

MENDOZA EXCHANGE

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

May 2, 2022

FROM THE DEAN'S DESK

2022 Mendoza Mission Research Awards

I'm pleased to announce the 2022 recipients of the **Mendoza Mission Research Award**, an annual recognition of Mendoza research papers that exemplify the College's imperative to "Grow the Good in Business."

This year, five papers were chosen from nominations submitted across the College, with one award winner in each department:

Sandra Vera-Muñoz, Associate Professor of Accountancy, "Climate-Risk Materiality and Firm Risk" (Review of Accounting Studies, in press).

Using the SASB Materiality Map to proxy for market expectations of climate risk materiality, the researchers test whether the association between disclosing climate risk in 10-Ks and firm risk (proxied by cost of equity) varies with market expectations of climate risk materiality.

Huaizhi Chen, Associate Professor of Finance, "Don't Take Their Word for It: The Misclassification of Bond Mutual Funds" (Journal of Finance, 2021).

The paper demonstrates a significant gap between how bond fund managers classify their credit risks and their actual credit risks. This phenomenon results in the pervasive misclassification of bond mutual funds.

Zifeng Zhao, Assistant Professor of IT, Analytics, and Operations, "Modeling the COVID-19 Infection Trajectory: A Piecewise Linear Quantile Trend Model" (Journal of Royal Statistical Society: Series B, 2021).

Zhao and co-authors study multiple change-point estimation in the high-dimensional regression setting. They propose a novel projection-based algorithm and show it achieves minimax optimal localization rate up to a log factor, a significant improvement from state-of-the-art methods in the literature.

Cindy Muir (Zapata), Associate Professor of Management & Organization, "It's Not Only What You Do, But Why You Do It: How Managerial Motives Influence Employees' Fairness Judgments" (Journal of Applied Psychology, 2022).

Muir (Zapata) and colleagues demonstrate that appearing fair is driven by both a supervisor's behavior and their underlying motives for said behavior. One of the findings was that, unsurprisingly, supervisors motivated by prosocial concerns (desire to benefit other people) were more likely to adhere to justice rules than those motivated by self-interest (a desire to benefit oneself). However, supervisory motives are also important independent of behavior, as employees pick up and rely on their motive attributions to form fairness judgments.

Frank Germann, Associate Professor of Marketing, "Do Marketers Matter for Entrepreneurs? Evidence from a Field Experiment in Uganda" (Journal of Marketing, 2021).

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.

My congratulations to these faculty members for their significant contribution to Mendoza's research excellence and for their research that sheds light on how business can be used to advance the common good.

In Notre Dame,

Martijn

CALENDAR

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

UPCOMING

MAY 18

University Staff Spring Virtual Town Hall

1:30 p.m.; [online \(access via emailed link\)](#)

University updates and valuable insights from ND Voice feedback will be shared. You are invited to [submit topic suggestions and questions here](#). An email has been sent with the link to the livestream. A recording will be available on the Executive Vice President's website for any staff unable to view the town hall live.

REMINDER: DEAN'S STUDY BREAK

Dean Cremers is sponsoring a **Dean's Study Break** for Mendoza students **10 a.m. - noon tomorrow (May 3)** in the atrium. Students are invited to stop by for a special Mendoza cookie and other snacks to encourage them as they study for their finals. Mendoza faculty and staff also are invited to drop in to offer students a few kind words during these last days of 2021-22!

2022 COMMENCEMENT CEREMONIES

MAY 13-15

Click [here](#) for the schedule of Mendoza diploma ceremonies and Dean's Receptions. Check commencement.nd.edu for all Notre Dame commencement events.

DIVERSITY, EQUITY & INCLUSION

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

UPCOMING DE&I EVENTS

NDAbility Lunch & Learn

Thursday, May 5; 11:30 a.m.; Eck Visitors Center

You're invited to a panel discussion in celebration of the launch of NDAbility, an Employee Resource Group focused on addressing the needs and concerns of faculty and staff with disabilities. The group will focus on providing social, cultural and educational events for faculty, staff and their family members with disabilities. This group is open to all. Panelists include Mendoza's **Rob Kelly**, **Thomas Waldschmidt** and **Amy Walter**. ([RSVP required](#))

Visit the [Mendoza diversity, equity & inclusion resource portal](#) on the Mendoza Exchange site to find events, articles, workshops, videos and more to help you live out the principles of diversity, equity and inclusion both in the workplace and the classroom.

FAC/STAFF UPDATES & INFO

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

GREEN MEN

Congratulations to Notre Dame's newest leprechauns! Shown left to right: **Ryan Coury** (FIN '24), **Colin Mahoney** (FIN/ACMS '25), **Jamison Cook** (MARK '23) and **Jake House** (ND '23). [Read more](#) about the leprechaun lineup for 2022-23.



KUDOS

Congratulations to ACCOUNTANCY's **Stephannie Laroque**, who won a Financial Accounting and Reporting Section (FARS) Outstanding Discussion Award for her discussion at the 2022 FARS Midyear Meeting held virtually in January. This award recognizes those individuals who provide outstanding discussions of papers presented at the FARS Midyear Meeting.

PUBLISHED & PRESENTED

Sriram Somanchi, ITAO, "Racial and Gender Inequities in the Utilization of and Outcomes after LVAD among Medicare Patients: A Retrospective Cohort Study," Journal of American Medical Association (accepted).

IN THE NEWS

For more stories and news, visit mendoza.nd.edu/new-events.

Finance's **Gianna Bern** [was quoted in an AP News piece](#) about EU nations accusing Russia of using natural gas as "blackmail."

Quotes by M&O's **Kirsten Martin** about Elon Musk's takeover of Twitter were published by multiple news outlets including [CNN](#) and [AP News](#).

"The cost to acquire customers on digital channels like Facebook has increased while the ability to target customers has decreased," said Marketing's **Mitch Olsen** [in a piece by Reuters](#).

ON CAMPUS

Share your campus and spring photos with your Mendoza co-workers! Send photos to mendozabusiness@nd.edu.

Tom Mendoza tweeted a photo of a student's reaction to a Mendoza classroom visit by Eli and Peyton Manning. Read about it [here](#).



SUBMIT NEWS!



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