



JANUARY 17TH, 2020

**Colleen Harmeling**

Assistant Professor of Marketing and Deans Emerging Scholar  
College of Business, Florida State University

**Topic:** *Marketing, Through the Eyes of the Stigmatized*

FEBRUARY 21ST, 2020

**Solomon Negash**

Professor of Information Systems  
KSU FinTech Director  
Coles College of Business, Kennesaw State University

**Topic:** *Token Economics*

FEBRUARY 7TH, 2020

**Arun Rai**

Regents' Professor, Robinson Chair of IT-Enabled Process  
Innovation and Supply Chains, Director of the Center for Digital  
Innovation  
Robinson College of Business, Georgia State University

**Topic:** *How Will the AI Genie Behave*

MARCH 6TH, 2020

**Mary Hill**

Assistant Professor  
School of Accountancy  
Coles College of Business, Kennesaw State University

**Topic:** *Paid-in Capital, Earned Capital, and Cross-sectional Differences in Financial Risk*

FEBRUARY 14TH, 2020

**Mona Sinha**

Associate Professor of Marketing  
Coles College of Business, Kennesaw State University

**Topic:** *Is the Price Fair? How Intangibility Reduces Price Fairness Perceptions*

APRIL 24TH, 2020

**Nikki MacKenzie**

Assistant Professor  
Scheller College of Business, Georgia Tech

**Topic:** *How Alumni Affiliation and Fatigue Affect the Likelihood of Evidence Collection*

JANUARY 17TH, 2020

**Colleen Harmeling**

Assistant Professor of Marketing and Deans Emerging Scholar  
College of Business, Florida State University

## **Marketing, through the Eyes of the Stigmatized**

### **ABSTRACT**

A stigma is an attribute of a person that deviates from what others consider normal and is a source of social devaluation. It can affect consumer behavior and represents a major hurdle to marketers in certain industries (e.g., healthcare). Two field experiments—manipulating the marketing communications sent to 1,453 consumers diagnosed with 88 diseases of varying stigma levels—and two laboratory studies reveal that stigmatized consumers decode aspects of marketing communications as audience cues that they use to identify observers of their potential consumption. With these cues, they infer whether an audience will devalue them due to their stigma and determine how to respond to marketing communications. Among stigmatized consumers, only cues that signal that the audience (1) possesses similar deviant attributes and (2) has benevolent intentions reduce anticipated social devaluation, which affects consumption behaviors (program enrollment, long-term engagement; e.g., 200% click-through increase). When these cues imply unfavorable audiences, stigmatized consumers are more interested in products that promise to alleviate the stigma but that might be associated with higher risk (e.g., bodily harm).

FEBRUARY 7TH, 2020

**Arun Rai**

Regents' Professor, Robinson Chair of IT-Enabled Process Innovation and Supply Chains, Director of the Center for Digital Innovation  
Robinson College of Business, Georgia State University

## **How Will the AI Genie Behave**

### **ABSTRACT**

We are witnessing the increasing ubiquity of AI, with accelerating deployment in a wide variety of task domains, entrepreneurial activity across industries, and embedding in the core processes of digital platforms and firms. Alongside the increasing ubiquity of AI, we are encountering broad unintended consequences, both beneficial and harmful.

These unintended consequences are arising from unexpected behaviors and downstream effects that emerge through interactions of AI agents with the environment and other agents. To be able to control the actions of AI in ways that harvest its benefits while minimizing harm, we need to develop an integrated understanding of AI behavior in the environments in which it is deployed. I will offer a perspective to develop this integrated understanding through research that investigates how AI agents acquire their behavior, how the behavior is triggered and enacted, the interaction dynamics of AI agents with other agents that lead to unintended consequences, and the influence of policy decisions on how AI systems evolve.







APRIL 24TH, 2020

Nikki MacKenzie

## **How Alumni Affiliation and Fatigue Affect the Likelihood of Evidence Collection**

### **ABSTRACT**

In a profession with high turnover, auditors often transition from their firm to an audit client. However, regulators and researchers are concerned about lingering relationships between auditors and their former colleagues which might represent a threat to auditor independence. While the limited research investigates the influence of alumni affiliation during later phases of the audit, our study examines the effect of alumni affiliation during evidence collection. We predict and find that alumni affiliation can benefit the audit in some circumstances by reducing the perceived social mismatch between the auditor and client documented in the literature. Additionally, we expect a common feature of the audit environment, fatigue, may reverse any positive effects of affiliation. We find that non-fatigued auditors interacting with an affiliated client collect more evidence compared to those with a non-affiliated client. We also find that with an affiliated client, fatigued auditors collect less evidence than non-fatigued auditors, and this effect is minimal with auditors who have a non-affiliated client. These results inform regulators, practitioners, and financial statement users by demonstrating that alumni affiliation may not always have a negative impact on audits, as long as auditors are not experiencing fatigue.