



## Center for Applied Business Research

### 2024 FALL NEWSLETTER



### INSIDE THIS ISSUE

#### DIRECTOR'S CORNER

##### UPDATE

CABR Director Dr. Vikkie McCarthy discusses the current and future Center for Applied Business Research initiatives.

#### FACULTY FELLOWS

##### 2024 CABR FELLOWS

Read more about the fellows & their current research.

#### CABR NEWS

##### RESEARCH

2024 Faculty Fellow's research and engagement.

## THE DIRECTOR'S CORNER



We are excited to bring you another edition of the CABR Newsletter!

Spring and Summer have been busy months for our CABR Faculty Fellows. CABR Faculty Fellows continue to engage in research that has a practical impact on business operations. They also continue to challenge business students and “push them outside the textbook” through study abroad and student research opportunities.

Join us in recognizing CABR Faculty Fellow contributions as we highlight a range of recent research publications, presentations, and compelling podcast interviews.

Forthcoming CABR Whitepapers:

**Applied Business Research: Creating Value for Business and Society** by Dr. Vikkie McCarthy, Director of the CABR.

**The role of autonomy in platform subsidiary governance. The Case of Sega Saturn** by Dr. Matt Farrell, CABR Faculty Fellow.

Read on for more information!

*Vikkie McCarthy*



College of Business

## 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.

[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.

## FACULTY FELLOW HIGHLIGHTS

In today's rapidly evolving academic landscape, collaboration across disciplines is no longer just beneficial—it's essential. Faculty writing and research with colleagues from different academic backgrounds foster innovative solutions to complex global challenges. By bringing together diverse perspectives, these collaborations break down the silos of specialized knowledge, leading to richer, more holistic approaches to research.

*Faculty Fellow Dr. Terry Damron hosts "Shut Up and Write" sessions with faculty from other departments across campus. These sessions are intended to help faculty further research projects and create cross-discipline relationships.*



From Left-to-Right: Assistant Professor of Management and CABR Fellow Matt Farrell, Associate Professor of Economics Matt Hampton (with special guest, Mac), Associate Professor of Biology Katie Haase, Associate Professor of Psychology Adriane Sanders, Professor of Leadership Kathryn Woods, Assistant Professor of Criminal Justice Megan Kienzle, Associate Professor of Marketing and CABR Fellow Terry Damron

**CABR Faculty Fellows push students outside the textbook through study abroad opportunities and research conference presentations.**

[Dr. Bandyopadhyay engages with students on a Study Abroad at Harlaxton Manor in England](#)



## 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.

This year, CABR 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** presented with students at the International Global Business Research (IGBR) Spring Conference: [Revitalizing Wine Sales: Instagram Strategies of Top U.S. Brands for Millennials and Gen Z](#). **This year, Dr. Damron is Program Chair for the 2024 Atlantic Marketing Association Conference in Charleston, SC,** <https://www.atlanticmarketingassociation.com/>

**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. This past April, she presented with students at the Spring 2024 SOBIE conference.

**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 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

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>

Cunningham, K., **Rankin**, E., Melton, A., Pate, L., & McCarthy, V. (2024) U.S. Business Schools and the UN Principles of Responsible Management Education (PRME). SOBIE Spring International Conference Proceedings.

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 researchers. Click on the links to learn more about business research from our faculty fellows.

[Dr. Damron discusses Navigating Preventative Healthcare in a Digital Age](#)

[Elizabeth Rankin discusses Business Property Insurance](#)

[Learn more about improving business processes from Dr. Bandyopadhyay](#)

[Unpack City Hotel & Motel Taxes with Dr. Self](#)