



UNIVERSITY OF NEBRASKA-LINCOLN  
**College of Business Administration**

**NEW FACULTY**  
2012-2013



Donde Ashmos Plowman  
James Jr. and Susan Stuart Endowed Dean  
College of Business Administration  
University of Nebraska–Lincoln

is pleased to announce the  
appointments of 11 new faculty



## **2012-2013 NEW FACULTY**

**Dr. Jenna Pieper**

Assistant Professor of  
Management (Human Resources)

**Dr. Scott Murray**

Assistant Professor of Finance

**Dr. Varkey Titus**

Assistant Professor  
of Management  
(Entrepreneurship/Strategy)

**Dr. Christopher Tuggle**

Assistant Professor of  
Management (Strategy)

**Dr. Jifeng Yu**

Assistant Professor of  
Management (Strategy)

**Dr. Xin Zhao**

Assistant Professor of Marketing

**Dr. Elina Ibrayeva**

Assistant Professor of Practice  
in Management

**Dr. Laurie Miller**

Assistant Professor of Practice  
in Economics

**Jean Riley-Schultz**

Assistant Professor of Practice  
in Accounting

**Steve Welton**

Assistant Professor of Practice  
in Marketing

**Dr. Glenn Williams**

Assistant Professor of Practice  
in Finance



## Dr. Jenna Pieper

Assistant Professor of Management  
(Human Resources)

Dr. Jenna Pieper, a Harvard, Neb., native returned to her home state after receiving her Ph.D. from the University of Wisconsin-Madison. She received her M.A. in industrial psychology at the University of Tulsa. Her research interests include strategic human resource management and workplace diversity.

She received the Ralph Alexander Best Dissertation Award in 2011, awarded by the Academy of Management for her dissertation titled, “Consider the source: A study of referrer characteristics in the referral hiring phenomenon.” She was also awarded the Wisconsin Distinguished Graduate Fellowship in 2010.

Her published research includes, “The Utility of Personality Test Norms: Effects of Sample Size and Sample Representativeness,” in the *Journal of Occupational and Organizational Psychology*; “The Link Between Diversity and Equality Management Practice Bundles and Racial Diversity in the Managerial Ranks: Does Firm Size Matter?” in *Human Resource Management* and “Comparing the Predictive Power of National Cultural Distance Measures: Hofstede versus Project GLOBE,” in the *Best Paper Proceedings of the Seventieth Annual Meeting of the Academy of Management*.



## Dr. Scott Murray

Assistant Professor of Finance

Dr. Scott Murray received his Ph.D. in finance from the Zicklin School of Business at Baruch College in 2012. Murray, whose dissertation was titled, “Essays on the Options Market,” received his M.A. in statistics from Columbia University. His research interests are in empirical asset pricing, investments, market efficiency, pricing of risk, options market and derivatives.

Murray’s recent article, “Does Risk-Neutral Skewness Predict the Cross-Section of Equity Option Portfolio Returns?” is forthcoming in the *Journal of Financial and Quantitative Analysis*.

Earlier this year, he received the Best Paper in Investments award at the Southwestern Finance Association’s annual meeting. He also received the Oscar Lasdon Memorial Award for Best Doctoral Dissertation in Finance at Baruch College.



## Dr. Varkey Titus

Assistant Professor of Management  
(Entrepreneurship/Strategy)

Dr. Varkey Titus received his Ph.D. in management from the Kelley School of Business at the University of Indiana earlier this year. He previously received his MBA and BBA from the University of Texas-Arlington and Baylor University respectively.

His research interests are in entrepreneurship and strategic management and was awarded the

Undergraduate Teaching Award for Associate Instructors from the Kelley School of Business in 2011.

His publications include, “Pioneering orientation and firm growth: Knowing When and to What Degree Pioneering Makes Sense,” in the *Journal of Management* and “Aligning Strategic Processes in Pursuit of Firm Growth,” in the *Journal of Business Research*.

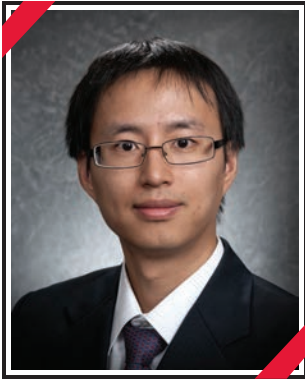


## Dr. Christopher Tuggle

Assistant Professor of Management (Strategy)

Dr. Christopher Tuggle received his Ph.D. in business administration with emphases in strategic management and entrepreneurship in 2004 from Texas A&M University. Prior to his arrival at the University of Nebraska-Lincoln, Tuggle was on the faculty at the Trulaske College of Business at the University of Missouri. His research interests include examining CEO and corporate board composition and effectiveness.

His recent publications include, “Shareholder Influence Over Director Nomination Via Proxy Access: Implications for Agency Conflict and Stakeholder Value,” in the *Strategic Management Journal*; “Attention Patterns in the Boardroom: How Board Composition and Processes Affect Discussion of Entrepreneurial Issues,” in the *Academy of Management Journal*; “The Philosophical Foundations of a Radical Austrian Approach to Entrepreneurship,” in the *Journal of Management Inquiry*; “Dynamic Creation: Extending the Radical Austrian Approach to Entrepreneurship,” in *Organization Studies*; and “Reigning in Activist Funds,” in *Harvard Business Review*.



## Dr. Jifeng Yu

Assistant Professor of Management  
(Strategy)

Dr. Jifeng Yu earned his Ph.D. in management from Georgia State University in 2006, and his M.S. in finance from the Shanghai University of Finance and Economics. Yu's research interest is in strategic management. He joined the University of Nebraska–Lincoln after serving on the faculty at the University of Nevada–Las Vegas.

Yu's recent publications include, "Effects of Alliances, Time and Network Cohesion on the Initiation of Foreign Sales by New Ventures," in the *Strategic Management Journal*; "The Payback of Innovation: Empirical Evidence from Firms that have Won Innovation Awards," in *Production and Operations Management*; "Pricing Mortality Securities with Correlated Morality Indices," in the *Journal of Risk and Insurance*; and "Modeling Annuity Lapse Rates," in the *Journal of Insurance and Risk Management*.





## Dr. Xin Zhao

Assistant Professor of Marketing

Dr. Xin Zhao received his Ph.D. in marketing from the David Eccles School of Business at the University of Utah. Zhao was on the faculty at the University of Hawaii-Manoa before joining the University of Nebraska-Lincoln. His research interests include consumer culture theory, market development in emerging economies and cultural aspects of consumption and branding.

Zhao's recent publications include, "Politicizing Consumer Culture: Advertising's Appropriation of Political Ideology in China's Social Transition," in the *Journal of Consumer Research*; forthcoming "We Buy Together: Consumer Empowerment in China," in the *Journal of Consumer Research*; forthcoming "Regularizing Political Symbols: China's Advertising Law and Politicized Advertising," in the *Journal of Advertising Research*; and "Advertising Consumer Culture in 1930s' Shanghai: Globalization and Localization in Yue Fen Pai," in the *Journal of Advertising*.



## Dr. Elina Ibrayeva

Assistant Professor of Practice in Management

Dr. Elina Ibrayeva received her Ph.D. in management from the University of Nebraska–Lincoln and also earned a Ph.D. in political economy from the Kazakh National State University. Ibrayeva joined the University of Nebraska–Lincoln from Southwest Minnesota State University. She has expertise examining developing country economies, looking at environmental and political challenges, and emerging entrepreneurship in those countries.

Ibrayeva’s publications include, “Entrepreneurial Self-Efficacy in Central Asian Transition Economies: Quantitative and Qualitative Analysis,” in the *Journal of International Business Studies* and “Environmental and Psychological Challenges Facing Entrepreneurial Development in Transitional Economies,” in the *Journal of World Business*.

Ibrayeva has studied executive entrepreneurship at the Maastricht School of Management in the Netherlands and received a Fulbright Scholarship to study in the U.S.



## Dr. Laurie Miller

Assistant Professor of Practice in Economics

Dr. Laurie Miller received her Ph.D. in economics and M.A. from the University of Wisconsin-Milwaukee. Her primary research interest is in labor economics.

Miller's dissertation, "Teams, Wages and Wage Dispersion," was published in the *International Journal of Manpower*. Her paper, "Caregivers, Firm Policies and Gender Discrimination Claims," was also accepted for publication forthcoming in *Review of Economics of the Household*.

She received the Perlman Prize for Outstanding Paper in Labor Economics in 2011.



## Jean Riley-Schultz

Assistant Professor of Practice in Accounting

Jean Riley-Schultz received her MPA from the University of Nebraska–Lincoln. Her primary area of focus is in financial accounting.

Riley-Schultz has over 25 years of experience in the field of accountancy, including becoming a certified public accountant in 1991. Working at Deloitte & Touche, she participated in audits and specialized in financial institution and corporate tax solutions. She

later worked as assistant vice president at Wells Fargo with compliance issues from the Securities and Exchange Commission, the Federal Reserve Bank and other key financial legislation in the state of Nebraska.

She has also taught accounting courses at the collegiate level for the past 20 years.



## Steve Welton

Assistant Professor of Practice in Marketing

Steve Welton received his MBA from Rockhurst University. His primary area of focus is in general marketing and strategic marketing for financial services firms.

Welton has 30 years of professional experience working in the marketing field for the financial and insurance industries. He served as vice president, strategic marketing at Ameritas Life Insurance, Corp., leading a staff of eight people and having responsibility for a \$1 million marketing budget.

Welton is a chartered life underwriter and chartered financial consultant. He completed executive development coursework at the Stephen M. Ross School of Business at the University of Michigan.



## Dr. Glenn Williams

Assistant Professor of Practice in Finance

Dr. Glenn Williams received his Ph.D. from the University of Florida, his MBA in finance from Rollins College. His expertise is in corporate finance, executive compensation and fixed income markets. Williams previously was on the faculty of The American University in Cairo, Egypt.

His publications include, “Drexel Burnham Lambert’s Bankruptcy and the Decline in Underwriter Fees in the 1990s,” in the *Journal of Financial Economics*.

Williams has professional experience in the energy industry. He worked as a consultant for the petroleum industry while in Egypt, developing and teaching multiple financial management seminars for managers.





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