

EMERGING

THOUGHT LEADERS

*Up and coming faculty ready to shape the
world in and out of the classroom.*



EMORY

GOIZUETA
BUSINESS
SCHOOL



DEAN'S MESSAGE

Greetings,

At Emory University, we've been educating business leaders for nearly 100 years. That kind of longevity and significance does not come without a culture built around success and service.

I became dean of Goizueta Business School in 2014. Immediately, I recognized the dedication of our faculty, staff, and students. Our grit, rigor, and spirit carries influence well beyond campus. At Goizueta, we develop transformational leaders, empower world-class knowledge creation, and partner with industry to make lasting change in the world.

Goizueta has an Undergraduate degree program, a Two-Year Full-Time MBA, a One-Year MBA, an Evening MBA, an Executive MBA, a Doctoral degree, and a portfolio of non-degree courses. Together, the community strives to solve the world's most pressing business problems.

This, however, would be lacking without the ethical drive we so regularly tap from our namesake, late Coca-Cola Chairman and CEO Roberto C. Goizueta. Mr. Goizueta was a titan of business and a man of integrity. He pioneered the idea that value to stakeholders could mean more than financial return.

The ideals held by Mr. Goizueta are present in our own values and regularly spoken in our halls. He famously said business schools must teach business the way it *will* be. At our business school, this is inspiration *and* mandate.

I hope you enjoy this introduction to new faculty joining our team in the last three years. I'm pleased to say they are some of the most innovative I have had the pleasure to call colleagues. More so, I am honored to contribute to their success and service to the world.

Sincerely,

Erika James

John H. Harland Dean
Goizueta Business School
erika.james@emory.edu

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Introducing Goizueta's
NEWEST THOUGHT LEADERS



MICHELLE ANDREWS

Assistant Professor of Marketing

Research Expertise:

Mobile marketing, field experiments, marketing strategy



Michelle Andrews completed her Ph.D. in Marketing at Temple University in 2015. Andrews' primary research focus is on mobile technologies and field experiments. Her articles have been published in a number of leading journals including *Marketing Science*, *Management Science*, *Journal of Marketing*, *Strategic Management Journal*, and *Harvard Business Review*.



Honors and Awards

- AMA Best Conference Paper Award, 2014
- AMA Best Track Paper Award (Two papers), 2014
- DocSIG Matthew Joseph Emerging Scholar Award (Honorable Mention), 2014



Recent and Ongoing Research

“Mobile Promotions: A Framework and Research Priorities” (with J. Goehring, S. Hui, J. Pancras & L. Thornswood). *Journal of Interactive Marketing*, 34, 2016.

“Cause Marketing Effectiveness” (with X. Luo, Z. Fang & J. Aspara). *Journal of Marketing*, 78 (6), 2014.

“Mobile Targeting” (with X.Luo, Z. Fang & C. Phang). *Management Science*, 60 (7), 2014.

“Group-Buying Deal Popularity” (with X. Luo, Y. Song & J. Aspara). *Journal of Marketing*, 78 (2), 2014.



JESSE BOCKSTEDT

Associate Professor, Information Systems and Operations Management

Research Expertise:

Behavioral economic issues in technology-mediated environments, electronic commerce, economics of the Internet



Jesse Bockstedt completed his Ph.D. in Information Systems at the University of Minnesota's Carlson School of Management in 2008. Prior to joining the faculty at Emory in 2016, Bockstedt held positions at George Mason University and the University of Arizona. Bockstedt's primary research focus is behavioral economic issues in technology-mediated environments. His articles have been published in a number of leading journals including *Production and Operations Management*, *MIS Quarterly*, *Information Systems Research*, and *Journal of MIS*.



Honors and Awards

- MBA Faculty of the Year Award, George Mason University
- Best Practitioner Paper, Frontiers in Service Conference, Washington DC



Recent and Ongoing Research

“Heterogeneous Submission Behavior and its Implications in Innovation Contests with Public Submissions” (with C. Druehl & A. Mishra). *Production and Operations Management*, 25(7), July 2016.

“Bundling Effects on Variety Seeking for Digital Information Goods” (with G. Adomavicius & S. Curley). *Journal of MIS*, 31(4), 2015.

“Problem-Solving Effort and Success in Innovation Contests: The Role of National Wealth and Culture” (with C. Druehl & A. Mishra). *Journal of Operations Management*, 36, May 2015.

“Customized Bundling and Consumption Variety of Digital Information Goods” (with K.H. Goh). *Journal of MIS*, 31(2), Fall 2014.



INYOUNG CHAE

Assistant Professor of Marketing

Research Expertise:

Online browsing, online posting, attention allocation



Inyoung Chae completed her Ph.D. in Management at INSEAD in 2016. Prior to joining the faculty at Emory in 2016, Chae worked as an in-house consultant for Doosan Infracore Co. Chae's research interests are digital marketing, online advertising, user generated content, and big data analysis. Her work has appeared in publications like *Marketing Science*.



Honors and Awards

- MSI Research Grant
- Fellow, AMA-Sheth Doctoral Consortium
- Fellow, ISMS Doctoral Consortium
- INSEAD Doctoral Fellowship



Recent and Ongoing Research

“Spillover Effects in Seeded Word-of-Mouth Marketing Campaigns” (with A.T. Stephen, Y. Bart & D.Yao). *Marketing Science*, 2016.

“Wearout or Weariness? Measuring Potential Negative Consequences of Online Ad Volume and Placement” (with H. Bruno & F.M. Feinberg). (Revising for resubmission at *Journal of Marketing Research*).

“Hybrid Content Strategy: Does Embracing UGC Help or Hurt Professional Publishers?” (with K.Zhang, T. Evgeniou & V. Padmanabhan).

“The Association between Social Ties and Brand Preferences” (with A.T. Stephen, D.Lehmann & S. Weiner).



TIAN CHAN

Assistant Professor, Information Systems and Operations Management

Research Expertise:

New product development, Design management, Operational innovation



Tian Chan completed his Ph.D. in Management at INSEAD in 2016. Prior to joining the faculty at Emory in 2016, Chan held positions as Manager of Technology and Operations at PSA International and Management Associate at PSA Singapore. Chan's research interests are new product development, design management, operational innovation, service management, and empirical operations.



Honors and Awards

- Winner for POMS PITM College Best Student Paper Award
- Finalist for INFORMS IBM Service Science Best Student Paper Award
- INSEAD Research Grant



Recent and Ongoing Research

“On Styles in Product Design: An Analysis of US Design Patents” (with J. Mihm & M. Sosa). (Accepted at *Management Science*).

“Contracting in Medical Equipment Maintenance Services: An Empirical Investigation” (with F. de Véricourt & O. Besbes). (Second revision invited to *Management Science*).

“Sole Inventor vs. Team of Inventors: What’s Best?” (with J. Mihm & M. Sosa). (Draft in preparation for submission to *Management Science*).

“A Structured Approach to Identify Styles in Designs” (with J. Mihm & M. Sosa). Proceedings of the *ASME 2012 International Design Engineering Technical Conferences and Computers and Information in Engineering Conference*, 2012.



CASSANDRA ESTEP

Assistant Professor of Accounting

Research Expertise:

Judgment and decision making in auditing, use of audit specialists, information technology in auditing



Cassandra Estep completed her Ph.D. in Accountancy at the University of Illinois at Urbana-Champaign in 2016. Prior to joining the faculty at Emory in 2016, Estep held positions at Illinois and Ernst & Young, where she spent six years as an IT auditor. She is a Certified Public Accountant and a Certified Information Systems Auditor. Estep's primary research focus is judgment and decision making in auditing, with specific interest in the role of audit specialists and information technology.



Honors and Awards

- CAQ and AAA Auditing Section Access to Auditors Award
- Deloitte Foundation Doctoral Fellowship
- AICPA Accounting Doctoral Scholar



Recent and Ongoing Research

“Auditor Integration of IT Specialist Input On Internal Control Issues: How a Weaker Team Identity Can be Beneficial”. (Dissertation).

“One Team or Two Teams? Exploring the Relationship Between Auditors and IT Specialists and Its Implications for a Collective Audit Team Identity and Audit Quality” (with T. Bauer). Accepted for presentation at the 2016 *Contemporary Accounting Research* conference.

“The Role of Tacit Knowledge in Auditor Expertise and Human Capital Development” (with J. Bol, F. Moers, & M. Peecher).

“The Effects of Psychological Ownership on Specialists’ Judgments and Communication in Audit Teams” (with T. Bauer and E. Griffith).



ROHAN GANDURI

Assistant Professor of Finance

Research Expertise:

Banking, credit risk, corporate finance



Rohan Ganduri completed his Ph.D. in Finance at Georgia Tech's Scheller College of Business in 2016. Prior to joining the faculty at Emory in 2016, Ganduri held positions at Georgia Tech. Ganduri's research interests include banking, credit risk, and corporate finance.



Honors and Awards

- GARP Research Award
- Q Group Research Award



Recent and Ongoing Research

“Are Credit Ratings Still Relevant?” (with S. Chava & C. Ornathanalai). (Resubmission to *Journal of Finance*).

“Do Bond Investors Price Tail Risk Exposures of Financial Institutions?” (with S. Chava & V. Yerramilli). *American Finance Association (AFA) Annual Meetings*, 2015.

“Credit Default Swaps and Moral Hazard in Bank Lending” (with I. Chakraborty & S. Chava). *American Finance Association (AFA) Annual Meetings*, 2016.



ERIKA HALL

Assistant Professor of Organization and Management

Research Expertise:
Race, gender, discrimination



Erika Hall earned a Ph.D. in Management and Organizations from the Kellogg School of Management at Northwestern University. Her research focuses on the influence of race, gender, and class-based implicit biases on interactions within the workplace and the broader society. Professor Hall's work has appeared in academic journals such as *Psychological Science*, *Personality and Social Psychology Bulletin*, and *Journal of Experimental Social Psychology*, and media outlets such as *The New York Times*, *The Washington Post*, *The Atlantic*, and *NPR*. Prior to graduate school, Hall was a Research Associate at Harvard Business School.



Honors and Awards

- Atlanta Business Chronicle 30 Under 30
- LEAD Atlanta 2016
- 2016 MBA Teaching Excellence Award
- Poets & Quants 40 Under 40



Recent and Ongoing Research

“Black and Blue: Exploring Racial Bias and Law Enforcement in the Killings of Unarmed Male Civilians” (with A.V. Hall & J.L. Perry). *American Psychologist*, 2016.

“Medium and Message: Globalization and Innovation in the Production Field of Indian Fashion” (with M. Khaire). *Organization Studies*, 2016.

“Gender Profiling: A Gendered Race Perspective on Person-Position Fit” (with A. Galinsky & K.W. Phillips). *Personality and Social Psychology Bulletin*, 41(6), 2015.

“A Rose by Any Other Name? The Consequences of Subtyping ‘African Americans’ from ‘Blacks’” (with K.W. Phillips & S.M. Townsend). *Journal of Experimental Social Psychology*, 56, 2015.



DEMETRIUS LEWIS

Assistant Professor of Organization and Management

Research Expertise:

Venture capital, socio-political entrepreneurship, social movements



Demetrius P. Lewis joined the Goizueta Business School faculty in 2016. Lewis completed his Ph.D. in Organizational Theory at the Stanford Graduate School of Business. His research studies social and network processes occurring across organizations with a focus on venture capital and socio-political entrepreneurship. Professor Lewis' work has been featured in outlets including the *Academy of Management Proceedings*. Prior to graduate school, Lewis was a Research Associate at Princeton University.



Honors and Awards

- Nominated for Organization and Management Theory Best Entrepreneurship Paper
- The Matelich Family Fellowship
- EBLF Fellowship



Recent and Ongoing Research

“Network Imprinting and the Variance of Venture Capital Firm Outcomes”. (Manuscript under review).

“Network Structure and Uncertainty: Exploring the Role of Strong Ties in Venture Capital Funding Networks”. *Academy of Management Proceedings*, 2015.

“Quotidian Disruptions, Social Influence, and Political Entrepreneurship: Evidence from India, 1954-1999” (with S. Hasan). (Manuscript). *Academy of Management Proceedings*, 2014.



ROBERT LIPPERT

Associate Professor in the Practice of Organization and Management

Research Expertise:

Executive development, strategic planning



Robert Lippert completed his Ph.D. in Finance and Economics at the University of South Carolina, Moore School of Business in 1992. Prior to joining the faculty at Emory in 2015, Lippert held faculty positions at USC, Georgia State University, and Rutgers University. In addition to his career in academia, Lippert has served as CFO of a publicly-traded company, a strategic consultant and executive development leader with *Fortune 500* companies, and an executive education leader with universities such as Duke, Emory, and UCLA. Lippert's research focuses on the intersection of corporate strategy and finance. His articles have been published in a number of leading journals including *Business and Economic Review*, *Journal of Financial and Strategic Decision Making*, and *Financial Management*. He is also the coauthor of two books.



Recent and Ongoing Research

“The New CFOs: How Finance Teams and their Leaders Can Revolutionize Modern Business”.
(Manuscript).

“Compensation Contracts of Chief Executive Officers: Determinants of Pay-Performance Sensitivity” (with W.T. Moore). *Journal of Financial Research*, 17, 1994.

“Monitoring Versus Bonding: Shareholder Rights and Management Compensation”
(with W.T. Moore). *Financial Management*, 24, 1995.



GONZALO MATURANA

Assistant Professor of Finance

Research Expertise:

Corporate finance, household finance, real estate



Gonzalo Maturana completed his Ph.D. in Finance at The University of Texas at Austin, McCombs School of Business in 2015. Prior to joining the faculty at Emory in 2015, Maturana held positions at the University of Chile and IM Trust, a Chilean investment bank. Maturana's primary research focus is in corporate finance, household finance, securitization, and real estate. His recent research has been published in the *Review of Financial Studies*.



Honors and Awards

- WFA Cubist Systematic Strategies Ph.D. Candidate Award for Outstanding Research
- Fred Moore Assistant Instructor Award for Teaching Excellence
- Blackrock Best Paper Award at the Ohio State University Finance Alumni Conference



Recent and Ongoing Research

“When are Modifications of Securitized Loans Beneficial to Investors?” 2016.

“Teachers Teaching Teachers: The Role of Networks on Financial Decisions” (with J. Nickerson). 2016.

“Do Personal Ethics Influence Corporate Ethics?” (with J. M. Griffin & S. Kruger). 2016.

“Real Effects of Financial Distress of Workers: Evidence from Teacher Spillovers” (with J. Nickerson). 2016.

“Did Dubious Origination Practices Distort House Prices?” (with J. M. Griffin). *Review of Financial Studies*, 29(7), 2016.

“Who Facilitated Misreporting in Securitized Loans?” (with J. M. Griffin). *Review of Financial Studies*, 29(2), 2016.



MICHAEL MILLER

*Associate Professor in the Practice of Information Systems
and Operations Management*

Research Expertise:

Entrepreneurship, manufacturing, telecommunications



Michael Miller joined the Goizueta Business School in 2014. He previously taught at the College of Management at the University of Massachusetts, Boston, and at the Sawyer Business School at Suffolk University. He obtained his Ph.D. in Operations Research from the Sloan School of Management at MIT. Prior to his career in academia, Professor Miller spent more than 25 years in industry, with experience developing and applying operations research tools and techniques to solve problems in industry, government services, and non-profits.



Honors and Awards

- MIT Award for Teaching



Industry Expertise

Manufacturing, Telecommunications, Financial services, Biotechnology

During his Ph.D. studies at MIT, Miller launched an independent consulting practice, providing economic and operational consulting services for financial services, manufacturing, and logistics firms. His project work involved portfolio optimization, asset allocation, customer segmentation and customer relationship management, optimal call routing and skills based routing, sales forecasting, and process improvement and modeling.

While at MIT, Miller began teaching as an adjunct lecturer in the Boston area. He taught Statistics and Econometrics in the Economics Department at Tufts University. He also taught Decision Analysis and Simulation at the Carroll School of Management at Boston College and Market Research at the Sawyer Business School. Miller's teaching integrates theory with practice, borrowing from his extensive industry experience to illustrate the real world applications of theory.



ED OWENS

Assistant Professor of Accounting

Research Expertise:

Effects of financial distress, debt and equity markets, consequences of financial accounting information



Edward Owens completed his Ph.D. in Accounting at University of North Carolina at Chapel Hill in 2010. Prior to joining the faculty at Emory in 2014, Owens held positions at the University of Rochester's Simon Business School, General Motors Acceptance Corporation Financial Services, and American Financial Group. Owens' research interests include the debt and equity markets, consequences of financial accounting information, the effects of financial distress on the production and use of accounting information, and international accounting issues.



Honors and Awards

- Deloitte Foundation Doctoral Fellowship
- "Best Paper," Review of Accounting Studies Conference 2014



Recent and Ongoing Research

"Idiosyncratic Shocks to Firm Underlying Economics and Abnormal Accruals" (with J. Wu and J. Zimmerman). (Forthcoming) *The Accounting Review*, March 2017.

"Do Information Releases Increase or Decrease Information Asymmetry? New Evidence from Analyst Forecast Announcements" (with D. Amiram and O. Rozenbaum). (Forthcoming) *Journal of Accounting and Economics*, August 2016.

"Measuring the Probability of Financial Covenant Violation in Private Debt Contracts" (with (with P. Demerjian). *Journal of Accounting and Economics*, 61, 2016.

"Quarter-end Repo Borrowing Dynamics and Bank Risk Opacity" (with J. Wu). *Review of Accounting Studies*, 20, 2015.



USHA RACKLIFFE

Assistant Professor of Accounting

Research Expertise:

Accounting, education of the practice of accounting



Usha Rackliffe completed her J.D. at Georgia State University, College of Law in 1998. She also earned a Master of Taxation and MBA from the same institution, where she held a full time faculty position in the Robinson College of Business before joining the faculty at Emory in 2015.

Previously, Rackliffe served as Chief Financial Officer for the Board of Regents of the University System of Georgia. Her responsibility involved managing the University System's annual budget development and allocation process for its 35 degree-granting institutions, as well as overseeing the development and implementation of Board fiscal policies and procedures. Rackliffe also served as Budget Director and Director of Business Services, and worked for Georgia State University in a variety of positions dealing with accounting, budgeting, and business processes.

Rackliffe is a Certified Public Accountant and a member of the Georgia Bar Association.



Honors and Awards

- Best Paper Award, Strategic and Emerging Technologies Workshop, American Accounting Association Annual Meeting, August 2013
- Voted Top Faculty, PMBA, 2014



Recent and Ongoing Research

“Excel in The Accounting Curriculum: Perceptions From Accounting Professors” (with L. Ragland). *Accounting Education*, 25 (2), 2016.

“Towards an Understanding of Excel Skills Required for a Career in Public Accounting” (with L. Ragland). *Journal of Accounting Education*, 32 (2), 2014.



KARL SCHUHMACHER

Assistant Professor of Accounting

Research Expertise:
Accounting



Karl Schuhmacher completed his Ph.D. in Management at the University of Lausanne in 2014. Prior to joining the faculty at Emory in 2016, Schuhmacher was a Visiting Research Scholar at the University of Pennsylvania. Schuhmacher's primary research focus is related to management accounting, activity-based costing, and information aggregation.



Honors and Awards

- Early Postdoc.Mobility Fellowship (Swiss National Science Foundation)
- Fellow of the Foundation of German Business (Klaus Murmann Fellowship Programme)



Recent and Ongoing Research

‘Old wines in new bottles?’ An experimental comparison of time estimates in standard ABC and Time-Driven ABC. (with Michael Burkert)

Aggregation of probabilistic information: a cognitive bias and its behavioral consequences. (with Michael Burkert)

The relationship between lack of controllability and proactive work behavior: An empirical analysis of competing theoretical explanations. (with Michael Burkert, Franz Fischer, and Florian Hoos)

Delegation of compensation decisions in discretionary bonus schemes. (with Manuel Grieder and Christian Zehnder)

‘Set your own goal!’ Delegation of goal setting to lower-level employees. (with Christopher Ittner)



SUHAS SRIDHARAN

Assistant Professor of Accounting

Research Expertise:

Financial valuation, information and price discovery in financial markets, financial statement analysis



Suhas Sridharan completed her Ph.D. in business administration at Stanford University in 2013. Prior to joining the faculty at Emory University in 2015, Sridharan held a position as an assistant professor at UCLA Anderson School of Management. Sridharan's primary research focus is on valuation in equity and options markets with a particular focus on how investors use corporate disclosures in their asset allocation decisions. Her research has been published in *The Accounting Review*.



Recent and Ongoing Research

“Volatility Forecasting Using Financial Statement Information”, *The Accounting Review* 90(5), 2015.

“Is There a Dark Side to ETFs? An Information Perspective” (with D. Israeli & C.M. Lee).

“The Effect of Partisanship and Political Institutions on Municipal Debt Issues”
(with Z. Peskowitz).

“Firm Visibility and Corporate Investment” (with D. Israeli & R. Kaniel).

“Accounting quality in the corporate bond market”.



KAREN TON

Assistant Professor of Accounting

Research Expertise:

Financial reporting, Auditing, Accounting information in corporate restructuring



Karen Ton completed her Ph.D. in Accounting at University of Southern California's Marshall School of Business in 2015. Prior to joining the faculty at Emory in 2015, Ton held teaching positions at USC, and also worked at PricewaterhouseCoopers LLP for five years.

Ton's primary research focus is related to financial accounting, auditing, and corporate restructuring. Ton's Ph.D. research examined and shed light on whether information transfers through shared auditors can improve audit quality. She found that audit quality improves for both borrowers and lenders who share the same auditor office. Her work established Ton as an up-and-coming talent among her peers. She was awarded the Mary Pickford Foundation Doctoral Student Excellence Teaching Award, the California Society of CPAs Accounting Doctoral Scholarship, as well as the distinguished Center for International Business Education and Research (CIBER) Fellowship. Ton is a Certified Public Accountant in the State of California.



Honors and Awards

- Mary Pickford Foundation Doctoral Student Excellence Teaching Award
- California Society of CPAs Accounting Doctoral Scholarship
- Center for International Business Education and Research Fellowship



Recent and Ongoing Research

“Do Shared Auditors Improve Audit Quality? Evidence from Banking Relationships”. (Dissertation).

“Acquisition Premium and Acquiring Firm's Tax Attributes” (with M. Erikson & S. Wang).

“Demand for Disclosure: Evidence from M&A Shareholder Litigation”.

“The Role of Accounting Information in Chapter 11 Bankruptcy Financial Restructuring”.



VILMA TODRI

Assistant Professor of Information Systems & Operations Management

Research Expertise:

Digital advertising, social media, e-business, economics, machine learning



Vilma Todri completed her Ph.D. in Information Systems at New York University in 2016. Prior to joining the faculty at Emory in 2016, Todri held positions at Google Inc. and co-founded a tech startup company that successfully raised funding. Todri's primary research focus is on online advertising, as well as business practices and consumer behavior in technology-mediated environments. Her research interests lie in the intersection of quantitative modeling, experimental designs, and machine learning. Her research has been published in a number of leading journals and conferences including *MIS Quarterly*, KDD and ICIS.



Honors and Awards

- INFORMS CIST Best Conference Paper Award Finalist
- INFORMS Best Student Paper Award on Social Media Analytics Award Finalist
- Fulbright Scholarship



Recent and Ongoing Research

“Towards a Digital Attribution Model: Measuring Display Advertising Effects on Online Consumer Behavior” (with A. Ghose). (Forthcoming at *MIS Quarterly*, *Special Issue on Transformational Issues of Big Data and Analytics in Networked Business*).

“Estimating the Impact of User Personality Traits on Word-of-Mouth: Text Mining Microblogging Platforms” (with A. Ghose & P. Adamopoulos). (Second round review at *Information Systems Research*).

“Trade-offs in Online Advertising: Modeling and Measuring Advertising Effectiveness and Annoyance Dynamics” (with A. Ghose & P.V. Singh). (Under Review. Target journal: *Management Science*).

“Multi-channel Attribution and Interdependencies Beyond the Purchase Incidence” (with A. Ghose, P.V. Singh & P. Adamopoulos). (In preparation).



MORGAN WARD

Assistant Professor of Marketing

Research Expertise:

Consumer behavior, integrated marketing and communications, fundamentals of marketing



Morgan Ward completed her Ph.D. in Marketing at the University of Texas at Austin's McCombs School of Business in 2010. Prior to joining the faculty at Emory in 2016, Ward held a faculty position at Southern Methodist University's Cox School of Business. Ward's primary research focus is consumer behavior. Her articles have been published in a number of leading journals including *Journal of Consumer Research* and *Journal of Marketing Research*.



Honors and Awards

- University of Texas Continuing Fellowship
- AMA – Sheth Doctoral Consortium
- Haring Symposium Student Representative



Recent and Ongoing Research

“Ask and You Shall (Not) Receive: Relationship Signaling Results in Registry Rejection and Worse Gift Choices” (with S. M. Broniarczyk). (Conditionally accepted at *Journal of Marketing Research*).

“Should the Devil Sell Prada? Retail Rejection Increases Aspiring Consumers’ Desire for the Brand” (with D.W. Dahl). *Journal of Consumer Research*, 41 (3), 2014.

“The Same Old Song: The Power of Familiarity in Music Choice” (with J.K. Goodman & J.R. Irwin). *Marketing Letters*, 1- 11, 2013.

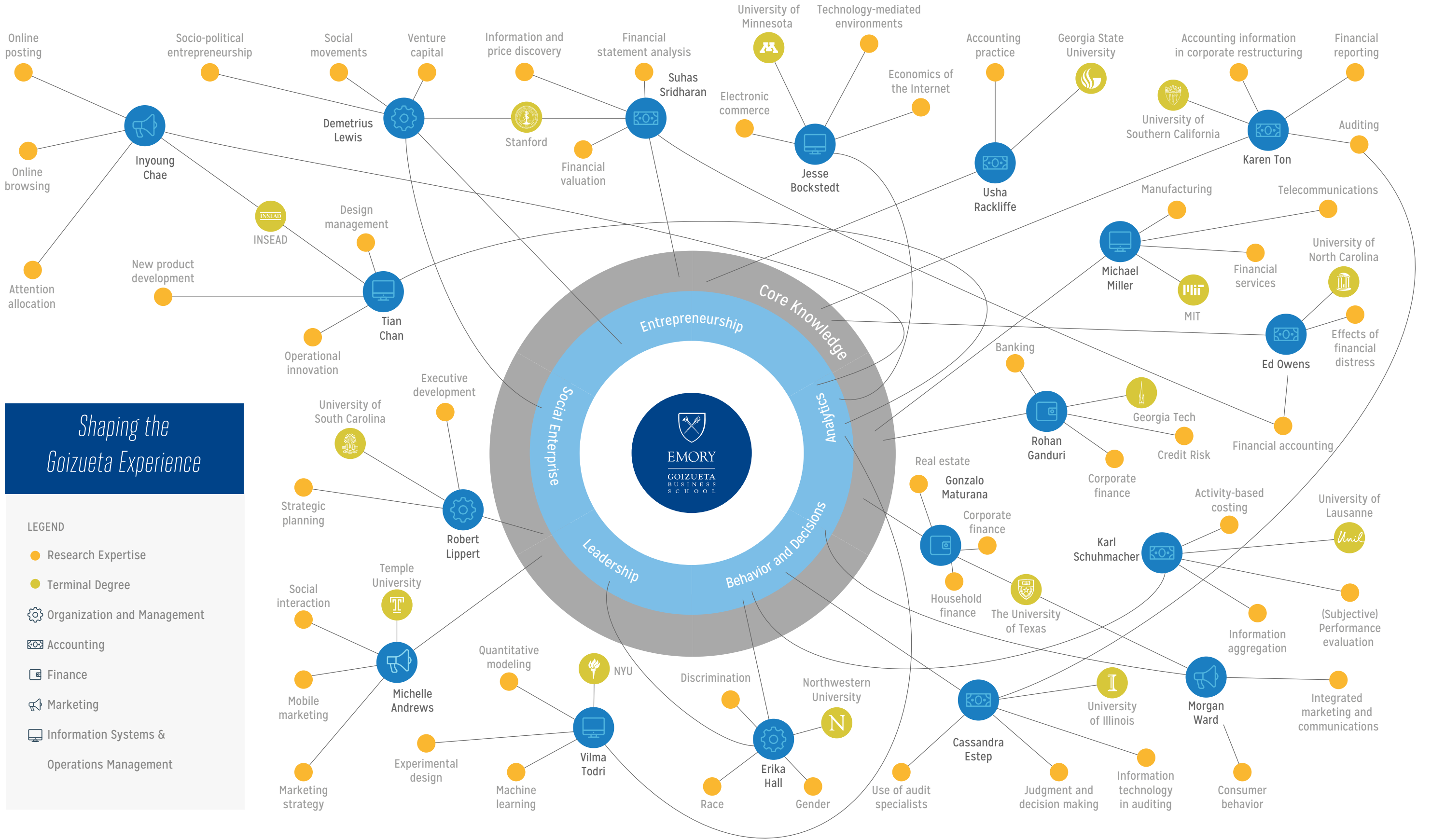
“It’s Not Me, It’s You: How Gift Giving Creates Giver Identity Threat as a Function of Social Closeness” (with S. M. Broniarczyk). *Journal of Consumer Research*, 38(1), 2011.

Berger, Jonah and Morgan K. Ward (2010) “Subtle Signals of Inconspicuous Consumption,” *Journal of Consumer Research*, 37 (4).

Shaping the
Goizueta Experience

LEGEND

- Research Expertise
- Terminal Degree
- ⚙️ Organization and Management
- 📊 Accounting
- 💰 Finance
- 📣 Marketing
- 💻 Information Systems & Operations Management





OUR FOCUS ON RESEARCH

Dear Colleagues,

I hope you regard this publication as an opportunity to get to know some of the newest faculty members at Goizueta Business School. I am both privileged and honored to help this group achieve new heights as researchers and educators.

Top business school faculty often sit between two important spheres of influence. We devote energy to scholarly research and the academy to create knowledge for this and future generations. We also serve an increasingly diverse and complex business community eager to immediately apply expertise and newfound skill. To some, these worlds seem at odds but I believe top business schools must provide equal parts knowledge, inquiry, and talent to the industries they serve.

In recent years our programs, under faculty leadership, have undergone wholesale curriculum updates designed to provide more industry-specific and contemporary coursework. We have also doubled-down on experiential learning by adding project-based learning requirements.

We continue to publish in top scholarly journals. In fact, faculty members have sat on boards at more than 40 journals. Countless more have reviewed submissions at a variety of publications.

Additionally, our research efforts have expanded and grown more collaborative across academic areas. Research on business analytics spans multiple verticals and continues to grow in its service to businesses eager to make sense of data and apply it in decision making. Faculty from various functions also work on behavioral research using the latest in tools to discover how the human mind approaches decisions. Increasingly, faculty partner with industry to run field experiments that add to scholarly knowledge *and* provide immediate insight to firms looking to provide value to stakeholders. But these are precious few examples. I encourage you to follow us in this effort to engage business in intellectual and service elements.

As Goizueta Business School faculty continue to develop coursework and teach in degree and non-degree programs, valuable skills will continue to permeate in areas that can put them to work and, in the process, make lasting change in the business world. We are not ones to rest. Our efforts continue.

Sincerely,

Kristy Towry

Vice Dean for Faculty & Research
Goizueta Term Chair in Accounting
Professor of Accounting

GOIZUETA BEYOND THE CLASSROOM

Our experts are often called upon to share knowledge and perspective in a variety of popular media outlets. In the past three years our reach consisted of just more than three billion viewers, readers, and consumers.*



*Meltwater News

GOIZUETA BUSINESS SCHOOL

Business education has been an integral part of Emory University's identity since 1919. That kind of longevity and significance does not come without a culture built around success and service. Emory University's Goizueta Business School offers a unique, community-oriented environment paired with the academic prestige of a major research institution.

Goizueta trains business leaders of today and tomorrow with an Undergraduate degree program, a Two-Year Full-Time MBA, a One-Year MBA, an Evening MBA, an Executive MBA (Weekend and Modular formats), a Doctoral degree and a portfolio of non-degree Emory Executive Education courses.

Together, the Goizueta community strives to solve the world's most pressing business problems. The school is named for the late Roberto C. Goizueta, former Chairman and CEO of The Coca-Cola Company.



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