

## Publications

**Lihong Qian** (with Kim Wang, Suffolk U.) published “Promoting clean energy transition and industry emergence: Leveraging public funding for the commercialisation of fuel cell technologies” in *Industry and Innovation*.



The effectiveness of public funding in promoting clean energy transition through technology innovation and industry emergence is an important issue for policy making. This study examines the role of public funding in commercialising fuel cell technologies by considering different types of partners in publicly funded projects. Our findings, based on data from the U.S. Department of Energy’s hydrogen and fuel cell commercialisation program, suggest that publicly funded projects with non-profit partners have a lower likelihood of commercialisation compared to those with for-profit partners. However, the size of the public grant significantly impacts this trend: projects with non-profit partners are more likely to be commercialised if they receive larger grants, while the opposite is true for projects with for-profit partners. This study advocates for the proficiency of public grant programs with regard to their role in supporting private efforts in commercialising clean energy technologies and fostering industry emergence.



**Brandon Reich** (With Sara Hanson, U. Richmond) published “Brand corporateness: Measurement and symbolic meaning of an unfavorable brand association” in *Journal of Consumer Research*.



This research establishes brand corporateness as a novel brand association that most consumers find unfavorable. Exploratory focus group findings first illuminate consumer meaning structures and attitudes around brand corporateness. An inductive grounded theory approach suggests three core (hierarchical, mechanistic, opaque) and three ancillary (ubiquitous, traditional, strategic) dimensions of the construct, informing a subsequent literature review that theoretically confirms this structure. Our theorizing also suggests that greater corporateness diminishes consumers’ self-brand connection because the symbolic meanings of its core dimensions clash with several fundamental human values, a negative effect that is heightened among more politically liberal consumers. The main empirical work then develops and validates a measure of brand corporateness across 11 studies using best practices in scale development. After a rigorous item generation and refinement process, our studies provide converging evidence for the scale’s structural, nomological, discriminant, predictive, and ecological validity.



**Frederik Vos** (with Iryna Malacina, Jad El Bizri, and Elina Karttunen at LUT U. Finland, and Aki Jääskeläinen, Tampere U. Finland) published “Leveraging social capital for value creation in public procurement: The role of strategic purchasing integration” in *International Journal of Operations and Production Management*.

Although the integration of the purchasing function within strategic decision-making has been extensively studied in the context of the private sector, its significance for the effective functioning of public procurement (PP) remains underexplored. Effective PP is critical for suppliers, users of public services and society at large. This study investigates how the strategic integration of PP influences operational, environmental and innovative value creation by developing social capital in buyer–supplier relationships. This study empirically examined how strategic purchasing integration contributes to the development of social capital in buyer–supplier relationships, which in turn affects value creation. It utilizes survey data from PP experts in Finland, complemented by a series of post-survey interviews designed to gain deeper insights, especially into some less-expected findings. Applying social capital theory, we discovered that the strategic integration of purchasing is crucial for effectively developing social capital within buyer–supplier relationships. Interestingly, we revealed that different types of value creation require varying combinations of social capital. The post-survey interviews suggested that these differences likely arise from the limited capabilities of public organizations or perceived barriers imposed by legislation. This study complements findings from the private sector showing that purchasing integration and social capital are relevant for value creation. It also reveals the unique public sector dynamics that limit the effectiveness of relational and cognitive capital in realizing operational and environmental value.



## Media Mentions

**Bloomberg Tax**

**Elizabeth Almer** was interviewed for and quoted in the article “Private Equity Deals Leave State Accounting Boards on Sidelines” published in Bloomberg Tax.

► Play

**Ted Khoury** was interviewed for the podcast “Builders of the Broken Bazaar” on social impact and entrepreneurship with respect to his research, titled “Entrepreneurship is not a gift from the West!”

**Scientia**

**David Gerbing’s** research was featured in “Professor David Gerbing: A Quick and Easy Way to Visualize Data” published in Scientia.

## Professional Service

**Yazhen (Sophie) Xiao** co-chaired the Journal of Product Innovation Management Research Forum for the second time in Chicago on September 13-14. This influential conference, organized with co-chairs Destan Kandemir (Georgia State University) and Cheryl Nakata (University of North Carolina, Greensboro), brought together global scholars and practitioners in new product development and innovation. It also featured two outstanding keynote speakers, Dr. Rajesh Chandy from London Business School and Dr. Stefano Puntoni from the Wharton School of the University of Pennsylvania.

## Scholarly Visit

**Yali Li**, a Ph.D. student in Human Resource Management at Nanjing University China is visiting PSU for the academic year. Her research interests focus on recruitment and selection and her host during her visit will be Talya Bauer. During her stay, her office will be KMC 360A.

## Just Got In

**Stan Heister** had his article “Beyond Opacity: Distributed Ledger Technology as a Catalyst for Carbon Credit Market Integrity” accepted for publication in *Computers*.

**Frederik Vos** had his paper “Experimental game-based learning: A serious game experiment in purchasing and supply management” accepted for publication in the *Journal of Purchasing and Supply 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.