

# Visiting Scholar Program 2019

Faculty of Management

University of Warsaw

## Schedule for May – June 2019 seminars

All seminars will be held in room B205 unless stated otherwise

### List of seminars

Professor	Date	Time	Topic
Ryan Elder	23.05.2019	10:00-12:00	Top-tier research: How to manage the publication process from idea conception to acceptance.
Lalin Anik	23.05.2019	12:15-14:00	Conducting field experiments in consumer behavior
Tuomo Peltonen (A207)	25.05.2019	12:15-14:00	Qualitative methodology in organization studies
Wonyong (Won) Oh	03.06.2019	12:00-14:00	Corporate governance: Comparative Approach
Ryan Elder	06.06.2019	10:00-12:00	Real world impact: Moving research beyond academia.
Justin Paul	06.06.2019	12:00-13:30	Research Paper Development Workshop/Seminar
Adam Tatarynowicz	10.06.2019	12:00-14:00	Marriage of Unequals? Investment Quality Heterogeneity and the Formation of Status-Asymmetric Ties in the Venture Capital Industry
Tojo Thatchenkery	18.06.2019	12:00-13:45	Developing Your Appreciative Intelligence® for Innovation, Leadership, and Entrepreneurship
Justin Paul	14.06.2019	14:00-15:30	The Emergence of China and India in The Global Market and The New and Novel Paradigms in Chindia.
Adam Tatarynowicz	17.06.2019	12:00-14:00	The Dos and Don'ts of Getting Published in Top Management Journals
Justin Paul	18.06.2019	10:00-12:00	Toward A New Model For Internationalization (CPP Model: Conservative, Predictable and Pacemaker firms and Markets).

## Topics

<b>Top-tier research: How to manage the publication process from idea conception to acceptance.</b>		
Ryan Elder	23.05.2019	10:00-12:00
<p>Publishing research at top-tier journals is increasingly competitive. This presentation will function more like a workshop wherein I provide perspective as both an author and reviewer on what it takes to publish. Specifically, we will focus on what journals are looking for in manuscript submissions and revisions. We will walk through the process from start to finish of one of my recently published articles. We will also discuss available resources to increase the likelihood of a successful submission.</p>		

<b>Conducting field experiments in consumer behavior</b>		
Lalin Anik	23.05.2019	12:15-14:00
<p>This seminar will focus on field experiments in charitable giving. We will spend the first part discussing recent work on novel ways to incentivize and leverage prosocial giving. We will focus both on the results of the experiments and the process by which they were designed, implemented, and analyzed. In the second part, we will brainstorm about new ideas and design experiments to test them.</p>		

<b>Qualitative methodology in organization studies (A207)</b>		
Tuomo Peltonen	25.05.2019	12:15-14:00
<p>There is a wide repertoire of different qualitative methods available for organizational analyses. In this seminar, I will firstly try to scrutinize the different methods with respect to their philosophical underpinnings, emphasizing the role of inductive reasoning, and the differences between a realist and a constructionist version of qualitative analysis. Secondly, as an example, I will talk about the complexities and practicalities of studying organizational spatiality. Here, issues such as employing ethnographic observation to produce theoretical results, the use of visual methods in organization studies, and combining different qualitative methods will be discussed. The seminar will be based on the methods book I wrote, as well as on the articles I have written about spatial analysis and the associated methodological questions. The seminar will be tailored to match with the more specific issues relevant to the Faculty doctoral students and researchers (e.g. narrative &amp; discourse analysis, interviews, archival methods).</p>		

<b>Corporate governance: Comparative Approach</b>		
Wonyong (Won) Oh	03.06.2019	12:00-14:00
<p>This seminar is interactive. My prior studies on corporate governance are based on North American and Asian contexts, while without having European context. Since corporate governance is significantly influenced by institutional, legal, and business environment, I will present two working papers from different empirical settings: (1) how investors evaluate antitakeover provision (poison pill) adoption in the U.S. (target: Academy of Management Journal) and (2) how family firms make corporate social responsibility (CSR) decisions in Korea (stage: revise and resubmit at the Journal of Business Research). In order to make the seminar interactive, participants are welcome to make comments how these questions can be applied in the European context and/or what are the related governance issues in the Europe, or Poland specifically.</p>		

<b>Real world impact: Moving research beyond academia.</b>		
Ryan Elder	06.06.2019	10:00-12:00
Academic research does not have to only live in journals. There are numerous opportunities to extend the scope and reach of our research. This starts first and foremost by conducting interesting and applicable research. Beyond this, it is our responsibility as researchers to disseminate this research to numerous audiences, including the students we teach, companies we interact with, and the popular press. We will discuss specific methods to increase the relevance of research and how to ensure it has an impact beyond the academy.		

<b>Research Paper Development Workshop/Seminar</b>		
Justin Paul	06.06.2019	12:00-13:30
Developing Different Types of Research Papers (Empirical papers with Theory, Pure Empirical paper (using QUALITATIVE & QUANTITATIVE Methods), Review Articles (Theme-based review, Theory-based review, Meta analysis).		

<b>Marriage of Unequals? Investment Quality Heterogeneity and the Formation of Status-Asymmetric Ties in the Venture Capital Industry</b>		
Adam Tatarynowicz	10.06.2019	10:00-12:00
In this study, we investigate the emergence of status-asymmetric ties among venture capital firms. We propose that upward status asymmetries (in which a lower-status actor brings a higher-status alter into a project) occur under markedly different conditions than do downward status asymmetries (in which a higher-status actor brings in a lower-status alter). Lower-status firms tend to bring in higher-status alters into well-performing projects, because the high-status partner would not participate in less stellar opportunities and because the lower-status partner would be willing to share the spoils in exchange for status spillovers from the high-status partner. Conversely, higher-status partners tend to engage lower-status alters in poorly performing projects because the low-status partner would be more willing to accept a potentially worse investment in exchange for the benefits of a higher-status affiliation. Furthermore, we hypothesize that these effects will be moderated by market heat, which affects whether investors would focus on the upside or downside of deals. We test these hypotheses in the context of venture capital syndication. We find support for most of our predictions and document that the ability of lower-status lead investors to bring higher-status followers to good projects is especially accentuated in hot markets, which can heighten market participants' concerns about missing out on good deals. We thus highlight the interplay between the internal and the external context in shaping the formation of status asymmetric exchanges.		

<b>Developing Your Appreciative Intelligence® for Innovation, Leadership, and Entrepreneurship</b>		
Tojo Thatchenkery	18.06.2019	12:00-13:45
This research seminar will describe the new concept of Appreciative Intelligence developed by me and is featured in the popular book, Appreciative Intelligence: Seeing the Mighty Oak in the Acorn. It is a unique competitive advantage possessed by exceptional leaders and innovators. Adding to the model of multiple intelligences developed by Howard Gardner, Appreciative Intelligence provides a new answer to what enables successful people to dream up extraordinary ideas, why other stakeholders join them, and how they triumph despite various challenges. I will demonstrate the three components of Appreciative Intelligence (reframing, appreciating, and envisioning) and seminar participants will learn how to apply them in their work settings. They may also learn how to assess and develop their own or others' Appreciative Intelligence and how to bring out the best from others in difficult situations. Lessons learned from leaders who have demonstrated a high level of Appreciative Intelligence will also be shared. Since I have published the original book on Appreciative		

Intelligence, several other peer reviewed articles have appeared in journals. I will share those latest developments in Appreciative Intelligence research and hope that some of the participants will be interested to work with me by collecting data from Polish companies and publish additional articles.

**The Emergence of China and India in The Global Market and The New and Novel Paradigms in Chindia.**

Justin Paul	14.06.2019	14:00-15:30
<p>This seminar will be useful not only for researchers, but also for practitioners, Master/bachelor degree students etc.</p> <p>There is a Special Issue that I'm editing on this topic for European Business Review with August 2019. Participants in this seminar will be encouraged to submit a paper for our special issue. The Call for papers will be online in January.</p>		

**The Dos and Don'ts of Getting Published in Top Management Journals**

Adam Tatarynowicz	17.06.2019	10:00-12:00
TBA		

**Toward A New Model For Internationalization (CPP Model: Conservative, Predictable and Pacemaker firms and Markets).**

Justin Paul	18.06.2019	10:00-12:00
<p>This seminar would be a platform to discuss about the recently developed: theoretical model for the internationalization of firms, called the Conservative, Predictable and Pacemaker (CPP) model, for extending research in the domain of international business. The main purpose is to provide a new typology that can be used as a theoretical lens for future research and to motivate researchers to think beyond the established models, which are repeatedly used in many studies. This model is based on primary data collected from firms in the information technology sector. The CPP model may be useful for industry analysis and research dealing with the growth and internationalization of firms across industries and countries. This will be particularly useful for researchers interested in carrying out research on SME competitiveness, international entrepreneurship etc</p>		

## Notes about Visiting Scholars

### Lalin Anik (University of Virginia)



Lalin Anik is an Assistant Professor of Marketing at the University of Virginia's Darden School of Business. Her research in marketing and behavioral economics focuses on the impact of social connection on consumer behavior and consumer welfare. More specifically, Lalin explores the multifaceted influence of social connection - from creating new social ties to priming existing social ties - on consumer behavior in two primary areas: motivation and social influence. Her research program uses three complementary levels of analysis. Lalin conducts laboratory experiments to understand the influence of social relationships on consumer attitudes and preferences. She then designs novel social incentives to shift consumers' focus from self to others to shape decisions and behavior. Finally, she uses field experiments to document the payoffs of those social incentives. Close to two decades, Lalin has worked closely and consulted with major companies, organizations and governments to design novel social interventions that help employees, consumers and communities lead healthier, happier and more productive lives.

Lalin's research has been published in top academic journals such as the Journal of Marketing Research, Marketing Letters, Social Psychological & Personality Science, PLoS ONE, and Social Influence. It has also been featured by outlets such as the Bloomberg, CNN, Forbes, Harvard Business Review, National Public Radio, New York Times, Scientific American and the Wall Street Journal.

Lalin teaches the core Marketing course in the full-time MBA program at Darden as well as the second year elective "Deviant Marketing" that she designed on the science of behavior change. For her teaching, Lalin was awarded with the Faculty Diversity Award in 2017, nominated for the Outstanding Faculty Award in 2017, and has been consistently recognized among the top 10% of faculty for teaching at Darden School of Business. Prior, she taught at the MBA, Executive Education and PhD programs at Harvard Business School and Duke University's Fuqua School of Business.

Before joining Darden, Lalin was a post-doctoral fellow at Duke University's Fuqua School of Business where she worked with Dan Ariely at The Center for Advanced Hindsight. She holds a B.A. degree in psychology, business and French from Brandeis University and a Doctorate of Business Administration degree in marketing from Harvard Business School.

Once a professional swimmer, Lalin now spends her days wondering about the human condition, running after a ball, following arts or flying.

**Ryan Elder (BYU Marriott School of Business)**



Ryan Elder (PhD, University of Michigan) is Distinguished Faculty Fellow and Associate Professor of Marketing at the Marriott School of Business at Brigham Young University. Dr. Elder researches how imagery as well as sensory experiences affect consumers' cognitions and behaviors. He primarily explores these areas within the context of advertising, product packaging, atmospherics, and product design. His methodologies include experimentation, field studies, eye tracking, and other psychophysiological measures.

Dr. Elder's research has been published in the Journal of Consumer Research, the Journal of Marketing Research, and the Journal of Consumer Psychology. Popular accounts of his work have appeared on Good Morning America, The Today Show, CBS This Morning, BBC World News, and TIME Magazine, The Tonight Show with Jimmy Fallon, and others. He also currently serves on the Editorial Review Board for the Journal of Consumer Research, Journal of Marketing Research, and Journal of Consumer Psychology. He has won college and departmental awards for his scholarship.

Currently, Dr. Elder is working on several projects including exploring the consequences of dynamism within advertising, the impact of imagery on emotion and consumption, and testing the impact of advertising cues on sensory experience.

Dr. Elder has worked with Google, worldwide advertising agencies and the world's top global food and beverage companies to improve the effectiveness of their advertising, and conduct research for new product development. He focuses his teaching on advertising and promotions as well, teaching both undergraduate, MBA, and Executive MBA students how to successfully implement advertising campaigns and manage agency relationships.

Ryan Elder lived in Poland from 2000-2002, living in Zabrze, Grudziadz, Kraków and Warsaw. His wife has also lived in Poland. He is the father to six children who have traveled literally around the world, and have all been to Poland. He loves to trail run, bike, and ski in the mountains, eat great food (including bigos and pierogi), and travel with his family.

**Wonyong (Won) Oh (University of Nevada)**



Won-Yong Oh is Lee Professor of Strategy and Assistant Professor at the Lee Business School, University of Nevada, Las Vegas (UNLV) in the USA. From 2013 to 2017, he was a faculty member at the Haskayne School of Business, University of Calgary, where he hold Haskayne Research Professorship.

His research areas include corporate governance, strategic leadership, corporate social responsibility and international management. In his research, he addresses questions related to the effects of corporate governance mechanisms and top management team on organizational outcomes, including corporate social responsibility. He also investigates how strategic decision is made in the various international contexts. He has authored more than 50 refereed journal publications, book chapters, and case studies.

	<p>His scholarly works appear in many premier journals (e.g., Financial Times 50 journals) including the Journal of Management, Journal of Business Ethics, British Journal of Management and Journal of Business Ethics. He also actively writes practitioner-oriented articles appeared in Harvard Business Review and the European Business Review.</p> <p>He has presented his research at leading international academic conferences where he has received multiple best paper awards, including the Academy of Management (AOM), Strategic Management Society (SMS), European International Business Academy (EIBA), European Academy of Management (EURAM), International Association for Business &amp; Society (IABS), Administrative Sciences Association of Canada (ASAC) and Society for Industrial &amp; Organizational Psychology (SIOP).</p> <p>He has taught strategic management, international management and empirical research method at the undergraduate, MBA, EMBA and PhD level course. Before earning his PhD, we worked as a management consultant at the A.T. Kearny and Deloitte. He also worked as Korean pop music composer before pursuing his career in business. He received his PhD degree in Strategic Management from the School of Business at the University of Kansas in the USA and an MBA degree in strategic management and international business from the School of Business at the Seoul National University in Korea.</p>
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**Justin Paul (Rollins College-Orlando, Florida)**



Justin Paul is a professor with Rollins College, Florida, & Graduate School of Business, University of Puerto Rico, USA and a 'Distinguished' Visiting Professor with IIM, India's premier business school. He is known as an author of books such as Business Environment (4th ed), International Marketing, Export-Import Management (2nd edition) by McGraw-Hill & Oxford University Press respectively. Over 100,000 copies of his books have been sold and his articles have been downloaded over 500,000 times. A former faculty member with premier institutions such as the University of Washington, Nagoya University, Japan and Indian Institute of Management. Dr. Paul serves as Senior/Guest/Associate Editor with the International Business Review, Journal of Business research, Services Industries Journal, European Bus Review, Journal of Retailing & Consumer Services, Small Bus Economics, European Journal of International Management, Journal of Promotion Management & International Journal of Emerging Markets. In addition, he has taught full courses at Aarhus University- Denmark, Grenoble Eco le de Management-& Universite De Versailles -France, University-Lithuania, Warsaw -Poland and has conducted research development workshops in countries such as Austria, USA, Spain, Croatia, China. He has been a Program Director for training diplomats from different countries and also holds two honorary titles- as Professor of Eminence at a Govt University . He has been an invited speaker at several institutions such as University of Chicago, Fudan & UIBE-China, Barcelona and Madrid and has published over 50 research papers in SSCI journals and bestselling case studies with Ivey & Harvard. Dr. Paul introduced Masstige model and measure for brand mgmt, CPP Model for internationalization of firms, and 7-P Framework for International Marketing.



Tuomo Peltonen received his PhD from Aalto University School of Business (formerly Helsinki School of Economics) in 1998. Since then, he has been a visiting scholar at Keele University, UK, and, later, professor at four Finnish universities. Tuomo is currently professor of organization and management at Åbo Akademi University, Turku, Finland. In addition to that, he holds a docent appointment at Aalto University. His early research dealt with internationalization and managerial career identities. More recently, he has published on business ethics, organizational knowledge, international management, research methods, and architecture and spatiality, often from a poststructuralist or interpretative conceptual and/or methodological perspective. He has had a special interest on the implications of the work of Michel Foucault, as well as on the debates surrounding the use of Actor-Network Theory in management studies. Tuomo's current research interests have signalled a shift towards classical philosophical problems regarding truth, morality and good governance. These themes are discussed in his works on history and philosophy of organization theory, spirituality and religion in organizations, and the possibilities for wisdom in strategic decision-making. He is an Editorial Board member of *Organization Management Journal* and *International Journal of HRM*. During his academic career, Tuomo has published about 35 refereed articles and book chapters, and three international monographs. Recent books include: *Towards Wise Management* (Palgrave), *Spirituality and Religion in Organizing* (Palgrave), *Organization theory* (Emerald), and *Origins of Organizing* (Peltonen, T., Gaggiotti, H., Case, P., eds; Edward Elgar).

#### Tojo Thatchenkery (George Mason)



Tojo Thatchenkery (Ph.D. Weatherhead School of Management, Case Western Reserve University) is featured as one of the leading **change thinkers** in the recently released *Palgrave Handbook of Organizational Change Thinkers*. He is professor & director of the Organization Development and Knowledge Management program at the Schar School of Policy & Government, George Mason University, Arlington, Virginia, USA. He is also a member of the *NTL Institute of Applied Behavioral Science*, and the *Taos Institute*. Dr. Thatchenkery founded the Organizational Learning graduate program (OL/ ODKM) at George Mason two decades ago. The professional degree has produced an impressive cadre of practitioners, consultants, entrepreneurs, and scholars who are leaders in social justice and organizational transformation

Dr. Thatchenkery has over twenty years of experience in teaching at various Public Policy, MBA, Organization Development, and executive development programs in the United States, Canada, South America, Europe, Australia, and India. He founded the *Organizational Learning Laboratory* at the George W. Johnson Learning Center which was featured as one of the leading laboratories for organizational learning and knowledge management by the *Academy of Management* and the *Project Management Journal* and served clients such as Fannie Mae.

Dr. Thatchenkery is the author of over a dozen books and hundreds of



articles. One of them, *Appreciative Intelligence: Seeing the Mighty Oak in the Acorn* was a Harvard Business Review recommend book. In another book, "Making the Invisible Visible" Tojo introduced the concept of quiet leadership as a key driver for innovation in organizations. He has also written books on appreciative inquiry, knowledge management, sustainable development, social capital, postmodernism, and information technology and economic development. They include *Advances in Social Change* (2018), *Leveraging Human Resources for Humanizing Management Practices and Fostering Entrepreneurship* (2018), *Knowledge Creation and Organizational Well-being* (2017), *Organization Development through Strategic Management* (2017), *Managing complex organizational change* (2016), *Optimizing business growth: Strategies for scaling up* (2016), *Leveraging human factors for strategic change: An organizational culture perspective* (2015), *Understanding work experiences from multiple perspectives* (2015), *Organizational Transformation: Change Management Perspectives* (2014), *Strategic Initiatives for Competitive Advantage in the Knowledge Society* (2014), *Reframing Human Capital for Organizational Excellence* (2013), *Positive Initiatives for Organizational Change* (2012), *Positive Design and Appreciative Construction: From Sustainable Development to Sustainable Value* (2010), *Leveraging Global Competiveness for Organizational Excellence* (2010), *Enhancing Organizational Performance through Strategic Initiatives* (2009), *Handbook on Management Cases* (2008), *Appreciative Inquiry and Knowledge Management* (2007), *Information Communication Technology and Economic Development: Learning from the Indian Experience* (2006), and *Appreciative sharing of knowledge: Leveraging knowledge management for strategic change* (2005).

Dr. Thatchenkery has extensive consulting experience in change management, leadership development, organization design and strategy, and knowledge management. Past and current clients include the US Nuclear Regulatory Commission, USDA, EPA, Pension Benefit Guaranty Corporation, US Department of Housing and Urban Development, U.S. Department of Treasury, USPS OIG, Food and Agriculture Organization (FAO) of the United Nations, IBM, Fannie Mae, Booz Allen, PNC Bank, Alcatel Lucent, General Mills, 3M, British Petroleum, Nokian Tyres, the International Monetary Fund, the World Bank, Akbank (Turkey), and the Tata Consulting Services (India). He is on the editorial board of the *Journal of Applied Behavioral Sciences* and the *Journal of Organizational Change Management* and is the past Program Chair of the Research Methods Division of the *Academy of Management*. He has published in journals such as *Harvard Business Review*. For more information about Tojo Thatchenkery, please visit [www.appreciativeintelligence.com](http://www.appreciativeintelligence.com)