

Publications

Jingjing Chen (with Linda Chen, U. Idaho, and George Jiang, Washington State U.) published “Information intensity and pricing of systematic earnings announcement risk” in *International Review of Finance*.

Abstract: Earnings announcement (EA) poses a non-diversifiable risk to investors. This study examines whether investors demand higher returns for stocks with high systematic EA risk. We find evidence that systematic EA risk is priced, however, the premium is realized only during periods with intensified cash-flow news. Specifically, we construct an ex-ante measure of expected information intensity (EII) and find that in the subsample of high-EII firms, those with high systematic EA risk earn significantly higher future returns. Controlling for known risk factors, stocks with high systematic EA risk outperform those with low systematic EA risk by 0.43% in monthly Fama–French five-factor alpha. We also confirm the well-documented announcement premium, i.e., high-EII firms outperform low-EII firms and show that the EA risk premium is distinct from the announcement premium. To exploit both premiums, a feasible strategy of long stocks with both high-EII and high systematic EA risk and short stocks with low-EII yields monthly 0.81% five-factor alpha.

Yazhen (Sophie) Xiao (with Jonathan Hasford, U. Tennessee Knoxville) published “Mixing customer ingratiation into evaluation: How service providers judge and evaluate rideshare experiences” in *Journal of Consumer Behaviour*.

Abstract: Whereas consumer satisfaction is critical for the success of services, we research how providers evaluate customers in the sharing economy represented by the rideshare marketplace. We examine anticipated customer evaluation (ACE) as the underlying link and the provider's sense of power as a moderator for the relationship between customer ingratiation and provider evaluations. We first conducted a field pilot study and analyzed the content of rideshare trips described by drivers. Then, we tested the conceptual framework in four experiments that manipulated different rideshare customer behaviors (self-presentation, other-enhancement, and customer conformity). Our study contributes to the consumer research literature by examining provider evaluation and discovering the peer-to-peer (P2P) dynamic evaluation mechanisms that adopt a two-way rating system.

Yazhen (Sophie) Xiao (with Tereza Dean, Ball State U., and Haisu Zhang, New Jersey Institute of Technology) published “Customer involvement in codevelopment: problem-solving and decision-making in new product development” in *European Journal of Marketing*.

Abstract: Customers can participate in new product development (NPD) in many ways. Drawing on the knowledge-based view (KBV) and innovation literature, this study aims to contrast two main product development activity types, i.e. problem-solving and decision making. It proposes customers play distinct roles if they get involved in these activities, which influence NPD outcomes differently. It also explores customer need specificity as a boundary condition for the above-mentioned relationships. The authors collected survey data from 308 managers in the innovation domain. Customer involvement in problem solving and decision-making distinctively influences new product innovativeness and development speed. Customer need specificity interacts with the two codevelopment types differently to impact these NPD outcomes further. This research extends the KBV and addresses the inconsistent findings in the literature regarding customer involvement as co-developers in innovation. It also provides novel insights into how knowledge characteristics like customer need specificity can direct co-developing activities to generate distinct NPD results. This paper offers practical implications for firms on how to involve customers in developing innovative new products while managing development speed. Prior research has yet to distinguish customer responsibilities related to co-development activities. This research fills this gap and offers novel insights that problem-solving and decision-making have opposite impacts on different NPD outcomes. This research demonstrates that finer knowledge about customer involvement responsibilities is needed for critical NPD outcomes

People

Yazhen (Sophie) Xiao co-chaired the 2024 Journal of Product Innovation Management Research Forum with Cheryl Nakata (University of North Carolina at Greensboro) and Destan Kandemir (INSEEC) in St. Louis, Missouri. The forum was part of the four-day annual conference of the Product Development and Management Association (PDMA). It hosted research presentations by international NPD and innovation scholars and offered excellent networking opportunities with JPIM's Editorial Team and practitioners in the PDMA community.

Presentations

Sambit Tripathi presented “[Exploring the Outsourcing Strategies of Freelancers in Online Labor Platforms](#)” at the American Conference on Information Systems in Salt Lake City, UT in August 2024.

Just Got In!

Berrin Erdogan and **Talya Bauer** had their paper "Under pressure: Employee work stress, supervisory mentoring support, and employee career success" accepted for publication at *Personnel Psychology*.

Talya Bauer had her paper "Who's behind the wheel? Work and health backgrounds of new transit bus operators" accepted for publication in *Journal of Occupational and Environmental Medicine* [This work came out of Olson, R. (PI), with Anger, K., Graven, P., Bauer, T. N. (PSU Subcontract PI), Bodner, T., & Wipfli, B. *SHIFT Onboard: Protecting new transit operators against safety & health hazards*. (National Institutes of Health (NIH), National Heart, Lung, and Blood Institute, # R01HL105495) \$3,610,769].

Good to Know

The University maintains a [database of faculty expertise](#) to make it easier for media representative to identify an expert. If you do not currently appear in this database, you can use [this link](#) to request an entry. This is an excellent way in which you can help bridge the science-practice gap! If you already have an entry and would like to request edits, you can email Media Relations Manager Katy Swordfisk here: katy.swordfisk@pdx.edu. Please also include your expertise [on this form](#) for the SB version of the expertise database.

Research Calendar

When & Where	What
Tuesday October 15 12-1pm Bogue Boardroom or Zoom Lunch will be served.	Speaker: Annie Lindgren Title: Introduction to Sponsored Projects Talk Description: Overview of PSU's Research Development program, how sponsored projects work, and opportunities for the business faculty to get involved in sponsored projects. - Overview of the plan to build a Research Development program at PSU - Basic information about how sponsored projects work in general and how to be effective in them - Specific strategies around how to support faculty in the school (building collaborations, network options) - Presentation on the current RFPs relevant to our business faculty. - Q&A: answering questions and/or learning more about what research avenues faculty are excited about/interested in.

Announcements

This is a new section and will include conference deadlines, local events, and call for proposals that may be of interest to faculty at large. If there are events you would like me to include, please email berrine@pdx.edu

- Portland State is a member of Engagement Scholarship Consortium. **The 2024 Engagement Scholarship Consortium (ESC) conference** will take place October 9-10 in Portland, OR. You can find the details [here](#).

PSU Highlights at the consortium:

October 9th: We are hosting a site visit to Street Roots. Check out Whova, the conference app, and navigate to "Meet Ups and Virtual Meets" for details. Many thanks to the Homelessness Research & Action Collaborative HRAC for their support. All attendees will donate directly to the organization to support street paper vendors and journalists.

October 10th: Tribal Liaison Modesta Minthorn will participate in a plenary session on "Building Trusting Relationships with Tribal Nations: Perspectives from Tribal Relations Work."

October 10th: President Ann Cudd will give remarks at the ESC Awards for Excellence in Engaged Scholarship.

We will have an exhibitor table throughout the event. If you are a community-engaged unit with materials you want to display, please deliver them to the Office of the President, 8th floor RMNC, no later than October 3rd at noon. Please keep in mind that no items will be returned, and only deliver materials that can fit on a display table.

- **Campus Compact** welcomes the submission of book proposals to advance the understanding and practice of civic and community engagement in higher education. Campus Compact is dedicated to producing field-leading publications that support, engage, and challenge higher education to realize its public purpose to address complex social issues and further equity, justice, and prosperity for all. Our publications aim to move beyond theoretical inquiry to offer new and innovative frameworks, concepts, and practical tools for colleges and universities to join as true partners with communities in contributing to our collective flourishing. Deadline: 12/31/2024. Details may be found [here](#).
- Submission deadline for the 2025 Western Academy of Management conference is October 7, 2024, 11pm PT. Details are [here](#). The conference will take place March 19-22 in Kelowna, British Columbia.
- Submission deadline for 2025 Annual Conference of Society for Industrial and Organizational Psychology (SIOP) is 5pm ET, October 9. Details are [here](#). The conference will take place April 2-5 2025 in Denver, CO.