

## Publications

**Jingjing Chen** (with George Jiang, Washington State U.) published “High-beta stock valuation around macroeconomic announcements” in *The Financial Review*.

**Abstract:** We document a dramatic swing of high-beta stock returns around pre-scheduled macroeconomic announcements—from being negative on the day before, to positive on the day of, and negative again on the day after the announcements. A feasible long-short strategy of betting against beta (BAB) and betting on beta (BOB) yields annualized 25.28% return over the 3-day announcement window. We explore potential explanations based on liquidity, risk, and investor risk appetite. Our results show that changes in liquidity, risk, and investor risk appetite around the announcements at best partially account for variations in high-beta stock returns. The finding of our study highlights the dynamic effect of macroeconomic announcements on asset prices.

**Tom Gillpatrick** (with Esra’a Bukhari and Tugrul Daim, PSU Department of Engineering and Technology Management, Saeed Alzahrani, King Saud U., Saudi Arabia, and Leonardo Santiago, Copenhagen Business School, Denmark) published “Multi perspective technology readiness assessment for E-commerce: Case of the omni-channel adoption in the food retail sector during COVID-19” in *Technology in Society*.

**Abstract:** Using E-commerce has become crucial for retailers, specifically in the food business. In and after the era of COVID-19, as technology advances, there has been a necessity to apply an omnichannel strategy. In response, this research aims to develop a decision focus assessing Omni-channel adoption for the management of emerging technologies in food retailing during and after the era of COVID-19 to evaluate the omnichannel capabilities of food organizations. The gaps of this research are presented as the lack of studies to evaluate the adoption of the omnichannel approach in food retailing comprehensively and identify the factors impacting the adoption of the omnichannel strategy in the food industry. Also, no research has categorized these factors, or compared them against each other. The method used is based on the hierarchical decision model (HDM) approach to find the optimal solution to fill gaps and to be implemented in food retailing. The main factors of the omnichannel in the food industry were identified based on a literature review and expert interviews. These factors were categorized into five perspectives which are social, organizational, technological, legal, and financial perspectives. This research established the HDM scoring model using experts’ validation, quantification, and desirability values. The model is then applied in two case studies to test the model’s practicality and achieve the objective of this research. The model analyzes the weaknesses and strengths of two food hypermarkets in Saudi Arabia, providing recommendations for improvement. The audience of this research are retailers, developers, researchers, participators, policymakers, decision-makers, and anyone interested in business and technology management.

## Honors and Recognitions

Brigham Young University has released their 2024 **accounting research productivity rankings**, based on publications in 12 leading accounting journals over the past six years. PSU Accounting area ranked #5 in [Experimental Tax](#) research out of 79 schools, tied with U. Miami and U. Texas at Austin. Additionally, PSU Accounting placed on #9 in [Education Research](#) out of 474 schools, tying with Clemson University and Texas Tech University. Congratulations to our researchers for this achievement!

## People

**Mary Marshall** has been invited to join the Editorial Board of *Advances in Accounting* for 2025-2027. Founded in 1982, *Advances in Accounting* publishes original research that promises to advance our understanding of accounting over a diverse range of topics and research methods.

## 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 up the latest copy of Scholarly News to locate this link.
- PSU moved to Kuali protocols for [IRB applications](#). All new submissions will go through this protocol, and currently active protocols have been moved to this platform. HSRRC staff are hosting virtual Kuali Protocols tutorials via Zoom to provide an orientation to the system and an overview of how to interface with the new application process. You can join the tutorials [by using this link](#) during the scheduled times:

Wednesday, February 5, 2025 at 1-1:50pm

Tuesday, February 18, 2025 at 3-3:50pm

If unable to attend a scheduled tutorial session, the program staff will be offering drop-in Zoom office hours throughout Winter term, Mondays at 3pm, Tuesdays at 11am, Wednesdays at 2pm, and Fridays at 10am. You can join by [using this link](#).

- RGS officially released Roadmap to 2030, their comprehensive plan to advance research excellence. [You can find it here](#). Notably, the Roadmap introduces several transformative initiatives, including:
  - The establishment of the **Institute for Public Impact Research**, a hub for interdisciplinary and community-engaged research addressing critical societal challenges.
  - Launching the Graduate Mentorship Academy to improve mentorship quality and foster strong mentor-mentee relationships, essential for student success.
  - A renewed focus on the health and vitality of graduate programs, with

- strategies to enhance recruitment, retention, and student support.
- Strengthening use-inspired and **industry-engaged research**, fostering collaboration with local industries, and positioning PSU as a leader in innovation and applied research.
- The expansion of the Research Development Office and its services, including grant-writing workshops, proposal development assistance, and mentorship programs, to empower faculty in securing external funding and advancing research goals.

## Research Calendar

When & Where	What
Wednesday, February 26 12-1pm	<p><b>Research Talk: Dr. <a href="#">Andrew Kach</a></b> (Willamette University)</p> <p><b>Title:</b> Peeling the Layers: How do managers organize modern slavery risks in global supply chains</p> <p><b>Location:</b> Bogue Boardroom (Pizza and Salad will be served). If you cannot join us in person, you can connect via <a href="#">Zoom</a>.</p> <p><b>Abstract:</b> Human rights issues, specifically concerning labor conditions in the supply chain, continue to grow at an alarming rate globally despite increased scrutiny due to legislation, media, and campaigns by NGO's. Senior managers in large organizations play a pivotal role in developing and implementing policies within the organization and the extended supply chain. This study seeks to develop a deeper understanding of how these managers organize risk, the associated tensions that arise in the process, and the influence their orientation has on suppliers. Using the high-risk construction sector as our context, we collected rich qualitative data from a variety of stakeholders in the industry including procurement, sustainability managers, high risk suppliers, NGO's, consultants, and technology providers. We find divergent views amongst various stakeholders on how they organize risk prospectively, in real time, and retrospectively. We also find that suppliers' prevention focus orientation aligns with the procurement function in the organization. In doing so, we unpack a crucial puzzle on why organizations have been so lethargic in developing and implementing modern slavery policy and suggest antidotes to break this inertia. This research offers insights into supply chain transparency problems and the associated risks of harm to people, providing recommendations for how to diffuse tensions and prioritize solutions for mitigating modern slavery challenges and risks.</p>
Monday March 3, 5pm	<p><b>Deadline for Applications to Faculty Enhancement Grants</b></p> <p>Faculty (Tenure track and fixed term) and Academic Professionals are eligible to apply for individual grants up to \$15,000 to support scholarship and research. You can find more information about the <a href="#">program here</a>.</p>