AUGUST 25TH, 2017

Jennifer Hutchins

Kennesaw State University

Topic:

SEPTEMBER 15TH, 2017

Nita Umashankar

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SEPTEMBER 29TH, 2017

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OCTOBER 13TH, 2017

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OCTOBER 27TH, 2017

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Topic:

NOVEMBER 10TH, 2017

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Topic:

AUGUST 25TH, 2017

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The Soft Side of Branding: Leveraging Emotional Intelligence

ABSTRACT

Marketers and managers cannot directly control the environment, but they certainly can influence how stakeholders perceive company image, thereby influencing brand equity. Brand equity plays a key role in the success of a firm and often differentiates a company from its competitors. Brand equity, the additional value a company earns that is attributed to a variety of elements, is mostly intangible in nature (i.e., a recognizable name or symbol, superior quality and reliability compared to competitors or generic brands, and elements known as behavioral assets or "soft skills"). Behavioral assets are the culmination of both hard skills (e.g., knowledge and ability) and soft skills (e.g., empathy, motivation, listening ability, and relationship-building) among all members of a company. However, the role of soft skills among organizational relationships, as well as how to best demonstrate these skills, is not well understood in business-to-business (B2B) industries. This research explores how B2Bs can enhance their brand through leveraging their behavioral assets, or EI, specifically through social media marketing. The findings from our analysis of 11 B2B companies that received an award for their social media marketing show that those "best in class" organizations employ communication strategies that utilize emotional intelligence and soft skills. These findings are critical since B2Bs traditionally took a rational, transactional approach. Additionally, these findings are more in line with the notion that B2B marketers strive to build relationships as the foundation upon which to transact business. Until now, an important piece of the puzzle was missing.

O Pa a Lea S a e Va a ce Ba ed C e SEM (VBSEM) . C a a ce Ba ed SEM (CBSEM) f C a A a : e R e f We , C e a d Va a ce E a ed.

ABSTRACT

Partial Least Squares path modeling (i.e., PLS) is now a standard tool among Information Systems (IS) researchers since the introduction of PLSGraph by Chin in 1990 and presentations at the International Conference in Information Systems in Vancouver and Brisbane (1994, 2000). Recently, a new group of naysayers have begun to write papers questioning the

OCTOBER 13TH, 2017

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T e A C be ec W :
I e ce f J b C a ac e c , E e a Ma e , a d Sec C e

ABSTRACT

We explore the utility of an existing conceptual model of information technology worker turnover intention as it may be applied to voluntary turnover intention among cybersecurity workers. For the purposes of this project, the term cybersecurity is used to represent all information security and related elds.

is research will use a modi ed version of existing survey constructs to deploy two instruments to collect attitudes, job characteristics, and external market perceptions as applied to employees at a number of organizations. It has been extended to include the possible in uence of the security posture and practices in use and its e ect on the intention to voluntarily turnover from the organization.

OCTOBER 27TH, 2017

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e De e a a d C e e ce f Re C a ab

ABSTRACT

We introduce a partitioning of comparability into two components; measurement comparability and reporting comparability. We review the prior comparability literature and argue that all of the prior ndings relate only to measurement comparability. We model reporting comparability with a determinant model explaining the sources of intra-industry pair-wise XBRL overlap. We demonstrate an association between our measure of reporting comparability and analyst coverage, analyst forecast accuracy, and audit fees, consistent with reporting comparability being related to

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Corporate Sustainability and Enterprise Risk Management: Incremental Effect on Performance

ABSTRACT

Since the late 1990s, two important business paradigms have emerged: corporate sustainability and enterprise risk management (ERM). While these two paradigms developed independently, they both focus on the importance of identifying and managing risks related to the achievement of strategic objectives. Corporate sustainability focuses on the opportunities and risks to the business in an increasingly resource-constrained world while ERM focuses on developing a top-down, holistic approach to risk oversight. Research related to each paradigm has emerged, but that literature is still at the early stages. This study examines whether there is any difference in firm value and performance for those organizations that have engaged in both ERM and sustainability activities relative to organizations only engaging in one or neither of these emerging disciplines. Using a sample of 1,251 North American organizations' disclosures of ERM and corporate sustainability activities (and a matched sample of an additional 1,251 companies that are not engaged in either activity), we find a strong positive association between our performance measures and disclosure of corporate sustainability processes. This positive association exists for each of our performance measures, Tobin's Q, ROA and