



# MICHELLE ANDREWS

Assistant Professor of Marketing



Michelle Andrews is a marketing expert with a focus on mobile technologies and consumer insights. Andrews completed her Ph.D. in Marketing at Temple University in 2015. Her primary research focus is on mobile technologies and consumer insights.



## Specializations

Mobile Marketing

Social Interaction

Field Experiments

Marketing Strategy



## Selected Research

### **Mobile Ad Effectiveness: Hyper-Contextual Targeting with Crowdedness** *Marketing Science, 2014*

Does physical crowdedness have an effect on hyper-contextual targeting and consumer response to mobile ads? The findings reveal a positive aspect of crowding: As increased crowding invades one's physical space, people adaptively turn inwards and become more susceptible to mobile ads.

#### Additional Research

- **Mobile Promotions: A Framework and Research Priorities** / *Journal of Interactive Marketing, 2016*
- **Group-Buying Deal Popularity** / *Journal of Marketing, 2014*
- **Cause Marketing Effectiveness and the Moderating Role of Price Discounts** / *Journal of Marketing, 2014*
- **Mobile Targeting** / *Management Science, 2014*

Commuters in crowded subway trains are about twice as likely to respond to a mobile offer than those in noncrowded trains.



Based on a sample of

**14,972**

mobile  
phone users

Fewer than two  
people per square  
meter =

**2.1%**

Average  
purchase  
rate

Five people  
per square  
meter =

**4.3%**

Average  
purchase  
rate



# EMILY BIANCHI

Assistant Professor of Organization & Management



Emily Bianchi joined the Goizueta Business School in 2011. She holds a PhD in Management from Columbia University and a BA in Psychology from Harvard University. Bianchi's research examines how the state of the economy shapes attitudes and behaviors ranging from individualism to ethics. Her work also looks at how economic conditions in early adulthood influence later job attitudes, self-concepts, and moral behavior.



## Specializations

Economic Conditions & Psychology

Generational Imprinting

Ethical Behavior

Organizational Justice

Interpersonal Trust

Job Attitudes



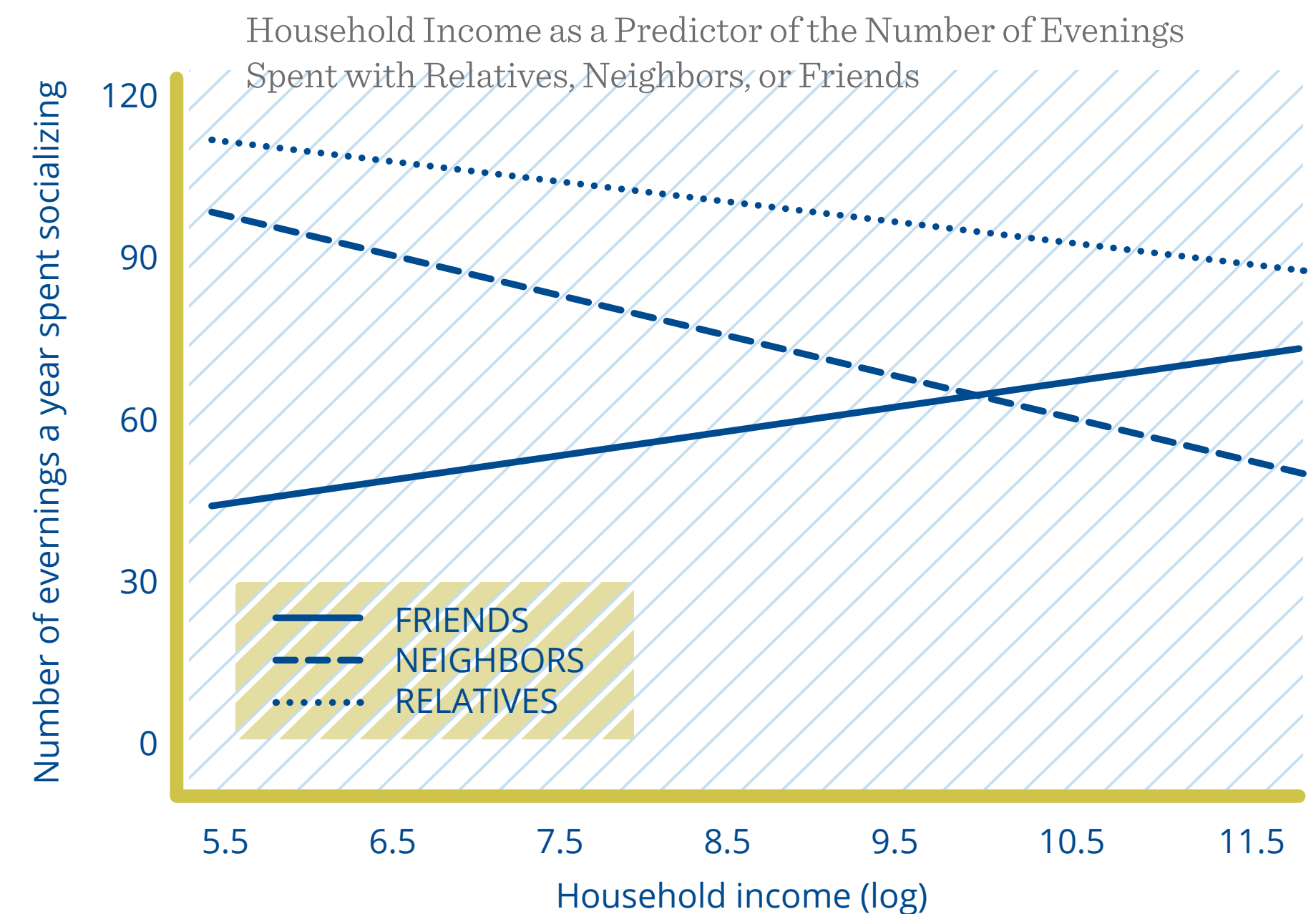
## Selected Research

### ***Social Class and Social Worlds: Income Predicts the Frequency and Nature of Social Contact*** / *Social Psychological and Personality Science*, 2016

Is income level associated with how and with whom people spend their time and can it be used to predict frequency and type of social interactions? This study shows that higher household income was associated with less time spent socializing with others and more time spent alone. Income also predicted the nature of social contact. People with higher incomes spent less time with their families and neighbors and spent more time with their friends.

#### Additional Research

- ***How Workplace Fairness Affects Employee Commitment*** / MIT Sloan Management Review, 2016
- ***Do Good Times Breed Cheats? Prosperous Times Have Immediate and Lasting Implications for CEO Misconduct*** / Organization Science, 2016
- ***Assessing the Robustness of the Relationship Between Entering Adulthood in a Recession and Narcissism*** / Psychological Science, 2015
- ***Trust in Decision-Making Authorities Dictates the Form of the Interactive Relationship Between Outcome Fairness and Procedural Fairness*** Personality and Social Psychology Bulletin, 2015



Adapted from "Social class and social worlds: Income predicts the frequency and nature of social contact," by E.C. Bianchi & K.D. Vohs, Social Psychological and Personality Science, 7(5), 479-486 (2016).





# JESSE BOCKSTEDT

Associate Professor of Information Systems & Operations Management



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.



## Specializations

Behavioral Economics

Online Consumer Behavior

Electronic Commerce

Crowdsourcing

Cybersecurity

IT Evolution

Microeconomics

Online Privacy

Personalization Systems

Social Engineering



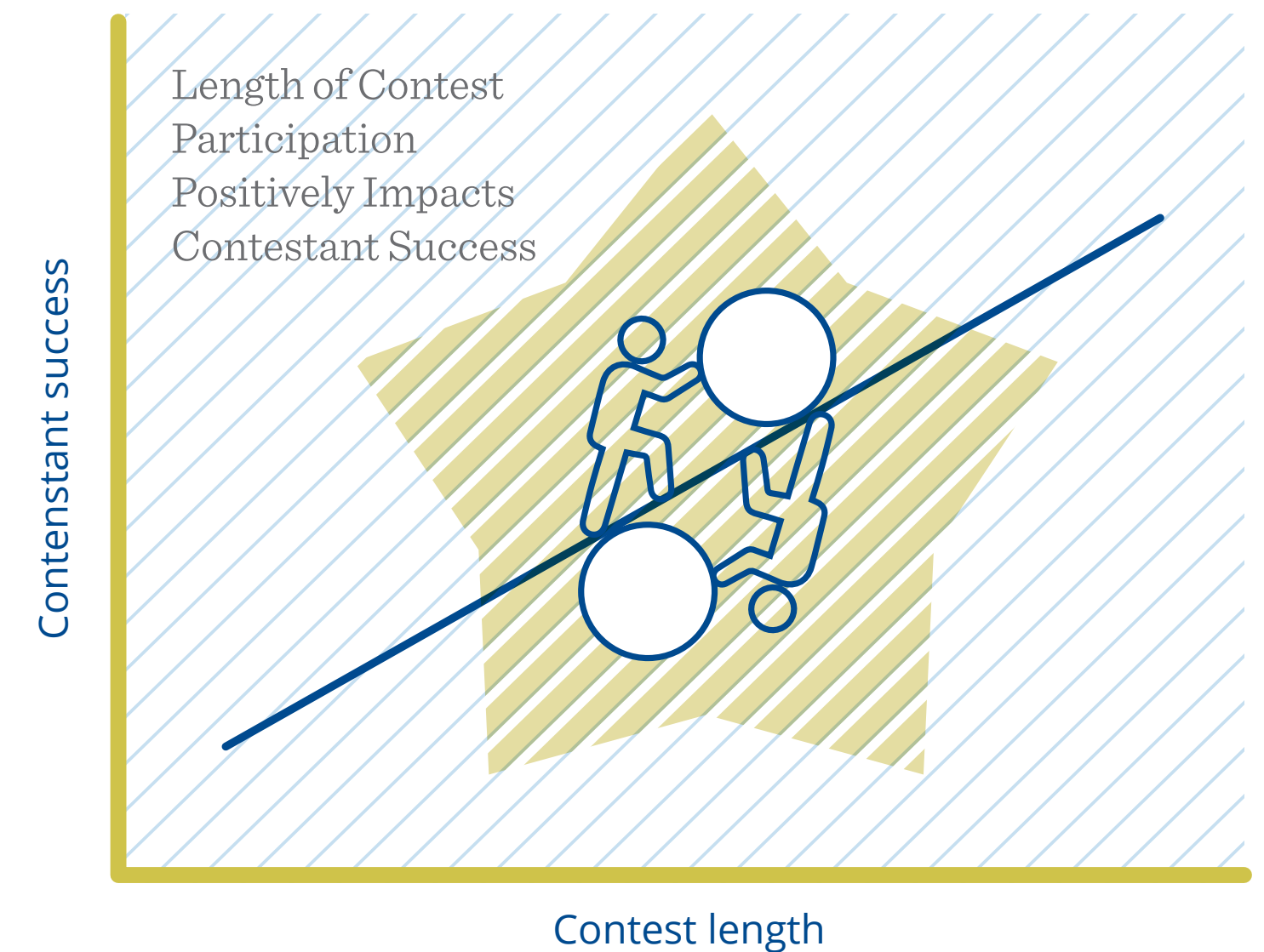
## Selected Research

### ***Heterogeneous Submission Behavior and Its Implications for Success in Innovation Contests with Public Submissions*** / *Production and Operations Management*, 2016

This study examines innovation contests and the implications of “unblind” public submission formats. In these contests where the information structure changes during the contest, contestants must weigh the costs of revealing their submissions against the benefits of improving their submissions through emerging information. The findings show that the submission behavior of a contestant plays a role in a contestant's success – increasing the length of participation in a contest has a positive effect on a contestant's likelihood of success.

#### *Additional Research*

- **Overcoming Free-Riding in Information Goods: Sanctions or Rewards?** / 48th Hawaii International Conference on System Sciences, 2015
- **Bundling Effects on Variety Seeking for Digital Information Goods** / *Journal of Management Information Systems*, 2015
- **Problem-Solving Effort and Success in Innovation Contests: The Role of National Wealth and Culture** / *Journal of Operations Management*, 2015
- **Customized Bundling and Consumption Variety of Digital Information Goods** / *Journal of MIS*, 2014



Adapted from: “Auditor integration of IT specialist input on internal control issues: How a weaker team identity can be beneficial,” by C.R. Estep, Dissertation (2015).



# CASANDRA ESTEP

Assistant Professor of Accounting



Cassandra Estep completed her Ph.D. in Accountancy at the University of Illinois at Urbana-Champaign (2016). Prior to joining the faculty at Emory in 2016, she 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. Her primary research focus is judgment and decision making in auditing, with specific interest in the role of audit specialists and information technology.



## Specializations

Auditing

Behavioral Decision Making

Social Cognition of Professionals



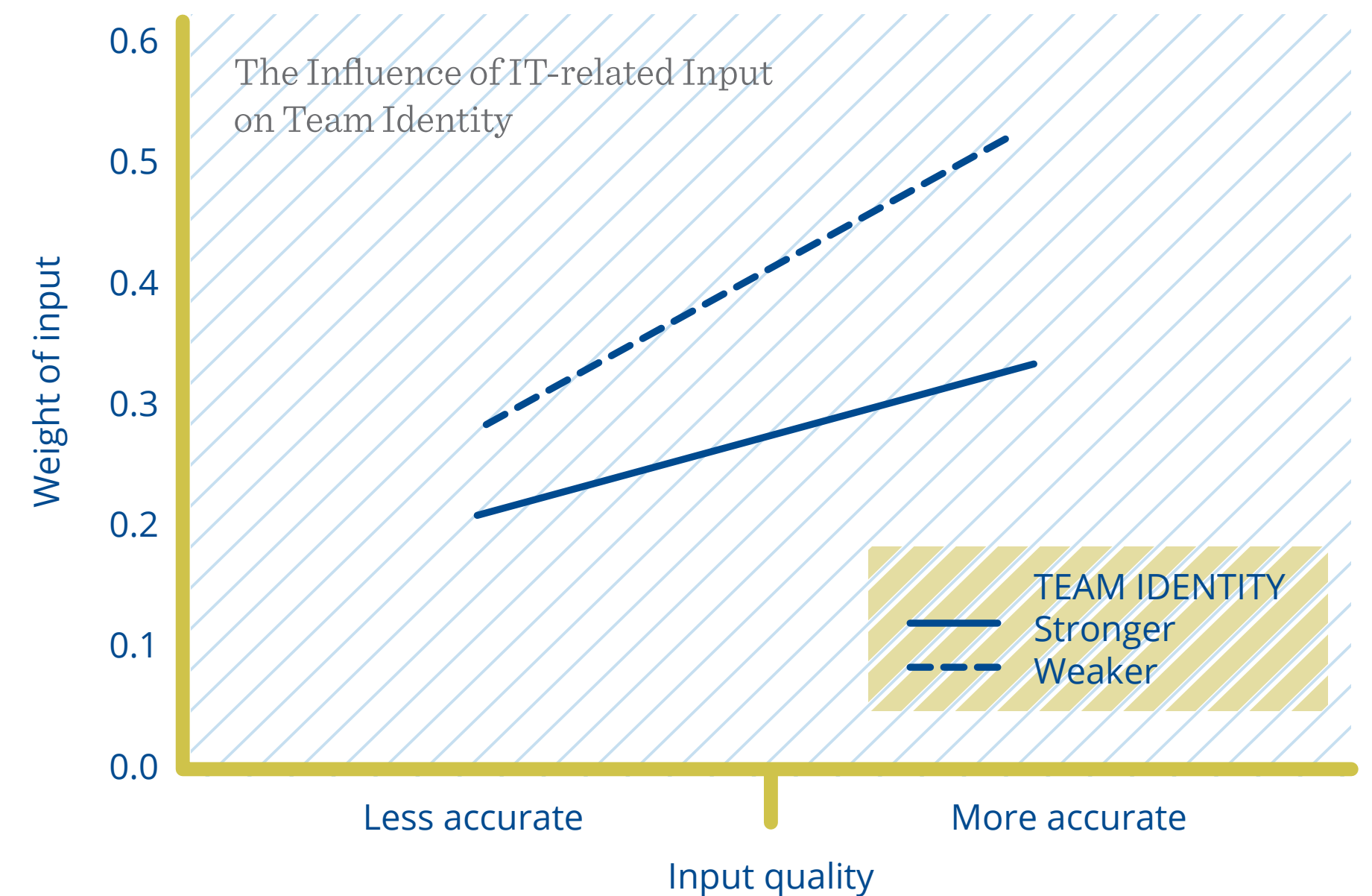
## Selected Research

### ***Auditor Integration of IT Specialist Input on Internal Control Issues: How a Weaker Team Identity Can Be Beneficial*** / Dissertation 2015

This research investigates how auditors integrate specialist information technology (IT) input on internal control over financial reporting issue classifications. Auditors with a weaker team identity place more weight on IT specialist input for IT-related issues and are more likely to differentiate between more and less accurate input, compared to auditors sharing a stronger team identity with the IT specialist providing the input.

#### Additional Research

- ***The Effects of Psychological Ownership on Specialists' Judgments and Communication in Audit Teams*** / 2017
- ***One Team or Two? Investigating Relationship Quality Between Auditors and IT Specialists: Implications for Audit Team Identity and the Audit Process*** / Contemporary Accounting Research Conference, 2016
- ***The Role of Tacit Knowledge in Auditor Expertise and Human Capital Development*** / 2015
- ***The IT Auditor Function on Financial Statement and Integrated Audits: Description of Practice and Avenues for Future Research*** / 2014



Adapted from "Auditor integration of IT specialist input on internal control issues: How a weaker team identity can be beneficial," by C.R. Estep, Dissertation (2015).





# ERIKA HALL

Assistant Professor of Organization & Management



Erika V. Hall joined the Goizueta Business School faculty in 2014. Hall earned a PhD in Management & Organizations from the Kellogg School of Management at Northwestern University. Her research focuses on the influence of race, gender, and class-based biases on interactions within the workplace and the broader society. Professor Hall also looks at how leaders with multiple minority identities are perceived in teams and organizations.



## Specializations

Race, Gender & Class in the Workplace

Intersectionality

Discrimination & Prejudice

Social Psychology

Negotiations

Minorities in Organizations

Organization & Management

Social Psychology

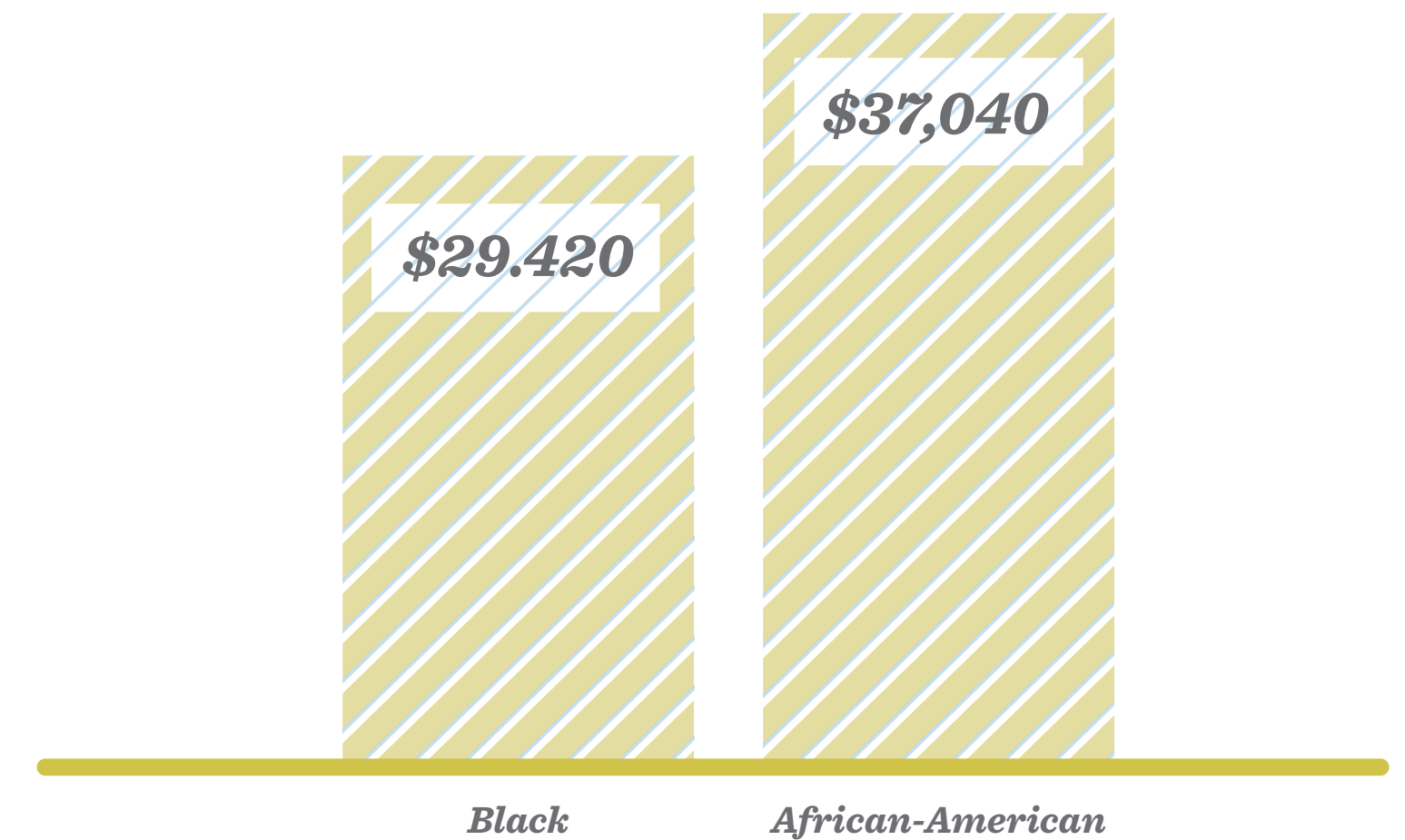


## Selected Research

### ***A Rose By Any Other Name?: The Consequences of Subtyping “African-Americans” from “Blacks”*** / *Journal Of Experimental Social Psychology*, 2015

What are the consequences of ethnic labels and how do they affect how social groups are perceived? The results of this study establish how racial labels can have material consequences for social groups, ranging from negative media representations to perspectives of employees. Most notably, the ethnic label “Black” is found to signal lower social class and status compared to the term “African-American.”

Average Annual Salary for ‘Black’  
Versus ‘African-American’



## Additional Research

- **Gender Profiling a Gendered Race Perspective on Person–Position Fit** / *Personality and Social Psychology Bulletin*, 2015
- **Gender Matching 2.0: Gendered Demographic Groups and Positions in Person-Position Fit** / *Northwestern University*, 2014
- **Gendered Races Implications for Interracial Marriage, Leadership Selection, and Athletic Participation** / *Psychological Science*, 2013
- **The Hubris Penalty: Biased Responses to “Celebration” Displays of Black Football Players** / *Journal of Experimental Social Psychology*, 2012



# RYAN HAMILTON

Associate Professor of Marketing



Ryan Hamilton joined the Goizueta Business School faculty in 2008 after completing a PhD in marketing at the Kellogg School of Management, Northwestern University. Hamilton is a consumer psychologist, whose research investigates shopper decision making. In particular, he is interested in how brands, prices and choice architecture influence decision making at the point of purchase. This research has also been featured in *The New York Times*, *The Wall Street Journal*, *Time*, *USA Today*, *CNN Headline News*, *Reuters* and *The Financial Times*.



## Specializations

Consumer Psychology

Customer Decision Making

Branding

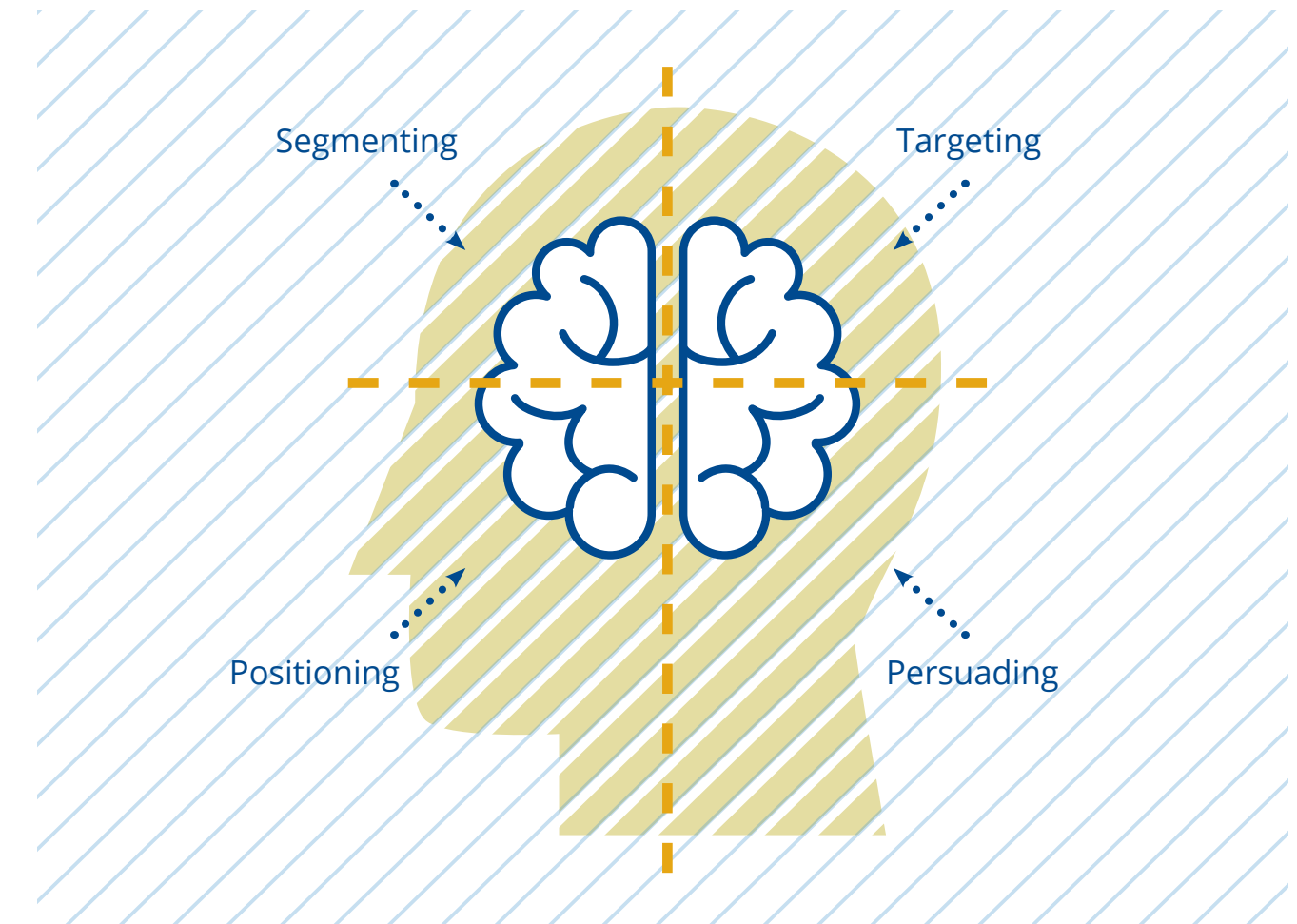
Price and Price Image



## Selected Research

### ***The 4 Minds of the Customer A Framework for Understanding and Applying the Science of Decision Making*** / Marketing Science Institute

Ryan Hamilton and Uma R. Karmarkar of Harvard Business School worked to make theories more practical for corporate decision makers. The duo processed five decades of decision science research and found four broad approaches customers take when deciding to make a purchase. The result is a practical framework that maps each customer approach to a particular situation or purchasing prototype. Marketers can use this framework to segment, target and persuade customers more intelligently while optimizing your brand positioning.



## Additional Research

- Sarial-Abi, Gülen, Kathleen D. Vohs, Ryan Hamilton, and Aulona Ulqinaku (in press), **“Stitching Time: Vintage Consumption Connects the Past, Present, and Future,”** *Journal of Consumer Psychology*
- Kahn, Barbara E., Alexander Chernev, Ulf Böckenholt, Kate Bunderf, Michaela Draganska, Ryan Hamilton, Robert J. Meyer & Klaus Wertenbroch (2014) **“Consumer and Managerial Goals in Assortment Choice and Design,”** *Marketing Letters*, 25 (3)
- Hamilton, Ryan, Kathleen Vohs & Ann McGill, (2014) **“We’ll Be Honest, This Won’t Be the Best Article You’ll Ever Read: The Use of Dispreferred Markers in Word-of-Mouth Communication,”** *Journal of Consumer Research*, 41 (June)
- Hamilton, Ryan & Alexander Chernev, (2013) **“Low Prices are Just the Beginning: Price Image in Retail Management,”** *Journal of Marketing*, 70 (November)
- Jap, Sandy, Diana Robertson, Aric Rindfleisch & Ryan Hamilton, (2013) **“Low Stakes Opportunism,”** *Journal of Marketing Research*, 50 (April)





# KATHRYN KADOUS

Professor of Accounting



Kathryn Kadous is Professor of Accounting at Emory University's Goizueta Business School. She earned a PhD from the University of Illinois. Prior to that, she worked as an auditor and controller. Professor Kadous teaching Financial Reporting and doctoral seminars. Her research considers judgment and decision-making issues in auditing and accounting. Her current research is focused in three areas: using psychology judgment and decision-making theory to improve auditor decision making, identifying the antecedents of auditor skepticism, and identifying determinants of litigation judgments against auditors.



## Specializations

Auditing

Financial Reporting

Behavioral Decision Making

Social Cognition of Professionals



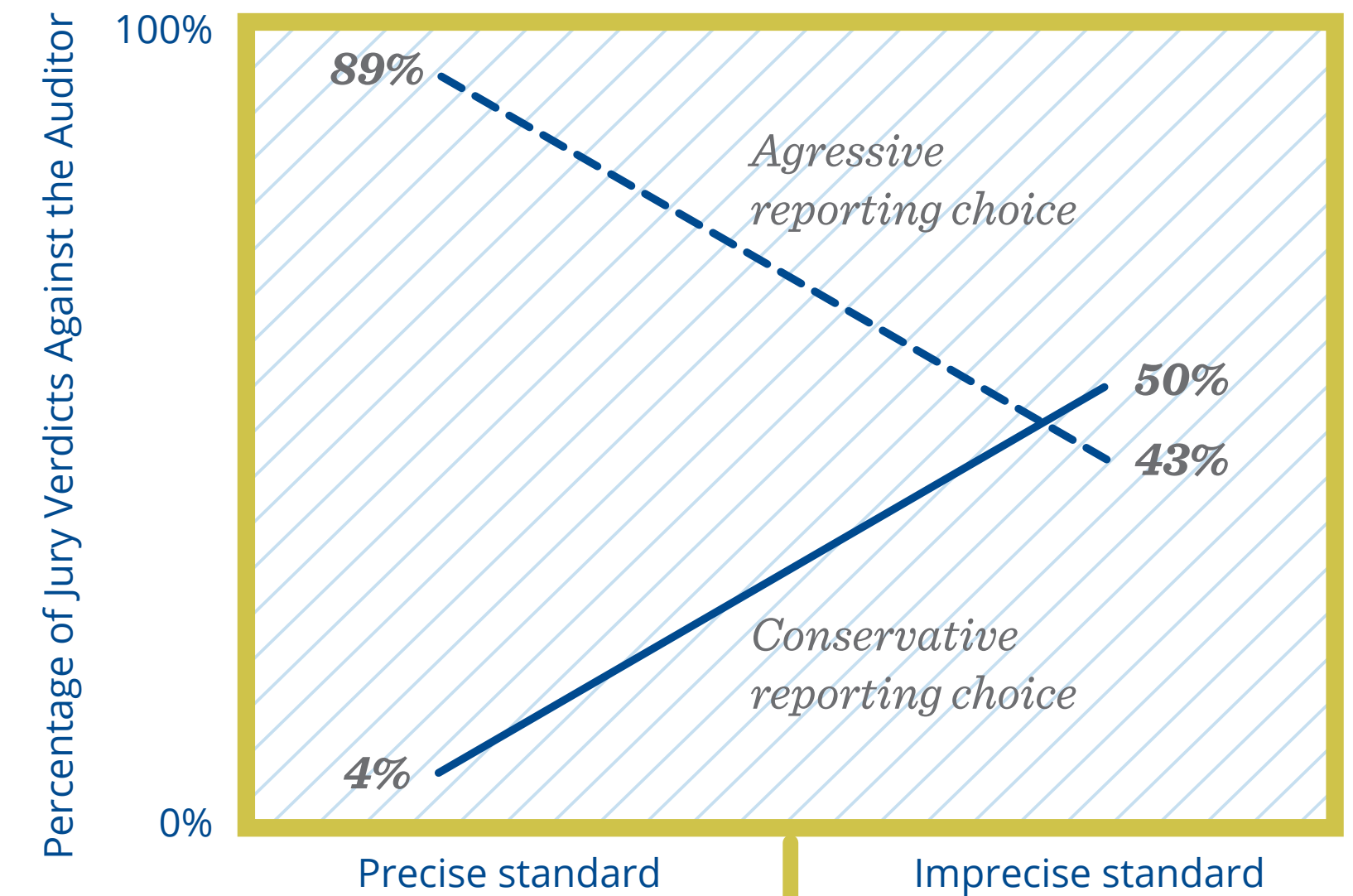
## Selected Research

### ***Are Juries More Likely to Second-Guess Auditors Under Imprecise Accounting Standards?*** / *Auditing: A Journal of Practice & Theory*, 2016

A common concern from auditors is that less precise accounting standards results in more second-guessing of their judgments and thus greater legal liability. This study used mock jurors to show that juries are hesitant to find auditors negligent for allowing aggressive reporting and return fewer verdicts against the auditor under an imprecise standard rather than a precise standard. The authors recommend tools to better evaluate auditor reporting judgments under imprecise standards to avoid second-guessing of auditors' conservative reporting choices and to hold auditors responsible for overly aggressive reporting choices.

#### Additional Research

- **How Insights from The "New" JDM Research Can Improve Auditor Judgment: Fundamental Research Questions and Methodological Advice** / *Auditing: A Journal of Practice & Theory*, 2015
- **Audits of Complex Estimates as Verification of Management Numbers: How Institutional Pressures Shape Practice** / *Contemporary Accounting Research*, 2015
- **Auditor Mindsets and Audits of Complex Estimates** / *Journal of Accounting Research*, 2014



Adapted from "Are juries more likely to second-guess auditors under imprecise accounting standards?" by K. Kadous & M. Mercer, *Auditing: A Journal of Practice & Theory*, 35 (1): 101- 117 (2016).



# JILL PERRY-SMITH

Associate Professor of Organization & Management



Jill Perry-Smith joined the Goizueta Business School faculty after completing her Ph.D. in organizational behavior in the College of Management at Georgia Institute of Technology. Her areas of specialization include the effects of informal social networks on creativity and the impact of work-life initiatives on firm and individual performance. She currently teaches a groups and teams elective, a creativity and innovation elective, as well as an organizational behavior seminar in the Ph.D. program.



## Specializations

Creativity

Informal Social Networks

Work-Life Initiatives



## Selected Research

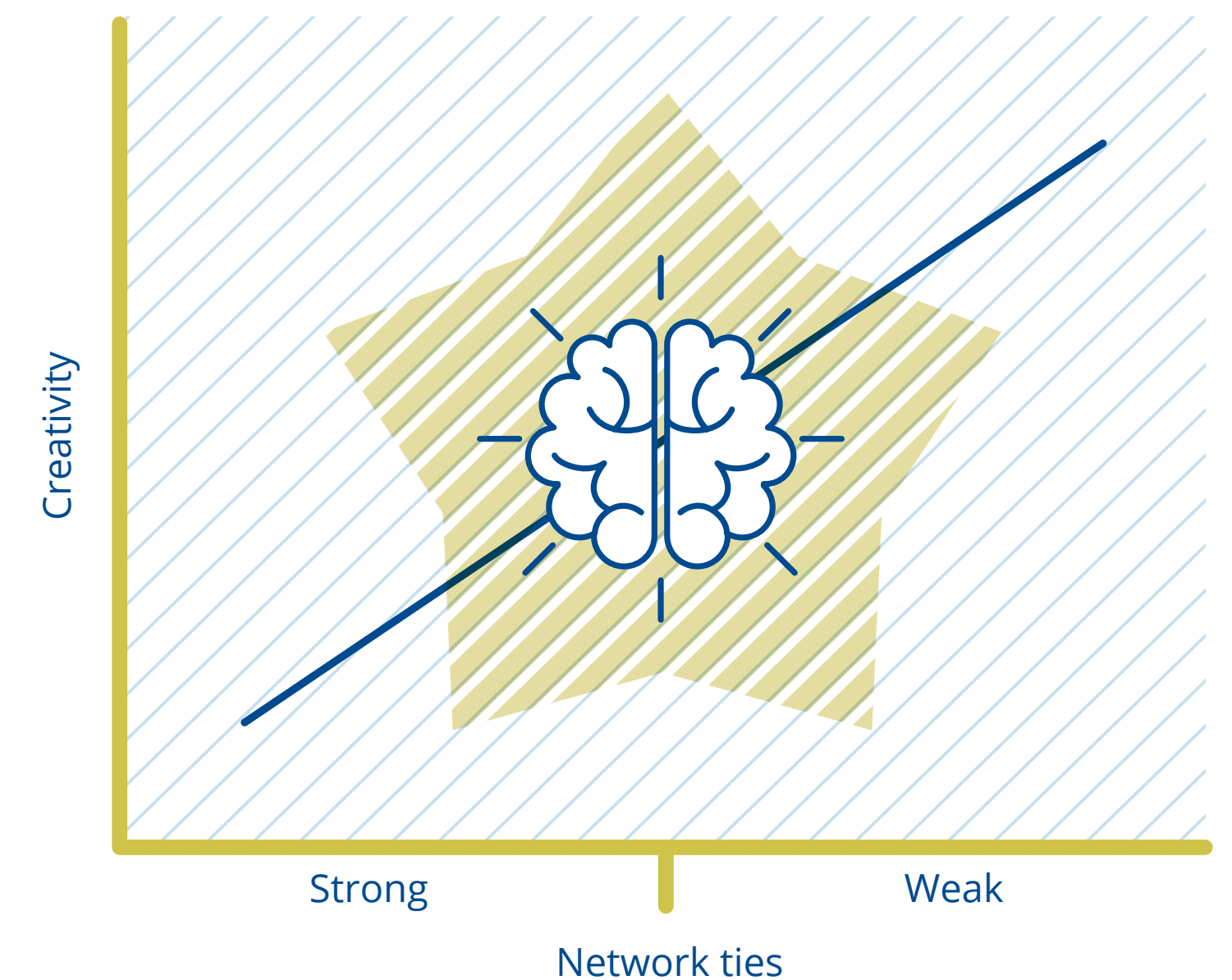
### ***Social Network Ties Beyond Non-Redundancy: An Experimental Investigation of the Effect Of Knowledge Content and Tie Strength On Creativity*** / *Journal of Applied Psychology*, 2014

Social network research emphasizes that network ties provide access to non-redundant knowledge content. The researchers suggest that some social network content is more beneficial than others. The strength of the social network tie influences creativity and affects how individuals process non-redundant knowledge. When individuals receive distinct information from strong ties, it constrains creativity compared to distinct frames. Content from weak ties appears to facilitate creativity across all scenarios.

## Additional Research

- ***The Emergence of Team Creative Cognition: The Role of Diverse Outside Ties, Sociocognitive Network Centrality, and Team Evolution*** / *Strategic Entrepreneurship Journal*, 2008
- ***Social Yet Creative: The Role of Social Relationships in Facilitating Individual Creativity*** / *Academy of Management Journal*, 2006
- ***The Social Side of Creativity: A Static and Dynamic Social Network Perspective*** / *Academy of Management Review*, 2003
- ***Effects of Social-Psychological Factors on Creative Performance: The Role of Informational and Controlling Expected Evaluation and Modeling Experience*** / *Organizational Behavior and Human Decision Processes*, 2001

The Effect of Network Tie Strength on Creativity







# KARL SCHUHMACHER

Assistant Professor of 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.



Specializations

Accounting

Activity Based Costing

Information Aggregation

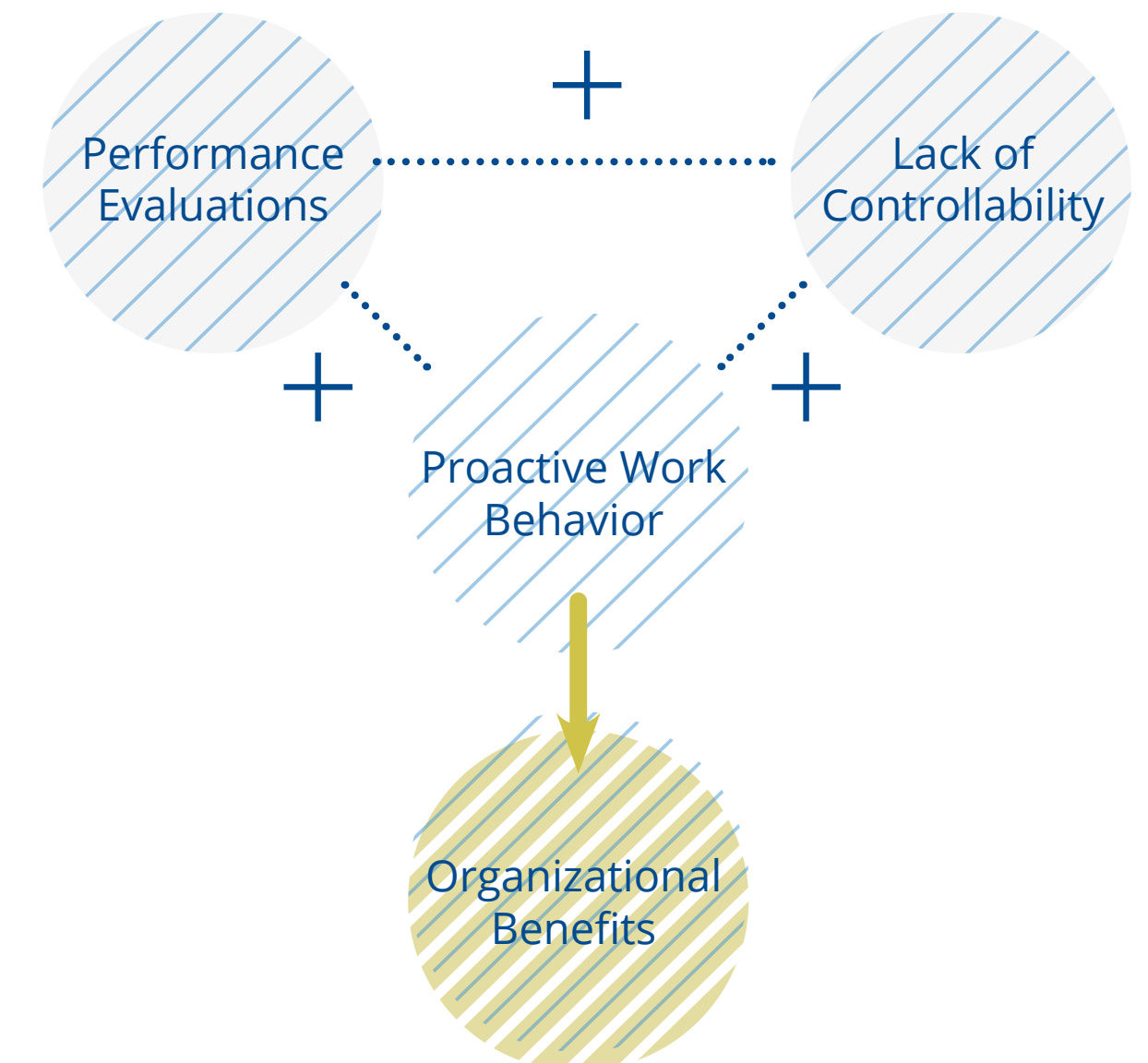


Selected Research

## ***The Relationship Between Lack of Controllability and Proactive Work Behavior: An Empirical Analysis of Competing Theoretical Explanations / Accounting and Business Research, 2017***

The lack of controllability in measures used for evaluating managers' performance can be linked to organizational benefits. Reviewing case-based findings, this study builds a positive 'base relationship' between lack of controllability and proactive work behavior. The research finds that lack of controllability enhances role conflict, which in turn induces more flexible role orientations ultimately resulting in higher levels of proactive work behavior

Lack of Controllability Results in Higher Levels of Proactive Work Behavior



Additional Research

- ***The Moderating Role of Performance Measurement System Sophistication on the Relationships Between Internal Value Drivers and Performance*** / *Comptabilité, Contrôle et Audit*, 2016
- ***Review of 'Management Accounting Research'*** / *The International Journal of Accounting*, 2011
- ***'Old Wines in New Bottles?' An Experimental Comparison of Time Estimates in Standard ABC and Time-Driven ABC*** / *Working Paper*
- ***Aggregation of Probabilistic Information: A Cognitive Bias and Its Behavioral Consequences*** / *Working Paper*



# KRISTY TOWRY

Professor of Accounting, Vice Dean of Faculty and Research



Kristy L. Towry is Vice Dean of Faculty and Research, Goizueta Term Chair, and Professor of Accounting at Emory University's Goizueta Business School. Professor Towry joined the Goizueta Business School faculty in 2002, after receiving her Ph.D. from The University of Texas at Austin. She has extensive experience in managerial accounting and finance, including a number of positions at Exxon and Compaq. Professor Towry's research relates to the use of accounting information for managerial decision making, with a focus on managerial control systems and financial incentives.



## Specializations

Managerial Accounting

Internal Audit

Behavioral Economics



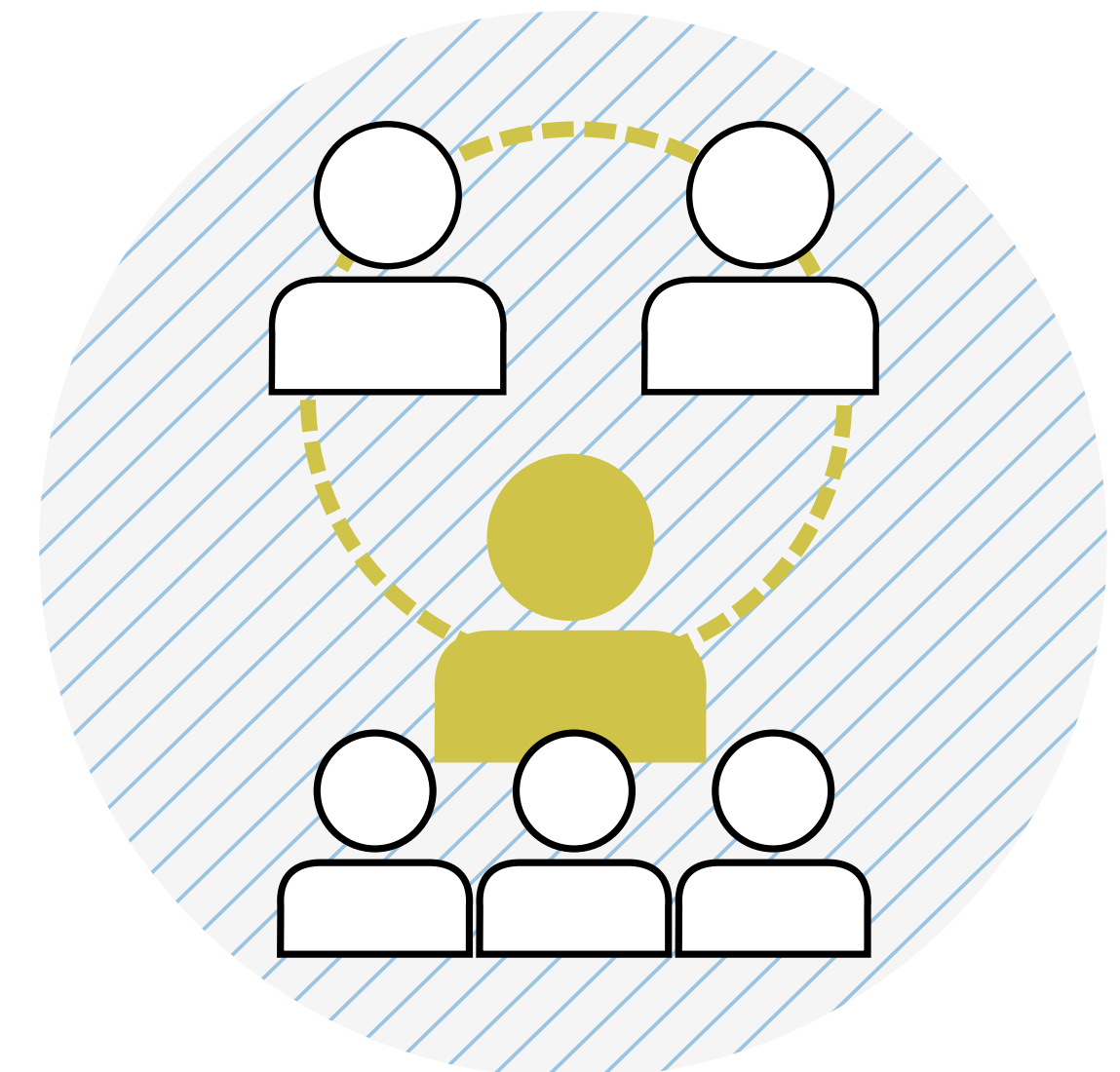
## Selected Research

### ***Vicarious Learning Under Implicit Contracts / The Accounting Review 2016***

In this research, Kristy Towry and colleagues look at the role of managerial discretion in performance reviews and resulting penalties and/or rewards. In particular, the research examines the effects of the evaluation because outcomes can be observed by other employees. "In this study, we use an experiment to investigate whether the inferences observer-employees make about how managers evaluate and reward employee behavior depend on whether the valence of the observed outcome is positive or negative," the authors write. Results suggest observer-employees, after viewing positive outcomes, focus on performance measures. On negative outcomes, observer-employees focus on strategic construct.

### Additional Research

- **Investigation of the Role of Mutual Monitoring in Tournaments** / *Contemporary Accounting*, 2013 1426
- **Framing Sticks as Carrots: An Experimental Investigation of Contract Frame and Effort in Agency Relationships** / *The Accounting Review* 2012
- Discussion of **"Subordinates as the First Line of Defense Against Biased Financial Reporting"** / *Journal of Management Accounting Research*, 2012







# MORGAN WARD

Assistant Professor 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.



## Specializations

Consumer Behavior

Integrated Marketing and Communications

Fundamentals of Marketing



## Selected Research

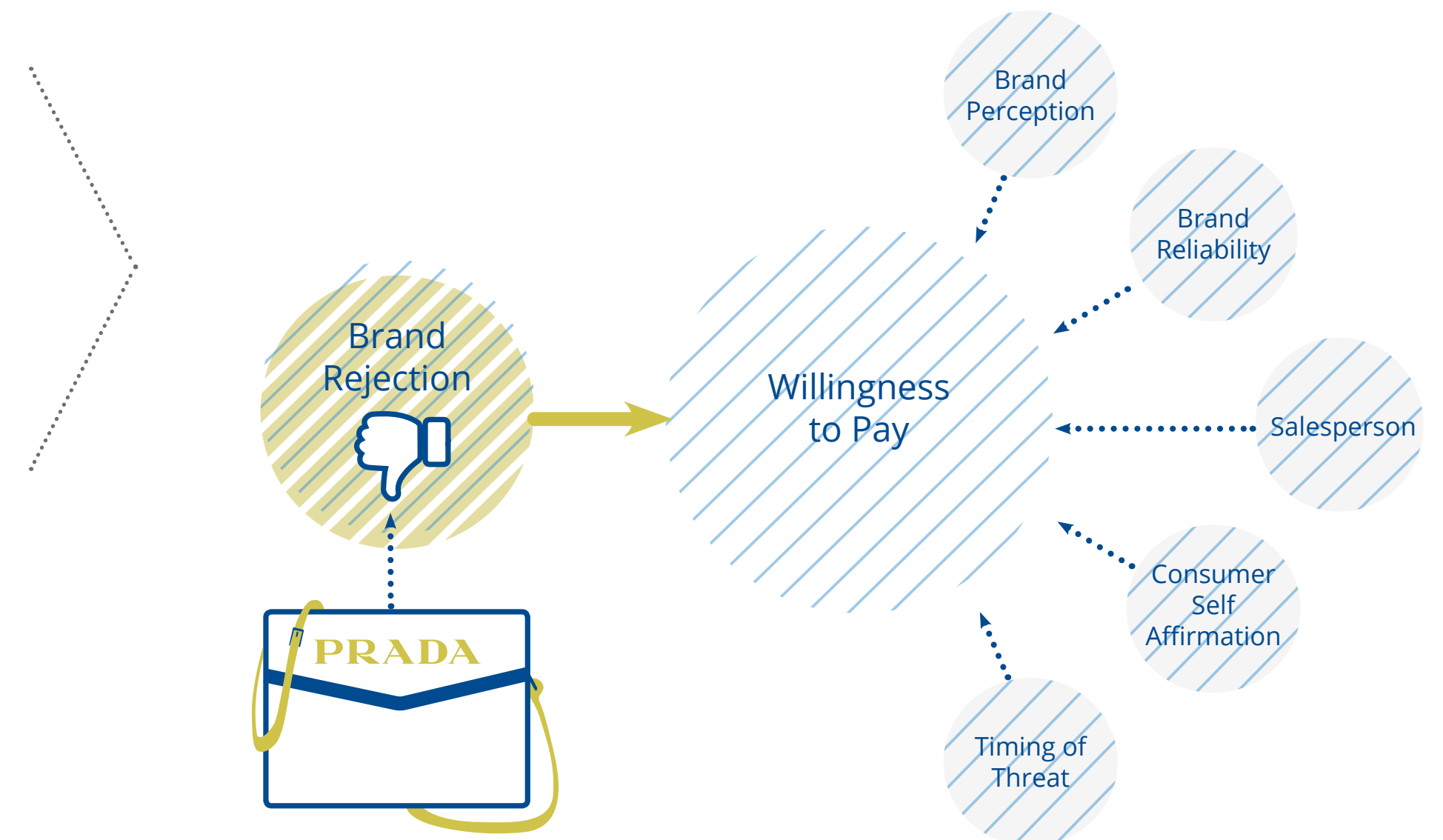
### ***Should the Devil Sell Prada? Retail Rejection Increases Aspiring Consumers' Desire for the Brand*** / *Journal of Consumer Research*, 2014

Luxury retailers have encouraged sales personnel to be friendlier to curb consumers' complaints of rejection. This research examines how consumers increase their regard and willingness to pay after brand rejection, as previous research shows that rejection encourages people to elevate their perceptions of their rejecters and strengthens their predilection to affiliate with them. Data from this study reveal that after rejection, consumers are more willing to pay, depending on brand perception and relatability, consumer self-affirmation, individual salesperson, and the timing of the threat.

#### Additional Research

- ***Ask and You Shall (Not) Receive: Relationship Signaling Results in Registry Rejection and Worse Gift Choices*** / *Journal of Marketing Research*, 2016
- ***The Same Old Song: The Power of Familiarity in Music Choice*** / *Marketing Letters*, 2013
- ***It's Not Me, It's You: How Gift Giving Creates Giver Identity Threat as a Function of Social Closeness*** / *Journal of Consumer Research*, 2011
- ***Subtle Signals of Inconspicuous Consumption*** / *Journal of Consumer Research*, 2010

Consumers Increase Their Willingness to Pay After Brand Rejection





# GREG WAYMIRE

Asa Griggs Candler Professor of Accounting



Greg Waymire is the Asa Griggs Candler Professor of Accounting at the Goizueta Business School at Emory University. He has been a member of the Goizueta faculty since 1990 and is an expert specializing in accounting standards, accountability, and the role of accounting in periods of economic crisis. Greg previously served as President of the Financial Accounting and Reporting Section and Vice-President of Research for the American Accounting Association.



## Specializations

Accounting Standards

Trust Mechanisms in Economic Exchange

Economic Crisis Accounting



## Selected Research

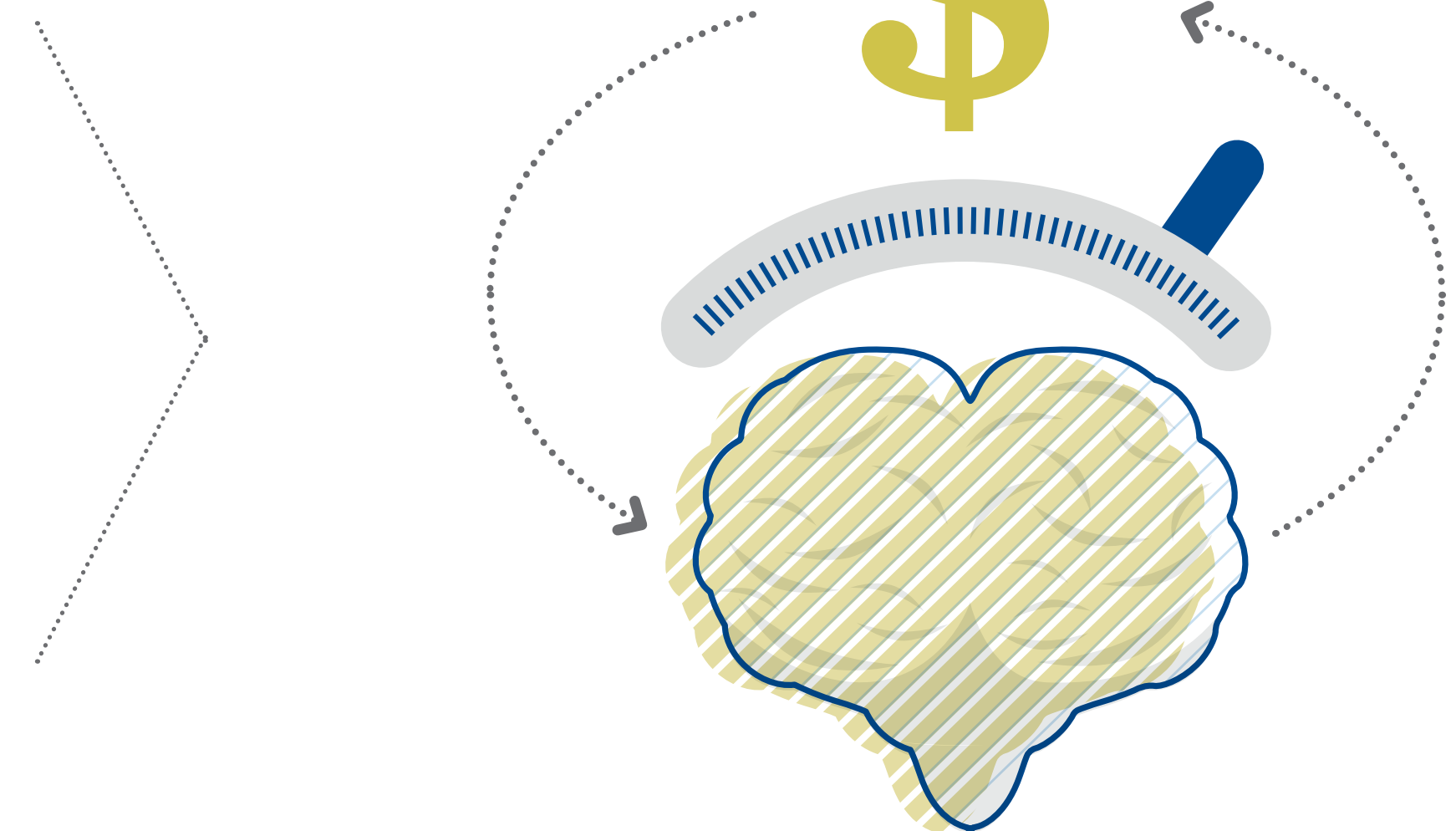
### ***Neuroaccounting: Consilience Between the Biologically Evolved Brain and Culturally Evolved Accounting Principles*** / *Accounting Horizons*, 2010

This research provides background on the structure and evolution of the brain, the measurement of brain behavior during economic decision making, and the brain's central role in building economic institutions. The primary function of accounting in evaluating exchange is to provide quantified information on the net benefits of past exchanges.

This analysis of Neuroaccounting provides a new way to scientifically view accounting, which has implications for how we think about the origins and persistence of longstanding accounting principles.

## Additional Research

• ***Memory, Transaction Records, and The Wealth Of Nations*** / *Accounting, Organizations and Society*, 2009







# MELISSA WILLIAMS

Associate Professor of Organization and Management



Melissa J. Williams joined the Goizueta faculty in 2011, after completing a postdoctoral fellowship at the Graduate School of Business at Stanford. She earned a PhD in psychology from the University of California, Berkeley. Professor Williams' research focuses on the components of interpersonal interaction that operate outside of conscious awareness, and how they affects decision-making, teamwork, success, and relationships at work and in life. She is particularly interested in what happens when power, dominance, and organizational hierarchy intersect with individuals' social identities, such as gender, race, and culture.



## Specializations

Gender in Workplace

Diversity in Organizations

Leadership Power and Dominance

Culture

Social Psychology



## Selected Research

### ***The Subtle Suspension of Backlash: A meta-analysis of penalties for women's implicit and explicit dominance behavior*** / *Psychological Bulletin*, 2016

Female leaders are often disparaged more than men for being direct in conversation, especially in tough negotiations or making difficult requests. Female executives will tell you: What's assertive in men is bossy in women. It's backed by research. But through an analysis of 71 behavioral studies, Williams finds women aren't penalized for assertiveness when actions are nonverbal, instead of verbal. While women might be censured for being verbally assertive, the same isn't true when they use nonverbal or paraverbal dominance.

## Additional Research

• ***Sexual Aggression When Power Is New: Effects of Situational High Power on Chronically Low-Power Individuals*** / *Journal of Personality and Social Psychology*

