

Marta Stelmaszak Rosa is School of Business Researcher of the Year!



Every year Portland State University honors a faculty member from each school who exhibits exceptional research. This year Dr. Marta Stelmaszak Rosa was honored as the 2024 School of Business Researcher of the Year. Her research focuses on the sustainable, responsible, and ethical design and use of data in organizations. Through qualitative research, Dr. Stelmaszak Rosa tries to understand the relationship between people and data. “I unpack and understand how data impacts people and also what people do to data,” said Marta. When creating new lines of research, she likes to unpack previous problems based on case studies in order to build a theoretical understanding. Dr. Stelmaszak Rosa was thrilled and excited to be presented with her first award for her research efforts. She will be recognized during research week, May 6-10, at the Research Awards Ceremony.

You can read the write-up [here](#).

Publications

Mary Marshall (with Nina Collum, Louisiana Tech U., and Susan Jurney, Oklahoma City U.) published “Investigating the effect of service messages on noncompliant taxpayers’ reactions to imperfect audits” in *Journal of American Taxation Association*.

Abstract: We examine the effect of imperfect detection processes in tax examinations. In an experiment using 802 U.S. taxpayers, we find a significant relationship between imperfect audits and post-audit taxpayer compliance in subsequent periods. Although the most obvious solution is to invest the resources necessary to reduce the occurrence of imperfect audits, this solution requires significant budgetary investment. Thus, we test whether the inclusion of a low-cost service message can offset the negative effect of imperfect detection. Further, we find no evidence that the inclusion of a message has any negative effect on the subsequent compliance choices of those who were initially compliant or those who went unaudited. Interestingly, we identify a marginally significant increase in compliance when evaders who were unaudited view the service message. Results contribute to literature on individual tax compliance behavior, particularly related to taxpayers’ awareness of the balance between the service and enforcement efforts.

Lihong Qian (with Yue Song, San Diego State U., and Devi Gnyawali, Virginia Polytechnic Institute and State U.) published “From early curiosity to space wide web: The emergence of the small satellite innovation ecosystem” in *Research Policy*.

Abstract: Innovation ecosystems have gained significant scholarly and managerial attention. Much of the literature focuses on established ecosystems, and the limited research that examines ecosystem emergence does not dig deeper into the dynamics and challenges during the process of emergence. With a focus on the transition from birth to growth of an ecosystem, this paper fills this important gap by systematically examining how a nascent ecosystem develops into a thriving one. Employing a conceptualized composition approach, we conduct an in-depth qualitative study on the emergence of the modern small satellite ecosystem from 1981 to 2017. Our case analysis demonstrates a dynamic process through which a seed innovation gradually grows into a thriving ecosystem without a centralized sponsor. We explicate how tensions arise within an evolving ecosystem and how forces hindering specialization delay the emergence process. We then develop a process model of ecosystem emergence to conceptualize how actors gradually become specialized, how their specialization decisions coevolve with the ecosystem value proposition, and how tensions get resolved through a complex and iterative process. We contribute to the literature by advancing an evolutionary view of ecosystem emergence with an in-depth analysis of the transition from birth to growth of an ecosystem.

Talya Bauer and Berrin Erdogan (with Donald Truxillo, U. Limerick, and Julie McCarthy, U. Toronto) published “Applicant reactions to organizational recruitment processes” in *Essentials of employee recruitment* (Edited by Jerel Slaughter and David Allen) published by Routledge.

Abstract: Applicant recruitment and attraction have continued to gain attention from both researchers and practitioners due to the competitive edge that organizations can gain by adhering to evidence-based practices for prospective employees. Interest in the applicant experience has also been fueled by the proliferation of new high-tech selection procedures, which may be unfamiliar to many applicants. The purpose of this chapter is to review emerging trends and findings in this important realm. We begin by reviewing classic theories and models of applicant attraction and reactions, which is followed by an overview of new research reflecting current and emerging selection procedures and technologies such as the use of artificial intelligence, chatbots, asynchronous video interviews, and gamified assessments in the recruitment and selection process. We also examine implications for applicant reactions in the new world of work, including new technology, diversity, and gig work. Based on our review, we conclude with implications for practice and future research directions.

Presentations

Ji Woon (June) Ryu presented “The Slack effect: Digital messaging platforms integrate work-nonwork boundaries in good and bad ways” at the Western Academy of Management Annual Conference. March 20-23. Long Beach, CA.

The Annual Meeting of Society for Industrial and Organizational Psychology (SIOP) took place between April 17-21. in Chicago, IL. The following PSU SB papers were presented:

- **Talya Bauer and Berrin Erdogan** presented the poster “Newcomer organizational socialization: A meta-analytic review.” (*This poster was also recognized as one of the top 10 posters out of over 700 submissions, and included in the Welcome Reception and Top Poster Display*)
- **Berrin Erdogan and Talya Bauer** presented the poster “Is relationship building or feedback seeking more beneficial for newcomers?”
- **Talya Bauer** was a speaker at the symposium “Transit and truck drivers’ shiftwork, sleep, and health.”
- **Talya Bauer** was presenter and facilitator in the research incubator “Stronger together: A-P partnerships to advance the next generation of AI tools.”
- **Berrin Erdogan and Talya Bauer** presented the poster “Overeducation, cognitive overqualification, and interpersonal dynamics in the workplace.”
- **Talya Bauer** was a panelist at the session “Succeeding on the business school job market: An insider’s perspective.”

Frederik Vos presented “Levering innovation through public procurement: instruments or leadership?” and “Strategic purchasing integration as antecedent of social capital development and value creation” at the Production and Operations Management Society (POMS) conference. April 25-29. Minneapolis, MN.

Honors and Recognitions

The School of Business Management area has been named among the top 50 management departments with respect to number of publications per faculty, as listed in [TAMUGA rankings](#) (published by Texas A&M and University of Georgia). The rankings are based on publications in eight top-tier journals in management area. PSU was ranked #44, sharing this ranking with Syracuse University, Texas Christian University, University of Missouri, University of Pittsburgh, and Washington State University.

Just Got In!

Sophie Xiao had her paper "Mixing customer ingratiation into evaluation: How service providers judge and evaluate rideshare experiences" accepted for publication in *Journal of Consumer Behavior*.

Scott DuHadway had his paper "Experiments in supply chain management research: A systematic review and future directions" accepted for publication in *Journal of Business Logistics*.

Good to Know

When your article is accepted for publication, please don't forget to submit the accepted version to the PSU Open Access Repository! You can do so by completing the form [here](#).

Research Calendar

Date and Location	Event
May 1, 12-1pm	<p>Frederik Vos (Assistant Professor, Logistics and Supply Chain Management) Research talk</p> <p>https://pdx.zoom.us/j/89864998533</p> <p>Title: Caught in the middle: How boundary spanners' external tactics influence their internal status</p> <p>Aim of the meeting: In this session, I would like to discuss work-in-progress of a new study for which we just received & analyzed our initial data. I would like to get input on suitable theories and possible follow-up data collection/analysis ideas. The initial findings look interesting, yet we think we might need to go deeper into the topic.</p>

	<p>Additionally, I will give a short overview of my research interests in general.</p> <p>Content of the work-in-progress paper: Purchasers commonly serve as boundary spanners between a company's internal stakeholders and its suppliers. In this study, we assess how such a boundary spanner's actions towards suppliers could potentially weaken the boundary spanner's internal position, even when the boundary spanner is successful in managing supplier relationships. Specifically, we focus on the use of goodwill trust and coercive power towards suppliers as two extreme sides on the spectrum of available tactics (Collien, 2021; Ireland and Webb, 2007; Vesalainen et al., 2020). We examine how these tactics, on one hand, affect supplier resource allocation (corresponding to the key external tasks of boundary spanners; Huang et al., 2016; Williams, 2002), and, on the other hand, the boundary spanner's expertise reputation among internal stakeholders (perceived expertise is needed for internal influence; Perrone et al., 2003). The initial results from our analysis of 143 triads reveals that using goodwill trust leads to better supplier resource allocation, but has no impact on internally perceived expertise of the boundary spanner, whereas the use of coercive power has no influence on resource allocation, but leads to increased perception of the expertise of the boundary spanner internally. I would like to discuss these findings, their relevance and possible next research steps in the research talk.</p>
<p>June 12, 12-1pm Bogue Boardroom</p>	<p>Open Mic – All areas, everyone presents, 1 slide per person.</p>