



Leeds School of Business
UNIVERSITY OF COLORADO **BOULDER**



FACULTY REPORT

2023-24



MESSAGE FROM THE DEAN

Dear Friends of the Leeds School of Business,

I am honored to share with you some of the remarkable accomplishments of our distinguished faculty in this year's Faculty Report.

The Leeds School of Business is home to a community of visionary educators and researchers who are pushing the boundaries of business innovation. Through their groundbreaking work, our faculty are shaping the future of business education and influencing policy and practice throughout the business world. Whether pioneering new technologies, inspiring students in the classroom or driving progress across diverse disciplines, they exemplify what it means to be scholars, leaders and agents of change.

As dean, I am profoundly grateful to work alongside this exceptional team. Their dedication to discovery, student success and the advancement of knowledge embodies the spirit of Leeds. The unwavering support of our community, especially through our Faculty Scholars initiative, fuels their innovative work and empowers them to mentor the next generation of business leaders. We are deeply thankful for the generosity of our supporters, whose belief in our mission makes this vital work possible.

With continued dedication from our faculty and philanthropic partners, Leeds is poised to drive significant advancements in business education and leadership. I invite you to explore this report and discover the transformative impact of our Leeds community.

Warm regards,

A handwritten signature in black ink that reads "Vijay Khatri". The signature is written in a cursive, flowing style.

Vijay Khatri, PhD
Tandean Rustandy Endowed Dean
Leeds School of Business

FACULTY HIGHLIGHTS, 2023-24

159 TOTAL FACULTY

83

TENURE
TRACK

76

TEACHING
FACULTY

7

PROFESSORSHIPS

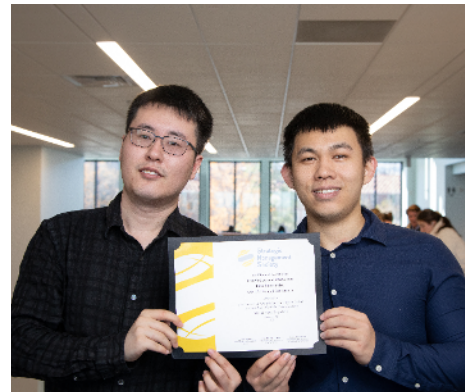
17

FACULTY SCHOLARS
NAMED IN 2024

6

ENDOWED
CHAIRS

- ▶ **6** faculty members recognized among the world's top 2% of scientists by Stanford University
- ▶ **7** tenure-track faculty joined Leeds from top B-schools in 2023
University of Texas at Austin, University of Georgia, INSEAD, Indiana University, University of Michigan, McGill University
- ▶ **4** tenure-track faculty will join Leeds from top B-schools in 2024
Columbia University, University of North Carolina Chapel Hill, University of Georgia, Duke University, University of Toronto
- ▶ **13** PhD graduates in 2023 and 2024
Doctoral students placed in top research institutions, including Purdue University, University of Southern California, Georgetown University and Drexel University



FACULTY SCHOLARS INITIATIVE

The Leeds School of Business continues to attract and nurture top faculty talent through robust philanthropic support, strengthening our commitment to academic excellence. This year, the Faculty Scholars initiative has allowed Leeds to recognize and cultivate the outstanding contributions of both research and teaching faculty members. To date, donors invested in 17 deserving faculty, providing crucial resources for teaching, research, and professional development. This new support, coupled with our existing seven professorships and six endowed chairs, further empowers our talented faculty to push the boundaries of knowledge and reinforces Leeds' position in groundbreaking research.

The Faculty Scholars initiative underscores the transformative impact of our philanthropic partnerships, solidifying Leeds' reputation as a hub for academic excellence and top talent.

Academic research frequently faces challenges of limited funding and significant up-front investments of time and effort to start a project. The funding provided for faculty at Leeds is immensely helpful, both in funding the data and resources for projects and for permitting faculty to present their work at conferences and other universities."

*Assistant Professor Bryce Schonberger
John E. Nesland Faculty Scholar*



RESEARCH DISTINCTIONS

Leeds has solidified its position as a leading institution for faculty research, ranking 40th among North American business schools for research productivity according to the University of Texas at Dallas. With 132 articles published in top-tier journals over the past five years, Leeds outperforms several esteemed universities, including Notre Dame University, the University of Wisconsin-Madison, and Georgetown University. This achievement is particularly impressive given Leeds' smaller faculty size compared to top 20 institutions, highlighting the exceptional quality and impact of our research. As the only Colorado

business school on this North American list, Leeds further cements its regional prominence. Additionally, six Leeds faculty members, including Manuel Laguna, John Lynch, Russell Cropanzano, Tong Kong, Jeff York and Fred Glover (emeritus) have been recognized among the world's top 2% of scientists by Stanford University based on standardized citation metrics. Their groundbreaking research creates new knowledge and thought leadership that benefits both the business community and students' education.

INTERNATIONAL RECOGNITION & AWARDS

Russell Cropanzano

Distinguished Scientific Contributions Award - Society for Industrial and Organizational Psychology

Tony Kong

Most Influential Article Award (2015 to 2018) - Academy of Management's Conflict Management Division

John Lynch

Simonson Lifetime Mentorship Award - Association for Consumer Research

Austin Moss

Best Dissertation Award - Financial Accounting and Reporting Section

Bryce Schonberger

Outstanding Reviewer Award - The Accounting Review

Gloria Urrea

Best Paper Award - Production and Operations Management Society's College of Humanitarian Operations and Crisis Management

CU BOULDER & LEEDS RECOGNITION & AWARDS

Tony Cookson

Kahle Family Research Excellence Award

Henry Laurion

Joseph L. Frascona Teaching Excellence Award

Jeremiah Contreras

David B. Balkin, Rosalind, and Chester Barnow Endowed Innovative Teaching Award

Ethan Poskanzer

CESR Highest Impact Paper Award
Miske Faculty Research Award

Bryce Schonberger and Tony Kong

CESR Best Paper Award (co-winners)

Andrea Pawliczek and Austin Moss

CESR Climate Curriculum Award

Joshua Nunziato and Tony Kong

Impact Business Buff Award

Rui Zhang and Christophe Spaenjers

Provost's Faculty Achievement Awards

Cory Cunningham and Nathalie Moyaen

MBA Teaching Excellence Awards

Dan Zhang

Third place at CU's 17th New Venture Challenge
Finals for PricingService.ai

FACULTY SPOTLIGHT

Alixandra Barasch, associate professor and Gordon and Susan Trafton Faculty Scholar, received the prestigious 2024 Erin Anderson Award for an Emerging Female Marketing Scholar and Mentor at the AMA Winter Academic Conference. This annual award recognizes a female scholar poised to become a leading figure in marketing academia. Barasch's rising prominence is also reflected in her 2023 Early Career Award from the Association for Consumer Research and her 2021 selection as a Marketing Science Institute Young Scholar. Her groundbreaking research on how new technologies reshape consumer behavior appears in top marketing and psychology journals, garnering attention from major media outlets including the New York Times, The Atlantic, and NPR.



RESEARCH IN MOMENTUM

Leeds faculty members at all levels are engaged in research that benefits the school, its students and global industry. Some of this past year's publications highlight their world-changing insights:

Ethan Poskanzer, assistant professor and the Frank Schiff Faculty Scholar, showed that partisan voters often overlook the factual accuracy of politicians' statements when they align with their political beliefs, contributing to the effectiveness of political misinformation - **"When Truth Trumps Facts: Studies on Partisan Moral Flexibility in American Politics,"** *American Journal of Sociology*, June 2024.

Emily Gallagher, assistant professor and the Arnold R. Weber Faculty Scholar, found that plasma donation centers are strategically located in low-income neighborhoods with high concentrations of payday lenders, raising ethical concerns about the exploitation of disadvantaged populations - **"Blood Money: Selling Plasma to Avoid High-Interest Loans,"** *The Review of Financial Studies*, May 2024.

David Hekman, associate professor, found that humble leadership behaviors can lead to increased status and career advancement, contrary to the perception that self-promotion is required for success - **"An examination of whether and how leader humility enhances leader personal career success,"** *Human Resource Management*, Jan. 2024.

Yonca Ertimur, senior associate dean for faculty and the Tandeane Rustandy Esteemed Professor, determined that less attractive firms with greater advising needs often appoint "tainted" executives—those with past governance issues—to their boards. These executives, possessing strong skills, improve company performance without weakening oversight, indicating their selection stems from business needs rather than attempts to reduce monitoring - **"Tainted Executives as Outside Directors,"** *The Accounting Review*, Nov. 2023.

Dan Zhang, associate dean for research and academics and professor, examined the optimal design of credit refund policies, finding that credit refunds can enable price discrimination and be more profitable for firms than cash refunds - **"Intra-Consumer Price Discrimination with Credit Refund Policies,"** *Management Science*, Nov. 2023.

Zhiyi Wang, assistant professor, found that successful "blockbuster" crowdfunding projects can have a positive spillover effect, attracting new backers and boosting participation for related projects - **"Winner Takes All? The Blockbuster Effect on Crowdfunding Platforms,"** *Information Systems Research*, Sept. 2023.

TEACHING INNOVATION

In the fall of 2023, Leeds hosted an Innovative Teaching Award Workshop for faculty, showcasing cutting-edge teaching practices. Led by professors Kai Larsen, Jeff York, Brad Werner and Ryan Lewis, the workshop aimed to inspire dialogue and encourage the adoption of innovative teaching methods across the school. During the workshop, Professor Larsen presented his groundbreaking work on Simplyx, an interactive learning platform he developed for a challenging business analytics course. This innovation significantly transformed student outcomes on a key industry certification exam, boosting success rates from a typical 25% to an impressive 80%. Through these pioneering approaches, Leeds is revolutionizing business education, igniting student passion for learning and equipping graduates to become transformative leaders in an ever-evolving global marketplace.



LEEDS FACULTY DRIVING CHANGE: From worker mobility to climate accountability

Tony Tong, chair of the Strategy, Entrepreneurship, and Operations Division, is at the forefront of a significant shift in the American workforce. His research played a key role in the Federal Trade Commission's (FTC) decision to ban noncompete agreements, freeing millions of workers from contractual constraints that limit mobility and stifle innovation. His research found that noncompetes lead to economic concentration and reduced competition. The FTC estimates that banning noncompetes could result in \$300 billion in annual wage increases. "It's a big win, especially for lower-salary workers who have been unfairly restricted," Tong explained. Tong highlighted that while companies may invest less in training, nondisclosure agreements can protect proprietary information without restricting job mobility. As the new regulations take effect in August 2024, Tong anticipates increased job mobility and innovation, particularly benefiting small businesses and startups. For graduating students and young professionals, especially in dynamic economies like Colorado, the end of noncompetes opens up numerous opportunities.



Asaf Bernstein, associate professor and the Frank Schiff Faculty Scholar, served as a former advisor to the SEC on its groundbreaking new rule requiring large U.S. companies to disclose their carbon footprints. This rule mandates reporting on Scope 1 and Scope 2 emissions (greenhouse gases a company directly produces and indirect emissions created by energy use), standardizing climate-related disclosures. Bernstein emphasized that this addresses inconsistencies in reporting climate risks and is crucial for corporate accountability, benefiting investors, firms and the public. He noted that similar regulations in the U.K. and Europe have led to reduced emissions and more accurate stock prices reflecting climate risks. Despite some criticism, Bernstein views the rule's balanced discontent as a positive sign of its impact. This rule affects large public entities, representing about a third of U.S. firms but 95% of market value. Bernstein believes it promotes greater transparency and accountability in corporate climate risk management, enhancing market stability and environmental practices.



CONFERENCE LEADERSHIP

Leeds faculty and staff demonstrated their commitment to academic excellence by hosting several influential conferences in 2023-24. These events brought together global scholars to exchange innovative ideas across business disciplines, showcasing Leeds' expertise and reinforcing its position as a hub for cutting-edge research and intellectual leadership in the business academic community. Notable gatherings hosted by Leeds included:

- Colorado Finance Summit (faculty co-chairs: Ryan Lewis and Andrea Buffa)
- Colorado Summer Accounting Research Conference (faculty co-chairs: Nathan Marshall and Sarah Zechman)
- Boulder Summer Conference on Consumer Financial Decision Making (faculty co-chairs: Philip Fernbach and Asaf Bernstein)
- Colorado Winter Conference on Marketing and Cognition (faculty organizer: Nick Reinholtz)
- 17th Annual Behavioral Operations Conference (faculty co-chairs: Gloria Urrea and David Drake)



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www.colorado.edu/business/faculty-research



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