

14 JSOM UNDERGRADS WORK ON FUNDED RESEARCH

BY JEANNE SPREIER



ROY SCOTT

FOURTEEN NAVEEN JINDAL SCHOOL OF MANAGEMENT UNDERGRADUATE STUDENTS HAVE RECEIVED FUNDING FROM THE UNIVERSITY OF TEXAS AT DALLAS OFFICE OF RESEARCH (UTDALLAS.EDU/RESEARCH) TO STUDY EVERYTHING FROM SUPPLY CHAIN CHALLENGES IN INDIA TO HOW PERSONALITY TYPES IMPACT PRICE NEGOTIATIONS. THIS FAR EXCEEDS THE TWO JSOM STUDENTS WHO RECEIVED SIMILAR FUNDING FOR THE 2013-2014 ACADEMIC YEAR.



Shawn Carraher



Bruce Gnade

Dr. Shawn Carraher, a JSOM organizations, strategy and international management professor, is supervising nine of the 14 JSOM projects. He encourages students in his international business class, which requires a research project for a class grade, to submit their topic to the Office of Research to see if it will qualify for the \$500 undergraduate research stipend.

"I think it is important for undergraduate students to have the opportunity to work with faculty on research projects, no matter what the field or the topic, for several reasons," says Dr. Bruce Gnade, UT Dallas vice president for research and Distinguished Chair in Microelectronics. "It provides an oppor-

FUNDED UNDERGRADUATE RESEARCHERS

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tunity for the students to work with a faculty member on a one-to-one basis ... (and) hopefully it helps students have more information as they decide on their career paths.”

The University’s president, Dr. David E. Daniel, has steered UT Dallas along its trail toward recognition as a Tier One university. A critical component of that designation is research. While exact requirements of a Tier One university are not codified, in general, it is recognized that Tier One universities hold an endowment of at least \$400 million, confer at least 200 PhDs each academic year and grant at least \$45 million in expenditures of restricted research funds in each fiscal year.

“The funds we provide to the students are there to help enable the project in some small way, but I think more importantly they provide a reason for the students to seek out the interactions with the faculty,” Gnade says.

Samantha Reeder, a marketing junior whose project is being overseen by Carraher, presented her research, *The Effect*

Uncertainty Avoidance Has On Business Culture, in February at a conference in Florida. “It was exciting to meet so many professionals who are passionate about the business world,” she says of the experience. “Everyone was so excited that I was presenting as an undergraduate student.

I don’t think many other



David E. Daniel

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THE FOLLOWING 14 UNDERGRADUATE STUDENTS

are being mentored by Jindal School faculty sponsors as they proceed with studies made possible by Undergraduate Research Scholar Awards. Each award consists of a cash stipend of \$500 paid to the student, as well as an award of \$300 transferred to a University account controlled by the faculty sponsor to pay for research-project expenses, such as equipment or travel, or to pay for related activities.



**Rebecca Tjahja, Freshman,
Finance**

How powerful is Apple Inc.?

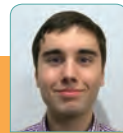
Tjahja is researching the relationship between Apple’s product announcements and product releases and the stock prices of competitor companies. Tjahja wants to “increase my exposure to the research side of finance in order to jump-start my career.” She calls herself an “Apple all the way” consumer. “I figured I would combine one of my favorite companies with my field of study,” she says.



**Andrew Drais, Junior,
Finance**

Differences in marketing to Chinese vs. American consumers based on personality and Hofstede’s Model

Drais is focusing his research on the differences in Chinese and U.S. consumers using Geert Hofstede’s model. Hofstede, a Dutch social psychologist, is most noted for his work developing the “cultural dimensions theory.” Drais is looking at the differences in effective marketing campaigns between the U.S. and China. Calling himself “a future expatriate,” Drais says he is interested in this because he plans to run businesses on the global stage.



**Jacob Walsh, Junior,
Computer Science**

Strategic value and disclosure of pending patents

Walsh is using data mining to understand how information is shared about pending, unpublished patent applications. “Technically speaking, it gives me a lot of experience in a variety of things I wouldn’t have ordinarily had the chance to learn,” Walsh says. “I have to take a lot of initiative and learn many new, challenging concepts in order to get the data we need. It’s also an interesting topic, and as a computer science student, it helps me to understand how my work can have great applications outside computer science-related research.”



**Gauri Ravindra Kadu, Junior,
Marketing**

Individualism vs. collectivism: assessing interpersonal group dynamics in Germany and China

Kadu’s research discusses the origin of business structure through cultural values held by China vs. Germany. She says this allows “awareness of optimal industry practices and builds insight in ethics and cultural values between the two countries.” Businesses share similarity in countries, but

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(undergraduates) were there....And I received news that my paper will also be presented at University of Cambridge this July in England.”

This year, more than 100 undergraduates campus-wide received the \$500 research stipend. After 101 of them presented posters of their work in an April contest, 16 finalists — two from each UT Dallas school — were selected. Rebecca Tjahja and Dennis Gonzaga were chosen from JSOM, but neither placed in the top three of the competition.

“The spring undergraduate research day is also a great way to show off our great undergraduate students to local industry leaders,” Gnade says. “It is always a lot of fun to visit with the

students as they present their posters and to hear their stories about why they chose the projects they did. For me, it is one of the highlights of every spring semester.” Carraher says that with more than 400,000 business school students graduating each year, having a funded research project is a résumé booster. “It can mean the difference between an interview, and possibly a job, or not,” he says.

“I think instead of hitting a senior slump, I’ve kind of hit my senior stride,” Reeder says. “So many opportunities have presented themselves this semester.” She already has received casual inquiries from potential employers. “I’ve elected to hold off on committing to anyone until I’m closer to graduation.” ✚

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not between generations, she says. She looks at the relation between ethical upbringing and each society’s work culture.



**Samantha Reeder, Junior,
Marketing**

The different effect uncertainty avoidance has on doing business in Russia and China

Uncertainty avoidance, Reeder notes, is a predictor for how comfortable one is with ambiguity or risks. “I think this applies very well to business situations, (and) the comparison is made even more interesting when talking about Russia and China,” she says. These two emerging economies, in the news daily, score very differently on the Hofstede analysis, she says. “If I were to travel to China to open or expand my business, how comfortable will my investors or partners be with risky business decisions?” she asks rhetorically. “The same question can be posed to Russia, with a very different answer.”

**Brian Kihneman, Junior,
Supply Chain Management**

Emerging supply chain challenges in India

Kihneman says his research explores supply chain challenges and opportunities in India by synthesizing prevailing ideas related to improving current supply chain management and networks. He is looking at supply chain challenges and opportunities in India because, he says, he is interested in developing his understanding of complex supply chain issues. “I believe it can serve a practical purpose as a comprehensive and informative survey of key issues concerning supply chain management and networks in India’s emerging economy,” he says.

**Marglud Silva, Junior,
Finance**

Identifying how cultural values, the economy and healthcare systems affect the obesity level of America and China



**Laura Su, Junior,
Marketing**

How personality types can affect price negotiations

Su’s research looks at whether there is an efficient way to negotiate selling a product depending on the client’s personality type. If so, companies could identify personality types and then develop pricing strategies targeting that personality to increase the probability of a sale. Her experiment will consist of observing the selling of a product to a consumer, placing the customer in one of four personality categories, and then describing the price two different ways depending on the category. For example, a price may be described as with sales tax or without sales tax. Su wonders if attention to these sorts of details might improve a company’s performance.

**Orson Chi, Senior,
Marketing**

Programs to improve user retention and engagement

Mobile gaming in particular provides a unique challenge to marketers who rely on consumer loyalty. The challenge for mobile game developers is creating a value proposition that keeps players for longer durations so that the players might be monetized via advertising or in-app purchasing.

With this in mind, Chi’s research investigates important factors with loyalty mobile games in regard to the engagement and retention rate of the consumer.



**Michael Easton, Senior,
Information Technology and Systems**

Examining entrepreneurial hospitality between the U.S. and China

Easton’s research examines the entrepreneurship within the hospitality industries of China and the United States. He says examining cultural and ethical studies will give an idea of how culture influences the industry and whether this impacts managerial decisions, in turn leading to success or failure. He is fascinated by entrepreneurship and wanted it as the center of his research, noting

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— SAMANTHA REEDER

that China's hospitality industry has grown exponentially in recent years, with huge increases in the number of businesses and profits.

“HOW DO CULTURE, ETHICS AND HUMAN VALUES AFFECT BUSINESS PROCESS UNITS IN DIFFERENT COUNTRIES?”

— DENNIS GONZAGA

**Dennis Gonzaga, Senior,
Accounting**

Outsourcing: Call centers within the U.S. and beyond

Gonzaga's research focuses on globalization, specifically, the outsourcing of call centers within U.S. and beyond. He asks, “How do culture, ethics and human values affect business process units in different countries?” Gonzaga looks at call centers in the U.S., Mexico, India and the Philippines. Gonzaga already has a lengthy résumé, having worked as a supervisor for a janitorial service, owned his own businesses doing contract work for clothing retailers and dry cleaners and providing back-office support including financial record keeping. He says he is very interested in publishing this work.



**Nickolas Johnson, Senior,
Accounting**

A comparison of the U.S. and Asia online shopping practices, dynamics and impacts on global and domestic economies

Johnson says his research focuses on the “extremely distinct differences” in online shopping between China and western economies, noting that many businesses that do well in North America and Europe flounder in China. His research, he says, “focuses on the difference in our cultures, economies and business practices (and how) that has caused success or failure at the global level.”



**Patrycja Labedz, Senior,
Information Technology and Systems**

Measuring effectiveness in compensation and recognition practices of sales professionals followed in the tech industry in the U.S., China and Poland

Labedz says her research contrasts various compensation and recognition practices in the technical sales sector by analyzing data from tech companies in the United States, China and Poland. “I am interested in finding out how these practices influence integrity and performance... as well as how cultural differences impact execution of effective compensation solutions.”



**Sara Viklund, Senior,
Psychology and Organizational Behavior**

Personality types of destructive leaders

Viklund says in her research, she will try to find a correlation between destructive leaders and certain kinds of personality traits. She says she is interested in this topic because it combines her two academic areas of interest — her major, psychology, and her minor, organizational behavior. “I want to conduct this research especially because there are many studies about great leaders, but very few about destructive leaders, which I am focused on,” she says.

DEPARTMENTS ADVISORY COUNCIL UPDATE

ADVISORY COUNCIL WELCOMES THREE NEW MEMBERS

By Eric Butterman

The Naveen Jindal School of Management Advisory Council is always looking to expand its reach and knowledge. Three members who recently joined the council and who are introduced below add more experience from the industries of finance and healthcare.

GIRISH BACHANI

Recently appointed Collin County Market President of Capital One, Girish Bachani is responsible for the design, development and implementation of an integrated commu-

nity strategy for the bank in Collin County.

Bachani is also managing vice president and chief financial officer of the Financial Services Division, which includes the mortgage and auto finance lines of business.

He began his career as an auditor, which he found to be a strong building block for success. “In that role, you get to visit multiple companies, and you’re also looking at it from a top-down perspective,” he says. “That