

Publications

Zafrin Rahman and **Wanying Shi** published “How does frugal innovation help young firms in the US? The moderating roles of venture capital investment and debt financing” in *Journal of General Management*.

Abstract: This study examines the effects of frugal innovation on firm performance among young firms located in the U.S. Though frugal innovation is a concept that originated from innovation practices among emerging market firms, firms in the developed economies have absorbed a frugal mindset and are regularly exercising frugal innovation. We develop a framework for frugal innovation by building on entrepreneurial bricolage theory. One of our research findings shows that young firms in the U.S. find frugal innovation useful in gaining firm performance. In addition, interaction effects on firm performance are tested; those between frugal innovation and venture capital (VC) equity financing and frugal innovation and debt financing are found to be significant. Both moderators are found to weaken the positive effects on firm performance. These findings are interesting because we had initially hypothesized that the interaction effect on firm performance of frugal innovation and VC equity financing would be positive while the moderator that includes debt financing would be negative. This paper contributes to the innovation and entrepreneurship literature by empirically testing frugal innovation, a concept which has not been quantitatively studied thus far. In addition, the study establishes a link between frugal innovation and entrepreneurial bricolage.

Shruti Koley (with Caleb Warren, U. Arizona) published “Anger and Self-Control: How the Need to Dominate Can Lead to Better Choices” in *Journal of Public Policy & Marketing*.

Abstract: Prior research has shown that anger can predispose consumers to exert poor self-control by making them want to feel better (i.e., increasing a hedonic need for mood repair), less likely to consider risks of gratifying, and more likely to seek rewards (i.e., increasing approach motivation). However, anger also activates a need to be dominant. Consequently, across five experiments, the authors show that policy makers can motivate angry consumers to exert more self-control by emphasizing the dominance benefits of the more virtuous option in a self-control dilemma. For instance, angry consumers are more likely to exercise or eat healthily when these behaviors are associated with becoming physically stronger rather than preventing illness. The authors test these effects across various domains of self-control, such as eating healthily, exercising, saving money, and studying, and with both binary choices between virtuous and gratifying options and choices on a spectrum in which consumers choose virtuous and gratifying options in varying proportions. However, the authors find these effects occur only when angry consumers expect dominance benefits to accrue in the near but not distant future.

Honors and Recognitions

The Real Estate Academic Leadership (REAL) Ranking for 2020 to 2024 was just published (see link [here](#)). The list ranks scholars and universities worldwide based on the number of publications in the top three real estate journals (Real Estate Economics, Journal of Real Estate Research and Journal of Real Estate Finance and Economics) over the respective period.

- PSU is ranked #16 in the world in terms of Real Estate research productivity. This puts us ahead of schools including Cornell University, MIT, University of Cambridge, USC and University of Pennsylvania.
- The ranking for PSU suggests that PSU is the #1 Real Estate Research school in the Pacific Northwest and #2 on the West Coast after Cal State Fullerton (which has a larger number of faculty in this area).
- Julia Freybote is #5 (tied) in the list of Real Estate researchers. Congratulations!

In the News

Ted Khoury was featured in the OPB article "[Disappearance of federal foreign aid could mean a reshaping of Oregon's international nonprofit sector.](#)" March 14, 2025.

Presentations

Frederik Vos presented "Interaction analysis for continuous/survey data" at the Stats Lunch Organized by PSU Quantitative Interest Group. Portland, OR. March 5.

Berrin Erdogan was an invited speaker at the University of Exeter Responsible Leadership Incubator. Exeter, UK. March 17-18

- She was a panelist in the panel discussion on Artificial Intelligence and Responsible Leadership.
- She was a panelist in the Meet the Editors session.

Frederik Vos was a presenter at the International Purchasing and Supply Education and Research Association (IPSERA) 2025 conference held in Rotterdam, the Netherlands. March 30-April 2.

- He presented "The Role of Supply Chain Digitalisation in Achieving Operational Excellence and Supplier Satisfaction - A pre and post intervention-based quasi experiment."
- He presented "E-auction research in the era of industry 4.0 and AI: A systematic review and research agenda."

Just Got In

Frederik Vos had his paper “Leveraging Social Capital for Value Creation in Public Procurement: The Role of Strategic Purchasing Integration” accepted for publication in *International Journal of Operations and Production Management*.

Good to Know

- [This is the link](#) to the faculty resources and procedures for anything relating to research. This link will live here from now on. If you ever need to access this document, simply open the latest copy of Scholarly News to locate this link.

Research Calendar

When	Where & What
Monday, April 7 12-1pm	<p>Research Talk: Dr. Jingjing Chen</p> <p>Title: Environmental Technology Transfer and the Impact on Carbon Emissions</p> <p>Location: Bogue Boardroom (Pizza and Salad will be served). If you cannot join us in person, you can connect via Zoom.</p> <p>Abstract: The technology market facilitates transfer and accelerates implementation of cutting-edge technologies, including environmental technologies. We construct a comprehensive dataset on environmental technology transfer from 1981 to 2021 and examine the impact of technology adoption on carbon emissions. We show that firms that adopt environmental technologies through the technology market experience significantly lower carbon emission intensity and carbon emissions, by approximately 11%, over subsequent one to five years. The results remain consistent when we perform matching sample regressions and control for unintended technology spillovers. To address endogeneity concerns, we perform instrumental variable regressions using environmental incidents as exogenous shocks. We further investigate what motivates firms to adopt environmental technologies through the technology market. Our findings indicate that large emitters, particularly highly profitable firms, are less likely to adopt environmental technologies. Finally, we show that while both penalties and subsidies incentivize firms to adopt environmental technologies, subsidies appear to be a more effective policy tool.</p>
Wednesday May 14 12-1pm	<p>Research Talk: Dr. Shruti Koley</p> <p>Title: TBD</p> <p>Location: Bogue Boardroom (Pizza and Salad will be served). If you cannot join us in person, you can connect via Zoom.</p>