I focus my research on the interaction between health care and financial markets.

**RESEARCH STATEMENT:**

My research is to join all three of these interests: I study workplace diversity issues such as the persistence of gender and racial inequality in career trajectories, the contradictory effects of group diversity on group performance, and the influence of law and financial markets on organizational behavior.

**JOURNALS:**


**Ph.D.**

*Florida State University*

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**JOURNALS:**


**Ph.D.**

*Florida State University*
Catherine M. Ridings
Ph.D., Boston University

**RESEARCH STATEMENT:** I study social software through the lens of business and social entrepreneurship. My research examines the role of social software in the information systems discipline and the business literature.


**RESEARCH RELEVANCE:** I am an expert in understanding the role of social software in organizations. My research shows how social software can be used to improve business processes and drive innovation.

**RESEARCH STATEMENT:** I study the social implications of new technologies, particularly social software, on organizations and their stakeholders.


**RESEARCH RELEVANCE:** My research shows how social software can be used to improve human resource management and organizational effectiveness.

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Accounting and Business Education Issues in Manufacturing Firms, Audit Committee INTERESTS

Managing Products and Services

Strategy, Sales Management, Brand Management, Marketing INTERESTS:

Cost Management Approaches

Channels, Crowdfunding, INTERESTS

Brand Positioning, Communication

SUSAN A. SHERER

Innovation, Pricing, Services, INTERESTS

PROFESSOR, DEPARTMENT OF MANAGEMENT

NEAL SNOW

PROFESSOR, DEPARTMENT OF ACCOUNTING

K. SIVAKUMAR

PROFESSOR, DEPARTMENT OF MARKETING

KENNETH P. SINCLAIR

PROFESSOR, DEPARTMENT OF ACCOUNTING

STEVEN L. SAUND

PROFESSOR, DEPARTMENT OF MANAGEMENT

SUSAN A. SHERER

Ph.D., University of Pennsylvania

RESEARCH STATEMENT: My primary research has focused on the measurement of the impact of information systems on the perform- ance of accounting and business issues, including both benefit and cost issues.

JOURNALS: (names of Journals, Format of Subscription Information)

SOCIETAL IMPACT: My current research on health IT will inform best practices for adopting and implementing electronic health records (EHRs) in order to achieve benefits. In this role, I have studied a variety of health care organizations, including Unilever N.V., PLC; Century 21 Real Estate Corp.; Time Warner, Inc.; and the Busch Cos., Inc., a publicly traded generic drug company.

My strategy has been to focus on health IT as a means for advancing knowledge in the area of health IT. In this role, I have studied a variety of health care organizations, including Unilever N.V., PLC; Century 21 Real Estate Corp.; Time Warner, Inc.; and the Busch Cos., Inc., a publicly traded generic drug company.

K. SIVAKUMAR

Ph.D., University of South Florida

RESEARCH STATEMENT: My research papers take an interdisciplinary approach to address contemporary research topics. R&D, product development, manu- facturing and rural milk producers by integrating experience in marketing and general management (linking urban markets to provide examples for systems analysts and product designers.

SOCIETAL IMPACT: My research on health IT will inform best practices for adopting and implementing electronic health records (EHRs) in order to achieve benefits. In this role, I have studied a variety of health care organizations, including Unilever N.V., PLC; Century 21 Real Estate Corp.; Time Warner, Inc.; and the Busch Cos., Inc., a publicly traded generic drug company.

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LARRY W. TAYLOR
Ph.D., University of North Carolina

**RESEARCH STATEMENT:**
I can use research to keep you informed about the financial and economic environment. I want to improve the way we practice our profession. As a result of my professional and academic experiences, I have a particular interest in East Asian business practices.

**JOURNALS:**

**RESEARCH RELEVANCE:**
I focus on time-proven valuation methods and innovative valuation methods I have developed. In my research and in the classroom, I put to every aspect of financial planning. The valuation of assets is crucial to making effective decisions—both in the corporate world and in the arena of public policy.

**INTERESTS:**
Supplier Relationships, Risk Management, Buyer-Supplier Interactions

**INTERESTS:**
Institutional Financing of Real Estate, Mortgage Financing, Valuation of Commercial Real Estate

**SOCIETAL IMPACT:**
The subprime mortgage epidemic, securitization of mortgage-backed securities, and subsequent collapse of housing prices worldwide are clear illustrations of the pitfalls of using improper valuation techniques. In my research and in the classroom, I put the tools that I teach to investigate real-world economic problems. I chose to do this as a good strategy, leveraging the right questions is just as important as figuring out the right answers.

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TODD A. WATKINS
PROFESSOR, DEPARTMENT OF FINANCE

Ph.D., University of Pennsylvania

• RESEARCH STATEMENT: I study judgments based on social cues. My research has focused on the role of social influence on economic decisions and the role of groupthink in decision-making.


• RESEARCH RELEVANCE: We live in a networked world where, despite the appearance of free markets, market transactions are often governed by relationships. People often make judgments based on socially constructed criteria rather than objective assessments, even when objective inferences are possible.

• SOCIETAL IMPACT: My research has relevance in ongoing and current news in everything from annual picks, market trends, and the creation and manipulation of a company’s next CEO. Anything to do with rankings depends upon socially constructed criteria rather than objective assessments, even though objective inferences are possible.

• PROFESSIONAL/BUSINESS AFFILIATIONS: I am a founding member of the Academy of Industrial Relations Research; I serve on the board of editors for the Industrial Relations Quarterly; I serve as an advisor to several PhD students; I serve on the editorial boards of Administrative Science Quarterly, Strategic Organization, Corporate Governance, and Industrial Relations.

KE YANG
DEPARTMENT OF ECONOMICS

Ph.D., University of Pennsylvania

• RESEARCH STATEMENT: My research focuses on corporate finance, understanding the role of the board of directors, and the importance of personal social networks among firm executives and towards directors influence the business relation and firm performance.


• RESEARCH RELEVANCE: My research is related to some of the most actively debated financial issues, policies and managerial practices in today’s corporate world. My research provides insights on how the personal social networks among firm executives and towards directors influence the business relation and firm performance.

• SOCIETAL IMPACT: My research focuses on corporate finance, understanding the role of the board of directors, and the importance of personal social networks among firm executives and towards directors influence the business relation and firm performance.

MUZHE YANG
ASSOCIATE PROFESSOR, PERELLA DEPARTMENT OF FINANCE

Ph.D., University of Pennsylvania

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ZACH G. ZACHARIA
Ph.D., University of Tennessee

- RESEARCH STATEMENT: My research examines the need to understand and manage multiple types of relationships found both within and across firms (inter- and intra-firm relations and alliances). My research explores the role of these relationships in the context of the digital and platform era. My research is motivated by the need to understand how digital and platform technologies change and shape competitive landscapes. My research is interdisciplinary, and my work is published in top-tier, international journals.


- RESEARCH RELEVANCE: Digital and platform technologies have revolutionized the way we interact with each other, the way we conduct business, and the way we live our lives. My research seeks to better understand how these technologies are changing the landscape of competition and how firms can best position themselves to take advantage of these changes.

- SOCIetal IMPACT: My research is relevant to many current business issues such as the role of technology in shaping competition, the impact of technology on the job market, and the role of technology in shaping social and economic outcomes.