



Center for Applied Business Research

2025 SPRING NEWSLETTER



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2025 CABR FELLOWS

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THE DIRECTOR'S CORNER

Welcome to the Spring 2025 Newsletter! The Center for Applied Business Research (CABR) continues to foster research and collaborations aimed at having an impact on local business operations. Our mission remains steadfast: to bridge the gap between theory and practice by addressing real-world challenges through applied research. We are excited to share the latest developments and achievements from our dedicated faculty and staff.

The Journal of Business Leadership (JBL), housed within CABR, remains a vital platform for scholarly discourse on business and leadership topics. The Spring 2025 issue features diverse articles that advance studies in leadership, business, and entrepreneurship. We encourage faculty and students to engage with the JBL as readers and contributors to enrich our academic community further.

As we move forward, CABR is committed to expanding its research initiatives and fostering collaborations that drive innovation and societal impact. We invite faculty, students, and industry partners to join us in our endeavors to transform business research and practice.

For more information about CABR and our ongoing projects, please visit our website: [Austin Peay State University's Center for Applied Business Research](https://www.austinyou.com/cabr).

We aim to create a dynamic environment where research meets real-world application, contributing positively to business and society.

Enjoy!

Vikkie McCarthy



MEET THE FELLOWS

CABR Assistant Director

Dr. Matt Farrell, a distinguished 2024 CABR Faculty Fellow, now serves as the Assistant Director of the Center for Applied Business Research. With his extensive experience as a leading researcher and educator, Matt will contribute his expertise to enhance the center's publications and communications.

Dr. Stephanie Bilderback is the 2025 Faculty Fellow for Management, and Instructor of Management, and Owner of [Blush Consulting](https://www.blushconsulting.com). Stephanie brings her teaching, research, and business experience to enhance the CABR applied research in management.

Dr. Cifci is a 2025 Faculty Fellow and Assistant Professor of Finance. His work has been featured on platforms such as Realtor.com, Fox Business, Yahoo Finance, Daily Mail, Fortune Magazine, USA Today, New York Post, and Futurity.org, underscoring its broad implications for both industry professionals and the academic community.

Dr. Amye Melton is the 2025 Faculty Fellow for Research Engagement and Learning. She is an Associate Professor of Management and the MBA Coordinator for the College of Business. With over 20 years of executive-level experience in operations and marketing, she brings industry knowledge to her teaching and research.

Dr. Dennis Pearson is the 2025 Faculty Fellow for Economics and an Associate Professor of Economics. He has served as an Ambassador for the Chamber of Commerce and was a board member for the American Red Cross. His consulting experience includes Fortune 500 companies, city governments, chambers of commerce, medical companies, and hospitals.

Jennifer Thayer, J.D., Associate Professor of Accounting with experience in academia and public accounting, is the 2025 Faculty Fellow for Accounting. Before joining academia, Dr. Thayer spent over 10 years in a public accounting firm's tax area, where she developed tax preparation and compliance expertise. Dr. Thayer's research focuses on Tax Accounting and Accounting Pedagogy.



Front Row: Stephanie Bilderback, Terry Damron, Matt Farrell, Vikkie McCarthy
Back Row: Elizabeth Rankin, Asit Bandyopadhyay, Jennifer Thayer, Tim Self, Amye Melton, Dennis Pearson, Eren Cifci

Faculty Fellow Highlights

Whitepapers from 2024 Faculty Fellows

Dr. Matt Farrell's, Assistant Professor of Management and Assistant Director of CABR, recent white paper, ["The Role of Autonomy in Platform Subsidiary Governance: The Case of Segal Saturn,"](#) explores the complexities of subsidiary management within platform-based industries. His research offers valuable insights into the balance between autonomy and control, providing practical strategies for managing subsidiaries in dynamic markets.

Dr. Tim Self, Associate Professor and Chair of the Management & Marketing Department, recently published ["The Heart of Tennessee Tourism: Growth and Innovation in Middle Tennessee"](#). In this whitepaper, Dr. Self explains how the "growth in Tennessee tourism underscores the state's ability to adapt to changing market conditions and leverage its unique cultural, historical, and natural assets to attract a diverse range of travelers".

Elizabeth Rankin, J.D., Instructor for Business Law, discusses current Tennessee Law related to business property insurance claims in her whitepaper [Appraisal Demands in Property Insurance Policies](#). In this paper, Elizabeth explains the appraisal process and why it's beneficial to policyholders and insurance companies alike to quickly settle property damage claims—and to keep that settlement transparent and timely.

FACULTY ENGAGEMENT

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, economics, finance, accounting, 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. Farrell is a member of the Academy of Management (AOM) and the International Corporate Governance Society (ICGS).

Dr. Bilderback is a member of the Institute for Global Business Research (IGBR) and the Society of Business, Industry, & Economics (SOBIE).

Dr. Cifci is a member of the American Real Estate Society and Financial Management Association. He has been the past recipient of best paper awards at conferences for both of these associations.

Dr. Melton is a member of the Institute for Global Business Research (IGBR) and the Society of Business, Industry, & Economics (SOBIE).

Dr. Pearson is a board member for Clarksville Sunrise Rotary International and American Classical Education-Tennessee.

Dr. Thayer has served on the City of Clarksville Audit Committee as a member and chair and has held leadership roles as treasurer or financial officer on several non-profit executive boards.

Learn more about the CABR Faculty Fellows and their research on our website: [CABR](#)

Faculty Fellow Publication Highlights

Stephanie Bilderback (2025) [Managing Gen Z anxiety and digital perfectionism on LinkedIn, Strategic HR Review](#)

Stephanie Bilderback, Chelsae B. Thompson (2025) [Developing global leadership competence: redefining higher education for interconnected economies, Higher Education, Skills and Work-Based Learning](#)

Eren Cifci, Alan Tidwell (2024) [“Connect” me! Social networking in commercial real estate, Real Estate Economics](#)

Eren Cifci et. al. (2022) [Is Commercial Real Estate Gendered? Journal of Real Estate Research](#)

Shaomin Li; Matthew Farrell (2025) [China's industrial policy and its implications for international business, European Journal of International Management](#)

Stephanie Bilderback, Matthew Farrell (2025) [Integrating social media platforms into expatriate training and development programs: an experiential learning perspective, Journal of Global Mobility](#)

Dennis Pearson (2024), [The Bitcoin Standard, The Review of Regional Studies](#)

Dennis Pearson (2024) [Samuel Gregg, The Next American Economy: Nation, State, and Markets in an Uncertain World. Book Review, Public Choice](#)

Dennis Pearson, Amye Melton, Liz Snodgrass (2024) [Societal Impact of the Tennessee Small Business Administration: Lowered Barriers to Entry, State Growth, and Economic Freedom. Journal of Applied Business & Economics](#)

Jennifer Thayer (2022) [The gig worker: The growth of the online platform, the need for universal worker classification, and a reduction of the tax compliance burden Institute for Global Business Research Conference Proceedings](#)

STORIES FROM THE FIELD

BIZZY RESEARCH PODCAST

The CABR Bizzy Research Podcast includes interviews with business faculty, business executives, and business professionals who share their expertise and business challenges.

Bizzy Research
with **Vikkie McCarthy**