

OCTOBER 2007 RESEARCH REPORT  
COLLEGE OF MANAGEMENT  
NC STATE UNIVERSITY

**Newly Accepted Refereed Journal Articles**

Steve Markham, Lynda Aiman-Smith, and Angus Kingon

Markham,S., Ward,S., Aiman-Smith,L. & Kingon,A “The Valley of Death as Context for Role Theory in Product Innovation,” *Journal of Product Innovation Management*.

The valley of death is the gap of resources, decisions and activities that lies between research and the beginning of commercialization. The valley analogy identifies the work and issues people face in a place along the development cycle about which we have very little understanding. Role theory is used to predict and explain behaviors in the valley. Actors in the valley are seen as informal role holders: champions, sponsors and gatekeepers. These roles correspond to specific development activities of awareness and recognition; demonstration; and acceptance and transfer. Survey results of 272 respondents elucidate the extent of pre-product development as well as the type of activities done on projects before ideas enter into formal product development programs.

Paul Williams

“Cash Balance Pension Plans: A Case Of Standard – Setting Inadequacy,” with Paula Thomas, *Critical Perspectives on Accounting*

Accounting for and ownership of U.S. private employee pensions has long been a controversial and politically contested terrain. The uniqueness in the U.S. of using employers as the principal provider of pensions makes the reporting of pensions more problematic since the corporate employers providing pensions aren't strictly accountable to only the pensioners. Over the last quarter century there has been a marked swing in power toward management and away from employees making it possible for increasing numbers of U.S. companies to switch from conventional defined benefit plans to cash balance plans. This paper provides a “case” study of how accounting standard-setters framed the pension reporting problem vis-à-vis how they frame the “reporting problem” in general. Utilizing various sources of commentary about the phenomenon of cash-balance conversions, we triangulate on the pension problem to demonstrate how current FASB disclosure rules fail to satisfy the condition of neutrality and how those rules have facilitated the shifting of economic risk from shareholders to employees.

**Publications**

Fanis Tsoulouhas

Fanis Tsoulouhas and Kosmas Marinakis, "Tournaments with Ex Post Heterogeneous Agents," *Economics Bulletin* 4(41) (2007), 1-9.

## **Grants and contracts**

Joe Brazel

Financial Industry Regulatory Authority grant

## **Presentations**

Lynda Aiman-Smith

"Services Research at NC State" with M.Montoya, IBM's University Day, Research Triangle Park, NC, Oct 29, 2007.

"Services and Product Innovation research" Center for Innovation Studies meeting in Rochester NY, Oct 31, 2007.

Bruce Branson

Bruce Branson was an invited panelist at the Financial Management Association (FMA) Annual Meeting on October 19. Bruce participated in a panel discussion on Enterprise Risk Management that focused on the value proposition of an ERM program implementation and on NC State's ERM Initiative activities as they relate to curriculum development and research support. An edited transcript of the panel discussion is forthcoming in the *Journal of Applied Finance*, Spring 2008.

Turanay Caner

"The Moderating Effect of Innovation Types for the Firm Resources and Financial Performance Relationship," with Susan Cohen (U. of Pittsburgh). Presented at Strategic Management Society's 27<sup>th</sup> Annual International Conference, San Diego, CA. Also nominated for best paper competition

Julie Earp

"Towards Understanding User Perceptions of Digital Identity Technologies," with Laurie Jones and Annie Antón, Sixth Workshop on Privacy in the Electronic Society (WPES'07), Arlington, VA, October 29, 2007. The workshop is held in conjunction with the ACM Conference on Computer and Communications Security (CCS).

Pablo Guerron

Presentations to Macroeconomics Reading Group, Duke University; Federal Reserve Bank of Cleveland's conference on DSGE Models; Latin American and Caribbean Economic Association Meetings, Bogota Colombia.

Art Padilla

Art Padilla gave a keynote October 5 at the President's Leadership Series at the University of Illinois-Champaign-Urbana, on *Commercialization and Universities*. He also gave a seminar the day before on leadership for Ph.D. students in management and in higher education.

Fay Cobb Payton

"From Analytics to Health Policy," Infinite Possibilities Conference, NC State University.

Denis Pelletier

"Evaluating Value-at-Risk Models with Desk-Level Data," October 17 at The Cass Business School (City University, London, England), October 18 at the University of Manchester (England), and October 26-27 during the "Multivariate Volatility Models" conference in Faro, Portugal, October 26-27.

"Non-Nested Testing in Models Estimated via Generalized Method of Moments" at Université de Toulouse, France, October 22.

Eileen Taylor

"Knowledge Sharing among Accounting Academics in an Electronic Network of Practice" with Uday S. Murthy (USF) October 12, workshop at the University of South Florida, Tampa, FL

"Determinants of Voluntary XBRL Adoption in the United States" with AI Chen (NCSU) October 18 and 19, Seventh Annual XBRL Conference, Bryant University, Providence, RI

"Interactive Financial Reporting: An Introduction to Extensible Business Reporting Language" with Ann Dzurainin (USF) October 18 and 19, Seventh Annual XBRL Conference, Bryant University, Providence, RI

Beverly Tyler

"United States Top Executive's Evaluations of Foreign Direct Investment Opportunities in China: A Multi-theoretical Perspective," with J. Reuer. Presented at the Strategic Management Society's 27<sup>th</sup> Annual International Conference, San Diego, CA.

Richard Warr

"Liquidity and Short Selling: Impacts of Single Stock Futures," with Bart Danielsen and Robert Van Ness, Financial Management Annual Meeting in Orlando Florida

"An empirical investigation of the characteristics of firms adopting enterprise risk management," with Don Pagach, Financial Management Annual Meeting in Orlando Florida.

## **Other accomplishments**

Gary Palin

Organized and hosted IMPACT 2007 workshop on October 5 – 6, 2007 at the State Club on Centennial Campus. 78 leaders of university social entrepreneurship programs attended.

Fay Cobb Payton

NC State First Year College Faculty Fellow

Presenter and Honorary Member, Southern University, NSF-Sponsored International Center for Information Technology Research