

University of Dayton School of Business Administration

**Publications by Current Faculty
of the Department of Management and Marketing**

**Books, Chapters and Refereed Journal Articles,
Organized by Author**

January 2011 – June 2016

Chaudhuri, Malika

Refereed Journal Articles

Chaudhuri, M., Glynn, T. T., Peterson, H. C. (2011). Factor Demand Analysis for Ethanol in the U.S. Refinery Industry. *The B.E. Journal of Economic Analysis & Policy*, 11(1), 21.

Dickey, Irene

Book Chapters

Dickey, I., Sparks, J. R. Marketing Information Systems and Invasions of Privacy: A Conceptual Model of Ethical Judgments in the Age of Big Data. To appear in Tsaiki, T. (Ed.), *Handbook of Research on Innovations in Marketing Information Systems*. IGI-Global.

Dugan, Riley

Refereed Journal Articles

Dinsmore, J. B., Dugan, R., Wright, S. A. (2016). Monetary vs. Nonmonetary Prices: Differences in Product Evaluations Due to Pricing Strategies within Mobile Applications. *Journal of Strategic Marketing*, 24(3-4), 227-240.

Dugan, R., Kellaris, J. (2015). How Marketing Academics View A-Level Journals: Psychological Insights into Differences between Published and Striving Authors. *Marketing Education Review*, 25(3), 245-258.

Wang, X., Dugan, R., Sojka, J. (2013). CRM Systems with Social Networking Capabilities: The Value of Incorporating a CRM 2.0 System in Sales/Marketing Education. *Marketing Education Review*, 23(3), 241-250.

Clarkson, J. J., Tormala, Z. L., Rucker, D. D., Dugan, R. G. (2013). The Malleable Influence of Social Consensus on Attitude Certainty. *Journal of Experimental Social Psychology*, 49(6), 1019-1022.

Durmusoglu, Serdar S.

Books

Griffin, A., Noble, C., Durmusoglu, S. (2014). *Open Innovation: New Product Development Essentials from the PDMA*. Wiley.

Refereed Journal Articles

- Durmusoglu, S. S., Hirunyawipada, T., McNally, R. C. New Product Development Process Implementation in a Business-to-Business Firm: The Driving and Moderating Factors for Improved Program Performance and Time-to-Market. *To appear in Journal of Business-to-Business Marketing.*
- Kawakami, T., Barczak, G., Durmusoglu, S. S. (2015). Information Technology Tools in New Product Development: The Impact of Complementary Resources. *Journal of Product Innovation Management*, 32(4), 622-635.
- Nayir, D. Z., Tamm, U., Durmusoglu, S. S. (2014). How Formalization Hinders Different Firm Innovativeness Types: Opening the Black Box with Evidence from a Service Industry. *International Journal of Innovation and Technology Management*, 11(5).
- Durmusoglu, S. S., Jacobs, M., Nayir, D. Z., Khilji, S. E., Wang, X. (2014). The Quasi-Moderating Role of Organizational Culture in the Relationship between Rewards and Knowledge Shared and Gained. *Journal of Knowledge Management*, 19(1), 19-37.
- Durmusoglu, S. S. (2013). Merits of Task Advice for New Product Development Teams: Network Centrality Antecedents and New Product Outcomes of Knowledge Richness and Knowledge Quality. *Journal of Product Innovation Management*, 30(3), 487-499.
- McNally, R. G., Durmusoglu, S. S., Calantone, R. J. (2013). New Product Portfolio Management Decisions: Antecedents and Consequences. *Journal of Product Innovation Management*, 30(2), 245-261.
- Durmusoglu, S. S., Calantone, R. J., McNally, R. C. (2013). Ordered to Innovate: A Longitudinal Examination of the Early Periods of a New Product Development Process Implementation in a Manufacturing Firm. *Journal of Product Innovation Management*, 30(4), 712-731.
- Durmusoglu, S. S., Nayir, D. Z., Apfelthaler, G., Alvarez, R., Mughan, T. (2012). The Effect of Government-Designed Export Promotion Service Use on Small and Medium-Sized Enterprise Goal Achievement: A Multidimensional View of Export Performance. *Industrial Marketing Management*, 41(4), 680-691.
- Durmusoglu, S. S., Larrick, M. (2012). Expert Assessment: Hitting Two Birds with One Stone: How McDonald's Scares the Competition Away While Facilitating the Evolution of a Retro Product. *Marketing News Exclusives*, (January 4).
- Kawakami, T., Durmusoglu, S. S., Barczak, G. (2011). Factors Influencing Information Technology Usage for New Product Development: The Case of Japanese Companies. *Journal of Product Innovation Management*, 28(6), 833-847.
- Durmusoglu, S. S., Barczak, G. (2011). The Use of Information Technology Tools in New Product Development Phases: Analysis of Effects on New Product Innovativeness, Quality, and Market Performance. *Industrial Marketing Management*, 40(2), 321-330.

Hirunyawipada, Tanawat

Refereed Journal Articles

- Durmusoglu, S. S., Hirunyawipada, T., McNally, R. C. New Product Development Process Implementation in a Business-to-Business Firm: The Driving and Moderating Factors for Improved Program Performance and Time-to-Market. *To appear in Journal of Business-to-Business Marketing.*

Hirunyawipada, T., Paswan, A. K., Blankson, C. (2015). Toward the Development of New Product Ideas: Asymmetric Effects of Team Cohesion on New Product Ideation. *Journal of Business and Industrial Marketing*, 30(7), 855-866.

Hirunyawipada, T., Paswan, A. K. (2013). Effects of Team Cognition and Constraint on New Product Ideation. *Journal of Business Research*, 66(11), 2332-2337.

Janney, Jay J.

Refereed Journal Articles

Janney, J. J., Gove, S. (2015). Firm Linkages to Scandals via Directors, Auditors, and Lawyers: Insights from the Backdating Scandal. *Journal of Business Ethics*, doi: 10.1007/s10551-015-2662-9.

Janney, J. (2015). How Variations in Perceptual and Actual Measures of Risk Influence the Variance Between Perceptual and Actual Measures of an Entrepreneur's Ethics. *Journal of Ethics and Entrepreneurship*, 5(1), 83-100.

Martinez, R. J., Janney, J. J. (2015). Market Reactions to Corporate Sponsorships of European Football Kits: The Moderating Effects of Firm Congruence. *Journal of Sport Management*, 29(2), 211-222.

Janney, J., Gove, S. (2015). When Endorsements Sour: The Negative Affect of Nascent Linkages with Failed Firms. *Current Topics in Management*, 17(1), 43-67.

Janney, J. J., Gilley, K. M., Dess, G. G. (2013). The Countervailing Roles of Diffusion, Scarcity and RBV: Insights from Naming Rights Agreements. *Strategic Management Review*, 7(1), 1-16.

Janney, J., Gove, S. (2011). Reputation and Corporate Social Responsibility Aberrations, Trends and Hypocrisy: Reactions to Firm Choices in the Stock Option Backdating Scandal. *Journal of Management Studies*, 48(7), 1562-1585.

Kiewitz, Christian

Book Chapters

Restubog, S. L. D., Kiazad, K., Kiewitz, C. (2015). Psychological Contracts. In Wright, J. D., et. al. (Eds.) *The International Encyclopedia of Social and Behavioral Sciences* (2nd ed.). Oxford, UK: Elsevier.

Refereed Journal Articles

Kiewitz, C., Restubog, S. L., Shoss, M. K., Garcia, P. R., Tang, R. L. (2016). Suffering in Silence: Investigating the Role of Fear in the Relationship Between Abusive Supervision and Defensive Silence. *Journal of Applied Psychology*, 101(5), 731-742.

Zagenczyk, T. J., Cruz, K. S., Cheung, J., Scott, K. L., Kiewitz, C., Galloway, B. (2015). The Moderating Effect of Power Distance on Employee Responses to Psychological Contract Breach. *European Journal of Work and Organizational Psychology*, 24(6), 853-865.

Robinson, S. L., Wang, W., Kiewitz, C. (2014). Coworkers Behaving Badly: The Impact of Coworker Deviant Behavior Upon Individual Employees. *Annual Review of Organizational Psychology and Organizational Behavior*, 1(1), 123-143.

Yeo, G. B., Fredericks, E. R., Kiewitz, C., Neal, A. (2014). A Dynamic, Self-regulatory Model of Affect and Performance: Interactions between States, Traits and Task Demands. *Motivation and Emotion*, 38(3), 429-443.

Zagenczyk, T. J., Restubog, S. L., Kiewitz, C., Kiazad, K., Tang, R. L. (2014). Psychological Contracts as a Mediator between Machiavellianism and Employee Citizenship and Deviant Behaviors. *Journal of Management*, 40(4), 1098-1122.

Garcia, P. R., Restubog, S. L., Kiewitz, C., Scott, K. L., Tang, R. L. (2014). Roots Run Deep: Investigating Psychological Mechanisms between History of Family Aggression and Abusive Supervision. *Journal of Applied Psychology*, 99(5), 883-897.

Kiewitz, C., Restubog, S. L., Zagenczyk, T. J., Scott, K. D., Garcia, P. R., Tang, R. L. (2012). Sins of the Parents: Self-control as a Buffer between Supervisors' Previous Experience of Family Undermining and Subordinates' Perceptions of Abusive Supervision. *The Leadership Quarterly*, 23(5), 869-882.

Lau, Terence J.

Books

Lau, T., Johnson, L. (2013). *The Legal and Ethical Environment of Business* 2nd Edition. Flat World Knowledge.

Refereed Journal Articles

Lau, T. Mistakes, Airmiles, and Consumers: Restoring the Department of Transportation's Role in Regulating Unfair Trade Practices. *To appear in Quinnipiac Law Review*, 38.

Lau, T. (2013). Drawing Lessons from the U.K. Constitutional Reform Act of 2005. *Fordham University Urban Law Journal*, Dec 14, 2013.

Wells, R., Kleshinski, C. E., Lau, T. (2012). Attitudes Toward and Behavioral Intentions to Adopt Mobile Marketing: Comparisons of Gen Y in the United States, France and China. *International Journal of Mobile Marketing*, 7(2), 6-26.

Lau, T. (2011). Executive Noncompetes: Keeping Talent in House or at Bay? *Academy of Management Perspectives*, 25(4), 87-88.

Lau, T. (2011). Towards Zero Net Presence. *Notre Dame Journal of Law, Ethics, and Public Policy*, 25(2), 35 pages.

Meek, Bill

Refereed Journal Articles

Cumberland, D., Meek, B., Germain, R. (2015). Entrepreneurial Self-efficacy and Firm Performance in Challenging Environments: Evidence from the Franchise Context. *Journal of Developmental Entrepreneurship*, 20(1).

Meek, B., Wood, M. (2015). Navigating a Sea of Change: Identity Misalignment and Adaptation in Academic Entrepreneurship. *Entrepreneurship: Theory and Practice*, doi: 10.1111/etap.12163.

Meek, B., Sullivan, D., Mueller, J. (2014). Gender Differences in Entrepreneurial Relationships with the Franchise Context. *Journal of Developmental Entrepreneurship*, 19(4), 1450026-1-1450026-22.

Sullivan, D., Meek, B. (2012). Gender and Entrepreneurship: A Review and Process Model. *Journal of Managerial Psychology*, 27(5), 428-458.

Meek, B., Davis-Sramek, B., Baucus, M., Germain, R. (2011). Commitment in Franchising: The Role of Collaborative Communication and a Franchisee's Propensity to Leave. *Entrepreneurship: Theory and Practice*, 35(3), 559-581.

Pan, Yue

Refereed Journal Articles

Pan, Y., Zhang, J. Q. (2014). The Composition of the Editorial Boards of General Marketing Journals. *Journal of Marketing Education*, 36(1), 33-44.

Pan, Y., Sheng, S., Xie, F. (2012). Antecedents of Customer Loyalty: An Empirical Synthesis and Reexamination. *Journal of Retailing & Consumer Services*, 19(1), 150-158.

Xie, F., Cai, J., Pan, Y. (2012). Perceived and Implicit Ranking of Academic Journals: An Optimization Choice Model. *Journal of Education for Business*, 87(5), 266-274.

Pan, Y., Sparks, J. R. (2012). Predictors, Consequences, and Measurement of Ethical Judgments: Review and Meta-Analysis. *Journal of Business Research*, 65(1), 84-91.

Pan, Y., Chen, C. (2011). Author Affiliation Index: A New Approach to Marketing Journal Ranking. *Marketing Education Review*, 21(3), 275-287.

Pan, Y., Zhang, J. Q. (2011). Born Unequal: A Study of Perceived Persuasiveness of Online Consumer Product Reviews. *Journal of Retailing*, 87(4), 598-612.

Pan, Y., Siemens, J. (2011). The Differential Effects of Retail Density: An Investigation of Goods versus Service Settings. *Journal of Business Research*, 64(2), 105-112.

Sparks, John R.

Books

Sparks, J. R. (2011). *Legends in Marketing: Shelby Hunt. Macromarketing, Ethics, and Social Responsibility: The Research Tradition Period* (vol. 6). Thousand Oaks, California: Sage Publications.

Book Chapters

Dickey, I., Sparks, J. R. Marketing Information Systems and Invasions of Privacy: A Conceptual Model of Ethical Judgments in the Age of Big Data. To appear in Tsaiki, T. (Ed.), *Handbook of Research on Innovations in Marketing Information Systems*. IGI-Global.

Sparks, J. R. (2015). Ethical Judgments are Different: An Information Processing Perspective on the Unique Nature of Ethical Judgments and Ethical Judgment Processes. In Nil, A. (Ed.), *Handbook on Ethics and Marketing*. Northampton, Massachusetts: Edward Elgar Publishing.

Sparks, J. R. (2011). On Shelby Hunt, Ethics, and Research Traditions. In Sparks, J. R. (Ed.), *Legends in Marketing: Shelby D. Hunt. Macromarketing, Ethics, and Social Responsibility: The Research Tradition Period* (vol. 6). Thousand Oaks, California: Sage Publications.

Refereed Journal Articles

Sparks, J. R. (2015). A Social Cognitive Explanation of Situational and Individual Effects on Moral Sensitivity. *Journal of Applied Social Psychology, 45*(1), 45-54.

Sparks, J. R., Siemens, J. C. (2014). Judgment Difficulty and the Moral Intensity of Unethical Acts: A Cognitive Response Analysis of Dual Process Ethical Judgment Formation. *Ethics & Behavior, 24*(2), 151-163.

Pan, Y., Sparks, J. R. (2012). Predictors, Consequences, and Measurement of Ethical Judgments: Review and Meta-Analysis. *Journal of Business Research, 65*(1), 84-91.

Sullivan, Diane M.

Book Chapters

Sullivan, D. (2012). Network Ties. In Marvel, M. (Ed.), *Encyclopedia of New Venture Management*. Sage Publications.

Refereed Journal Articles

Sullivan, D. (2015). Are Entrepreneurs' Networks Dynamic? A Replication Study Testing Changes in Entrepreneurs' Networks during New Venture Development. *Journal of Developmental Entrepreneurship, 20*(3), 1-17.

Meek, B., Sullivan, D., Mueller, J. (2014). Gender Differences in Entrepreneurial Relationships with the Franchise Context. *Journal of Developmental Entrepreneurship, 19*(4), 1450026-1-1450026-22.

Sullivan, D., Ford, C. M. (2014). How Entrepreneurs Use Networks to Address Changing Resource Requirements during Early Venture Development. *Entrepreneurship, Theory and Practice, 38*(3), 551-574.

Sullivan, D., Meek, B. (2012). Gender and Entrepreneurship: A Review and Process Model. *Journal of Managerial Psychology, 27*(5), 428-458.

Sullivan, D. (2011). Egg-drop Exercise Revisited: An In-class Entrepreneurship Exercise. *Journal of Entrepreneurship Education, 14*, 24.

Sullivan, D., Marvel, M. R. (2011). How Entrepreneurs' Knowledge and Network Ties Relate to the Number of Employees in New SMEs. *Journal of Small Business Management, 49*(2), 185-206.

Sweeney, Paul D.

Books

Sweeney, P. D., McFarlin, D. (2015). *International Management: Strategic Opportunities and Cultural Challenges* (5th ed.). London/New York, New York: Routledge.

McFarlin, D., Sweeney, P. D. (2013). *International Organizational Behavior: Transcending Borders and Cultures* (1st ed.). London/New York, New York: Routledge.

McFarlin, D., Sweeney, P. D. (2011). *International Management: Strategic Opportunities and Cultural Challenges* (4th ed.). London/New York, New York: Routledge.

Refereed Journal Articles

Sweeney, P. D. (2014). Emerging Markets Go Organic: Does Organizational Culture Impact Market Responsiveness and Firm Performance? *Academy of Management Perspectives*, 28(2).

Sweeney, P. D. (2014). How Firms Respond to an Ethical Lapse: Does Going the Extra Mile Matter? *Academy of Management Perspectives*, 28(2), 7-9.

Sweeney, P. D. (2013). Bringing Performance Down to Earth: Can Venus (Marketing) Align with Mars (Information Technology)? *Academy of Management Perspectives*, 27(2).

Sweeney, P. D. (2013). Controlling and Unleashing Sales Professionals' Performance: Managers Need to Carefully Consider the Job Demands-Job Resources Tradeoff. *Academy of Management Perspectives*, 27(2).

Enns, H., McFarlin, D., Sweeney, P. D. (2011). How CIOs Overcome the Competing Values Challenge. *Communications of the AIS*, 28(1), 549-560.

Wells, Rebecca M.J.

Refereed Journal Articles

Wells, R., Kleshinski, C. E., Lau, T. (2012). Attitudes Toward and Behavioral Intentions to Adopt Mobile Marketing: Comparisons of Gen Y in the United States, France and China. *International Journal of Mobile Marketing*, 7(2), 6-26.

Wells, R., Wells, C. (2012). Systems-designed Graduate Program Review. *Research in Higher Education Journal*, 16, 1-23.

Wells, R., Wells, C. (2011). Academic Program Portfolio Model for Universities: Guiding Strategic Decisions and Resource Allocations. *Research in Higher Education Journal*, 11(June 2011), 46-64.