

# MENDOZA EXCHANGE

News & info for faculty and staff at Mendoza College of Business

APRIL 26, 2021

## FROM THE DEAN'S DESK

### New Research

I'm pleased to highlight the following recently published Mendoza research papers:

**Robert Battalio, Professor of Finance and the William and Cassie Daley Department Chair**

**"Do (Should) Brokers Route Limit Orders to Options Exchanges That Purchase Order Flow?"**

*Journal of Financial & Quantitative Analysis* (February 2021)

In the fourth quarter of 2020, market making firms Citadel, Global Execution Brokers, Wolverine Execution Services, and Morgan Stanley & Co paid the retail brokerage firm Robinhood over \$141 million dollars for the opportunity to execute their retail options orders. In our paper, my coauthors and I demonstrate that selling options orders to the highest bidder can result in higher overall trading costs for the broker's customers.

**Frank Germann, Associate Professor of Marketing**

**"Do Marketers Matter for Entrepreneurs? Evidence from a Field Experiment in Uganda"**

*Journal of Marketing* (forthcoming)

This article examines the effects of a business support intervention in which international professionals from different functional backgrounds volunteered time to help Ugandan entrepreneurs improve growth. Findings from a multiyear field experiment show that entrepreneurs who were randomly matched with marketers significantly increased firm growth. As small-scale businesses form the commercial backbone of most emerging markets, their performance and development are critically important. Marketers' positive impact on these businesses highlights the need for the field's increased presence in emerging markets.

**Brittany Solomon Hall, Assistant Professor of Management & Organization**

**Cindy Muir (Zapata), Associate Professor of Management & Organization**

**"Why Disagreeableness (In Married Men) Leads to Earning More: A Theory and Test of Social Exchange at Home"**

*Personnel Psychology* (accepted)

This work focused on at-home spousal exchanges to help explain why disagreeable men tend to earn more. Based on two studies of opposite-sex married couples, we found that disagreeable men tend to be less concerned with and helpful to their wives, especially when harboring traditional gender role attitudes. Such self-interested exchanges allow them to devote greater resources to their jobs, resulting in higher pay, especially when their wives demonstrate higher performance on household tasks and are conscientious.

**Yoonseock Son, Assistant Professor of IT, Analytics, and Operations**

**"Effectiveness of Integrated Offline-and-Online Promotions in Omnichannel Targeting: A Randomized Field Experiment"**

*Journal of Management Information Systems* (forthcoming)

Using a field experiment design, we provide empirical evidence of an offline direct experience effect and revealed short-term channel substitution (spillover) effects among customers who only use the online-channel (offline-channel). We further examine omnichannel conversion behaviors after exposure to online promotion and develop different coupon schemes based on responses to the previously offered offline initiative. Finally, we detect patterns of post-treatment omnichannel migration and confirm the effectiveness of integrated omnichannel promotions in fostering omnichannel shopping.

**Hal White, Vincent and Rose Lizzadro Professor of Accountancy**

**"Investor Relations, Engagement, and Shareholder Activism"**

*The Accounting Review* (accepted)

We examine whether firms can mitigate the costly effects of shareholder activism through the use of a dedicated investor relations ("IR") function, which facilitates direct and ongoing dialogue between management and shareholders. We find that IR is associated with increased investor confidence in management and the board, as well as a lower likelihood of activism, with this deterrent effect becoming stronger when there are fewer frictions surrounding the development of mutual understanding and trust with investors.

Brother Leo Ryan, who served as dean from 1975 to 1980, said, "Faculty who are exploring the frontiers of new knowledge are teaching not only for the present, but also for the future."

I'm thankful to all of our faculty members who contribute to future of the College and their disciplines through their research.

In Notre Dame,

Martijn

## DEAN'S NOTE

In follow up to celebrating Administrative Professionals Day on April 21, I want to recognize the following individuals who serve the College in this critical role. They hold us together! Please join me in thanking the following:

Kimberly Bakle  
Candice Cleveland  
Deborah Coch  
Heather Denton  
Elizabeth Ganger  
Laura Glassford  
Karma Grundy  
Rachel Karnafel  
Judy Miller  
Mary Neenan-Michel  
Jessica Noffsinger  
Denayia Phillips  
Jenna Rangel  
Amanda Rink  
Bailey Smith  
Beth Smith  
Amy Spangler  
Tamara Springer  
Shelly Sterling  
Kathleen Webb  
Barbara Westra

## MENDOZA HAPPENINGS

Submissions welcome! Click [here](#) or email [mendozabusiness@nd.edu](mailto:mendozabusiness@nd.edu).

### UPCOMING COLLEGE AND UNIVERSITY EVENTS

◆ **Ten Years Hence: News, Fake News, and Deep Fakes:** on Zoom. The Ten Years Hence speaker series explores issues, ideas and trends likely to affect business and society over the next decade. For more information and to register go [here](#).

Upcoming sessions include:

- April 30: Danielle Citron, Boston University Law School. The End of Privacy: How Intimacy Became Data, and How to Stop It.



◆ **Financial Statement Fraud Seminar:** *Online*. Experts in corporate fraud share their unique perspectives and experience as part of the virtual Financial Statement Fraud Seminar Series, hosted by the [Center for Accounting Research and Education \(CARE\)](#). [Register here](#) to attend the virtual seminars.

Upcoming sessions include:

- May 3: Bringing It All Together Panel Discussion, Q&A and Closing Remarks

To find out more information about the seminar series visit [CARE's news and events page here](#).

### VOLUNTEERS NEEDED

The Vaccine Administration Center is looking for volunteers to serve as greeters and to perform a variety of non-medical, administrative functions from **April 29 to May 6**. Daily volunteer shifts are from 9 a.m. to 3 p.m. and from 2 p.m. to 8 p.m. Volunteers will not be administering the vaccines. Several volunteer roles require using technology to manage appointments and registration. This system is simple to use and volunteers will receive the necessary training on-site. To volunteer for a shift, please [fill out this form](#).



## FAC/STAFF UPDATES & INFO

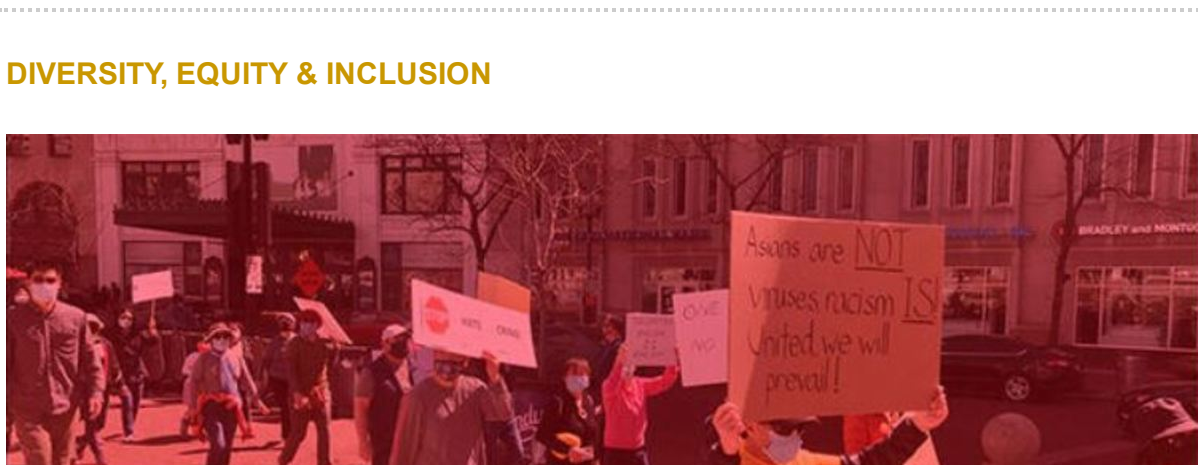
Submissions welcome! Click [here](#) or email [mendozabusiness@nd.edu](mailto:mendozabusiness@nd.edu).

### SUMMER ONLINE COURSES

Are you interested in enhancing your skills or diving into big ideas this summer? Take a [Summer Online course](#) and enjoy the convenience and flexibility of studying anywhere.

The employee educational benefit can be used to help pay for Summer Online courses [for you](#) or [your children](#). Apply today at [summersession.nd.edu/apply](http://summersession.nd.edu/apply).

### DIVERSITY, EQUITY & INCLUSION



## Histories of Anti-Asian Violence in the US: Politics, Gender, and Resistance

**Histories of Anti-Asian Violence in the US: Politics, Gender, and Resistance:** *Thursday, April 29, 2021, 5:30 - 7:00 p.m.; online*. This lecture, sponsored by the Liu Institute for Asia & Asian Studies, brings together scholars from multiple disciplines to examine anti-Asian violence in America, from Chinese exclusion in the nineteenth century to the recent Atlanta shootings. The panel also will discuss what organizers and activists are currently doing to combat the increased anti-Asian violence and discrimination in the United States. [Register here](#).

SUBMIT NEWS!



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