



## Center for Applied Business Research

### 2024 SPRING NEWSLETTER



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##### WELCOME MESSAGE

CABR Director Dr. Vikkie McCarthy highlights the new Center for Applied Business Research initiatives for 2024.

#### FACULTY FELLOWS

##### 2024 CABR FELLOWS

Six college of business faculty from across six business fields were selected as fellows. Read more about the fellows & their current research.

#### CABR NEWS

##### RESEARCH

2023 Faculty Fellow's research and engagement.

## THE DIRECTOR'S CORNER



Welcome! As we approach the end of the Spring 2024 semester, we're thrilled to unveil the inaugural edition of the CABR newsletter, introducing our new faculty fellows at the Center for Applied Business Research (CABR).

An integral and demanding aspect of academic research within the Austin Peay State University (APSU) College of Business revolves around crafting impactful and relevant studies tailored to meet the needs of industries, organizations, and leaders. Navigating the delicate balance between producing scholarly work for highly ranked traditional publications and ensuring its practical applicability in today's business landscape poses a significant challenge. CABR Faculty Fellows seek to effectively channel their research efforts to maximize practical impact amidst these dual demands. Join us in recognizing their invaluable contributions as we highlight a range of recent research publications, presentations, and compelling podcast interviews.

Additionally, gain insight into the exciting CABR initiatives slated for the remainder of 2024, alongside a sneak peek into upcoming faculty research endeavors.

We're confident that you'll find this publication both enlightening and captivating.

Enjoy!

*Vikkie McCarthy*



## MEET THE FELLOWS

[Asit Bandyopadhyay](#) is an assistant professor of MIS and Business Analytics. His research interests include Block Chain Technology & Cyber Ethics.

[Terry Damron](#) is an associate professor of marketing. Her current research includes preventive health care information and social media marketing.

[Elif Demiral Saglam](#) is an assistant professor of economics. Her research interests include experimental economics and gender economics.

[Matt Farrell](#) is an assistant professor of management. His research interests include corporate governance and innovation.

[Elizabeth Rankin](#) is an instructor of business law. Her current research appraisals in insurance policy demands and business claims.

[Tim Self](#) is an assistant professor of management. His research interests relate to hospitality management.



Left-to-Right: Matt Farrell, Elif Demiral Saglam, Tim Self, Vikkie McCarthy, Terry Damron, Asit Bandyopadhyay, & Elizabeth Rankin

### Faculty Fellow Highlights

[Dr. Demiral Seglam and students present research on Closing the Gender Negation Gap](#)



[Dr. Self and CoB students learn more about hotel operations at the Renaissance Nashville Hotel.](#)



[Dr. Damron takes social media Marketing students to the Grand Ole Opry.](#)



### FACULTY ENGAGEMENT

Just as we encourage students to expand the diversity of their personal and professional connections, faculty engagement in professional groups and networks beyond traditional academic circles is important for producing research with tangible outcomes. For professionals like ourselves, this entails active involvement in conferences, workshops, and networking events in management, marketing, finance, information systems, or other fields. These platforms serve as excellent arenas for vetting the practical relevance and influence of our research, allowing us to share ideas and findings and gauge their real-world applicability.

CABR Faculty Fellows present research at academic conferences & are members of professional organizations.

In 2023-2024, Faculty Fellows presented at several conferences, including The Academy of Management Annual Conference, The Atlantic Marketing Association, and The Society of Business, Industry, & Economics (SOBIE).

**Dr. Bandyopadhyay** is a member of the Decision Science Institute (DSI) and the Society of Business, Industry, & Economics (SOBIE).

**Dr. Damron** is a member of the Atlantic Marketing Association and the Institute for Global Business Research (IGBR).

**Dr. Demiral Seglam** is a member of the American Economic Association (ASSA) and the Economic Science Association (ESA).

**Dr. Farrell** is a member of the Academy of Management and the Southern Management Association.

**Elizabeth Rankin** is a practicing lawyer and member of the Tennessee and Montgomery County Bar Associations. She is also a former circuit court judge.

**Dr. Self** is a member of the International Council on Hotel, Restaurant, and Institutional Education (ICHRIE) and the American Hotel and Lodging Association.

Learn more about the CABR Faculty Fellows and their research on our website:

[The Center for Applied Business Research \(CABR\)](#)

## Faculty Fellow Publication Highlights

Sengupta, S., & **Bandyopadhyay**, A., (2024). Ethical pitfalls of technologies enabling disruption and fostering cyber ethical mindset in management curriculum. *International Journal of Information and Operations Management Education*, 7(3), 282-297. DOI: [10.1504/IJIOME.2024.137245](https://doi.org/10.1504/IJIOME.2024.137245)

Renaud, J., Blake, B., Bandyopadhyay, S., Mitra, R., **Bandyopadhyay**, A., & Nguyen, T., (2024). TRACC: Tiered Real-Time Anonymized Chain for Contact-Tracing. *International Journal of Social and Humanistic Computing*, 4(2), 176-203. DOI: [10.1504/IJSHC.2024.136745](https://doi.org/10.1504/IJSHC.2024.136745)

Cangelosi, J., **Damron**, T.S., & Kim, D. (2022). Preventive health care information and social media: A comparison of Baby Boomer and Generation X health care consumers. *International Journal of Pharmaceutical and Healthcare Marketing*, 16(2), 282-296.

Cangelosi, J., **Damron**, T., & Ranelli, E. (2021). Preventive health care information and social media: Consumer preferences. *Health Marketing Quarterly*, 38(4), 270-286. DOI: 10.1080/07359683.2021.1989745

**Demiral Saglam**, E.E. & Saglam, U. (2021) Eco-efficiency and Eco-productivity Assessments of the States in the United States: A two-stage Non-parametric Analysis, *Applied Energy*, 303: 117649. [https://econpapers.repec.org/article/eeeappene/v\\_3a303\\_3ay\\_3a2021\\_3ai\\_3ac\\_3as0306261921010163.htm](https://econpapers.repec.org/article/eeeappene/v_3a303_3ay_3a2021_3ai_3ac_3as0306261921010163.htm)

**Demiral Saglam**, E.E. & Mollerstrom, J. (2020) The Entitlement Effect in the Ultimatum Game - Does it Even Exist? *Journal of Economic Behavior & Organization*, 175: 341-352. <https://www.sciencedirect.com/science/article/pii/S016726811830235X>

Islam, H. A., **Farrell**, M., Nair, A., & Zhang, J. (2023). Understanding transaction platform governance and conflicts: A configuration approach. *Technological Forecasting and Social Change*, 189, 122382. <https://doi.org/10.1016/j.techfore.2023.122382>

Dogru, T., McGinley, S., & **Self**, T. (2024) Hospitality Industry Attraction: The effect of job openings and employee wages in the United States. *Tourism Management*, 103. <https://www.sciencedirect.com/science/article/pii/S0261517724000074>

## STORIES FROM THE FIELD

### BIZZY RESEARCH PODCAST

While our research questions are developed with an eye to the predominant theoretical models and empirical findings, networking with executives or professionals provides a practical lens for refining the goals of a research project. These relationships with key executives or experts who are immersed in the day-to-day challenges of leading organizations and teams serve as a 'practical sounding board' for project ideas or proposals. The CABR Bizzy Research Podcast includes interviews with many of these executives and professionals who share their expertise and business challenges.

[Bizzy Research with Dr. Matt Farrell](#)

Find this episode and more online at <https://rss.com/podcasts/bizzyresearch/>