

DECEMBER 2007 RESEARCH REPORT  
COLLEGE OF MANAGEMENT  
NC STATE UNIVERSITY

**Newly Accepted Refereed Journal Articles**

Raghavan Iyengar, Robert Moffie, David Baumer, and Ralph Tower, "CEO Pay and Accounting Choice in Oil and Gas Firms," *Petroleum Accounting and Financial Management Journal*.

We investigate the role of accounting choice in oil and gas firms and their effect on pay-performance sensitivity. We specifically investigate if there is any evidence to suggest that compensation committees actively intervene to adjust accounting performance based incentive schemes for the increased earnings credibility signaled by the use of Full Cost (FC) method for accounting for exploration expenditures. Using a pooled ordinary least squares method, we find a significant positive relationship between the choice of FC method and the sensitivity of CEO pay to firm performance. This result holds, even after controlling for any effect of stock returns on CEO compensation. These results offer alternate explanation as to why FC firms may have lobbied strongly against the mandatory adoption of SE method in 1970s.

Sangkil Moon and Glenn Voss (2008), "How Do Price Range Shoppers Differ From Reference Price Point Shoppers?" *Journal of Business Research*.

Existing research demonstrates that reference price models can explain a significant amount of the variation in customers' price perceptions and purchase behaviors. This study extends the reference price literature by introducing the price range model, which proposes that price judgments are based on a comparison of the market price to the entire range of currently available prices. Our results demonstrate that the fit of a structural heterogeneity finite mixture model improves when the price range model is included along with internal and external reference price models and that the price range model explains a substantial proportion of customers' purchase histories in the toilet tissue category. Profile analysis indicates that internal reference price shoppers switch brands much less frequently than the other two segments and respond to feature promotions for their preferred brand(s). External reference price shoppers have an intermediate level of brand preference and respond significantly less than the other two segments to feature and display promotions. Price range shoppers have the lowest brand loyalty and respond most strongly to both feature and display promotions.

**Publications**

Steven G. Allen, "SSME (Service Science, Management and Engineering) Teaching and Research at North Carolina State University," *Science and Technology Policy*, Vol. 17, No. 6, November/December 2007; published by the Science and Technology Policy Institute (STEPI) in South Korea.

Cecil Bozarth and Robert Handfield, *Introduction to Operations and Supply Chain Management*, 2nd edition, Pearson Prentice-Hall.

Joe Brazel, "An Examination of Auditor Planning Judgements in a Complex Accounting Information System Environment," with Christopher P. Agoglia. *Contemporary Accounting Research*, Winter 2007, Volume 24, Issue 4, pp. 1059-1083.

Robert Handfield and Kevin McCormack, *Supply Chain Risk Management*, Auerbach Publications, 2008.

Karlyn Mitchell and Douglas K. Pearce, "Professional Forecasts of Interest Rates and Exchange Rates: Evidence from the Wall Street Journal's Panel of Economists" *Journal of Macroeconomics*, 29, 840 - 854.

Fay Cobb Payton, Digital Divide or Digital Equity: Other Considerations?, 2007, *International Encyclopedia of the Social Sciences*, 2nd Edition, editor W. A. Darity and P. McClain.

Warsing, D. P., 2008. "Supply Chain Management," in *Operations Research and Management Science Handbook*, A. R. Ravindran, Ed., Boca Raton, FL: CRC Press, pp. 22-1 -- 22-63.

## **Presentations**

Joe Brazel, "Fraudulent Financial Reporting: Recent Research". Presented to the North Carolina Office of the State Controller: 2007 Fiscal Officer Update Seminar. December 18, 2007. Raleigh, NC.

Mehmet Caner made the following presentations:

Dec 3: University of Houston/ Rice University Economics Department: Macro-International Seminar (Invited) "Capital Flows to Developed Countries" (with Steve Husted, Pittsburgh)

Dec 7: Triangle Econometrics Seminar, Invited Presentation.

"Pivotal Structural Change Tests In Linear Simultaneous Equations with Weak Identification"

Dec 13-15: EC2, Europe Econometrics Conference, Advances In Time Series Analysis, Portugal. Same paper as Dec 7.

Dec 29: Bilkent University, Ankara Turkey. Same paper as Dec 3.

Fay Cobb Payton, Invited Seminar, Topic: U.S. Health Care System, Chinese Pharma and Health Care Delegation Visiting NC State University & RTP, November 2007

Fay Cobb Payton, Invited Panelist by SIM CIO Forum, "IT Professionals, Supply/Demand & Underrepresentation"

Denis Pelletier co-organized with Shakeeb Khan (Duke) the 2007 Triangle Econometrics Conference which was held in RTP on Friday December 7. The program of the conference can be found at <http://www4.ncsu.edu/~dpellet/tec2007/>

## **Other accomplishments**

Ted Baker has been appointed to the editorial board of Administrative Science Quarterly.

Fay Cobb Payton was recently (1-1-08) elected by national and international IS researchers as the Vice President of the AIS SIG-Health Group