

MENDOZA EXCHANGE

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

May 31, 2022

FROM THE DEAN'S DESK

Research Roundup

Congratulations to the following faculty members for their research publication success:

Mike Crant, Mary Jo and Richard M. Kovacevich Professor of Excellence in Leadership Instruction
["When There is a Will, There is a Way: The Role of Proactive Personality in Combating COVID-19"](#)
(Journal of Applied Psychology)

The unexpected COVID-19 crisis provided a unique opportunity to study performance and well-being in times of uncertainty and extreme stress. What factors are associated with those who flourish vs. crumble in response to such a situation? In early 2020, the researchers studied one of the first COVID-19 hospitals in Wuhan, China, during the first wave of the virus. They found that being proactive — actively creating change — was associated with 400 doctors and nurses' job performance, thriving and resilience.

John Costello, Assistant Professor of Marketing

"Get Your Science Out of Here: When Does Invoking Science in the Marketing of Consumer Products Backfire?" *(Journal of Consumer Research)*

Brands often tout the scientific rigor used to develop their products in their marketing communications. Across 10 experimental studies, John and his co-authors demonstrated that the lay belief that science is cold but competent impacts consumers' reactions to the invocation of science in the marketing of consumer-packaged goods. Their theoretical framework and findings offer practical guidance to marketers on when and why science appeals may backfire in the marketplace.

Stephannie Larocque, Associate Professor of Accountancy

"Filling in the GAAPs in Individual Analysts' Street Earnings Forecasts" *(Management Science)*

Analysts' street earnings forecasts are an important source of market information that are sometimes based on GAAP earnings and sometimes based on non-GAAP earnings. In their paper, "Filling in the GAAPs in individual analysts' street earnings forecasts," the researchers examine the implications of variation across analysts in the earnings metric they forecast (i.e., GAAP vs. non-GAAP) for the same firm/quarter. They find that differences in the earnings metric forecasted is an important source of variation that predicts not only a lower earnings surprise but also lower stock returns and a lower earnings response.

Junghee Lee, Assistant Professor of IT, Analytics, and Operations

"Alleviating Drug Shortages: The Role of Mandated Reporting-Induced Operational Transparency" *(Management Science)*

Since early 2000, the U.S. have been experiencing persistent drug shortages. In 2012, the FDA mandated all manufacturers to report any manufacturing interruption that can potentially cause shortages to mitigate the issue. The research found that this mild policy without any severe punishment enhancing operational transparency indeed alleviates drug shortages. Moreover, competition with the regulation can relieve drug shortages more effectively compared to competition without the regulation, implying the importance of operational transparency regarding drug shortages.

Thank you, Mike, John, Stephannie and Junghee for your important work.

In Notre Dame,

Martijn

CALENDAR

[Check the calendar for upcoming event details.](#) Contact mendozabusiness@nd.edu for event posting access.

UPCOMING

Mendoza Exchange Summer Schedule

We will be publishing the newsletter monthly instead of weekly throughout the summer. Please continue to send news and updates, research publication updates, photos of family fun as well as events happening around the College, and "Three Cheers" for those who put in special efforts to make a project or event a success!

DIVERSITY, EQUITY & INCLUSION

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

THIS WEEK

JUNE 4

Forum on Systemic Inclusion

10 - 11:30 a.m., Jordan Auditorium ([more info](#))

A unique panel discussion of alumni from the 1960's to the present, sponsored by the [Notre Dame Initiative on Race and Resilience](#) and the 50-year alumni from the Class of '72. Learn how Notre Dame can become a leader in continuing the transformation to a sustainable, systemically inclusive culture that benefits and supports all student populations. Your participation will help ND become a truly inclusive community and a beacon for others. Open to all members of the campus community.



FAC/STAFF UPDATES & INFO

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

IN SYMPATHY

Our condolences to the family of **Ryan Hudson**, who passed away yesterday. He is survived by his wife Jessica and children David and Claire. We'll share information about services when they become available.



CAREER OPPORTUNITIES

- [Admissions Specialist](#) (closes May 31)
- [Social Media Specialist](#) (closes May 31)
- [BOTFL Managing Program Director](#) (closes May 31)
- [Paid Media Specialist, Assistant Director](#) (closes June 10)

THREE CHEERS



Finance's **Shane Corwin** writes:

"A special thank you to **Tess Swain** for her incredible work to help organize and run the first in-person Investment Management Conference hosted by the Finance Department and the Notre Dame Institute for Global Investing. The two-day conference, which was held in Chicago and included participants from 15 universities and 13 investment firms/regulators, was a great success thanks in large part to Tess and her hard work. Additional thanks to **Frank Mark, Nick Page, Doug Franson** and **Morgan McCoy** for their valuable assistance with the conference."

FACULTY ANNOUNCEMENTS

BGS Faculty Advisor Opportunity

The College is seeking a faculty member (teaching or tenured) to take over as the advisor to our [Beta Gamma Sigma](#) chapter. BGS, the business school honor society, honors students who qualify for membership based on their superior academic performance by recognizing them at the spring induction banquet, the chapter website and the commencement booklet. The faculty advisor supports the chapter through activities including issuing invitations to qualifying students, arranging for the induction banquet, making updates to the website, coordinating recognitions during commencement and working with the national chapter. Contact **Ken Kelley**, senior director for Faculty and Research, if interested.



A sincere thank you to **Ram Ramanan**, who has served as BGS advisor for 30 years! Ram has graciously offered to work with the new advisor to ensure a smooth transition.

KUDOS

Marketing's **Tim Bohling** has been named to RNL's (Ruffalo Noel Levitz) [Graduate and Online Enrollment Management Advisory Board](#). The board will help the firm better understand and address the greatest enrollment challenges facing colleges and universities.

IN THE NEWS

Marketing's **John Costello's** research was featured in the Diário da Saúde story, "Seguir a ciência? Consumidores do not always buy scientifically developed products" ("[Follow science? Consumers do not always buy scientifically developed products](#)").

[SUBMIT NEWS!](#)



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