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RESEARCH FACULTY

Herita Akamah

Assistant Professor of Accounting

Brian Baugh

Assistant Professor of Finance

Heng Chen

Assistant Professor of
Supply Chain Management and Analytics

Jamie D. Hyodo

Assistant Professor of Marketing

Yanxin (Graham) Liu

Assistant Professor of Actuarial Science

Andre F. Maciel

Assistant Professor of Marketing

Janet P. Near

Professor of Management and
Howard Hawks Chair in Business Ethics
and Leadership

K. Kelli Saunders

Assistant Professor of Accounting

Huanhuan Shi

Assistant Professor of Marketing

Troy A. Smith

Assistant Professor of Management

Daniel Tannenbaum

Assistant Professor of Economics

Larry J. Williams

Professor of Management
Director, Survey Research and
Methodology Program
Donald and Shirley Clifton Chair
of Survey Science

Juan (Julie) Wu

Assistant Professor of Finance

Di (Cindy) Xu

Assistant Professor of Actuarial Science

PROFESSORS OF PRACTICE

Samantha Fairclough

Assistant Professor of Practice in Management
Associate Director,
Center for Entrepreneurship

Tammie J. Fischer

Assistant Professor of Practice in Economics

Steven R. Hegemann

Assistant Professor of Practice in Accounting

Uchechukwu Jarrett

Assistant Professor of Practice in Economics

Laura McLeod

Assistant Professor of Practice in Marketing

Samuel A. Nelson

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Director, Center for Entrepreneurship

Mark Pogue

Assistant Professor of Practice in Management
Executive Director, Clifton Strengths Institute

Jill Trucke

Assistant Professor of Practice in Accounting

Kevin R. Wesley

Assistant Professor of Practice in Management



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Dr. Herita Akamah earned her Ph.D. in accounting from the Michael F. Price College of Business at the University of Oklahoma in May 2016. She worked in private industry for six years as an accountant and audit consultant. She returns to UNL after earning her master of professional accountancy from CBA in 2007. Her research interests include financial accounting, international accounting, earnings management, corporate disclosures, management forecast and tax avoidance.

Akamah's dissertation is titled "Strategic Non-Disclosure of Major Customer Identity."

ASSISTANT PROFESSOR OF ACCOUNTING

HERITA AKAMAH



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Brian Baugh will earn his Ph.D. in finance from the Fisher College of Business at The Ohio State University in 2016. He worked in private industry for four years, including at Boeing as a systems engineer. His research interests include household finance, corporate finance, behavioral finance, tax and real estate.

His research has been featured in the *New York Times*, Bloomberg, *Forbes*, Reuters and NPR.

ASSISTANT PROFESSOR OF FINANCE
BRIAN BAUGH



COLLEGE OF
BUSINESS ADMINISTRATION

Dr. Heng Chen earned his Ph.D. from the Isenberg School of Management at the University of Massachusetts Amherst in 2016. His research interests include the application of stochastic methods and data analytics for service improvement and cost reduction in the service sector, and newly arising supply chain management problems resulting from the use of unmanned aircraft systems technology.

He co-authored “Lower Cost Arrivals for Airlines: Optimal Policies for Managing Runway Operations under Optimized Profile Descent” in *Production and Operations Management*. His dissertation is titled “Service Improvement and Cost Reduction for Airlines: Optimal Policies for Managing Flight Operations Under Uncertainty.”

ASSISTANT PROFESSOR OF
SUPPLY CHAIN MANAGEMENT AND ANALYTICS
HENG CHEN



COLLEGE OF
BUSINESS ADMINISTRATION

Dr. Jamie D. Hyodo earned his Ph.D. from the Smeal College of Business at The Pennsylvania State University in 2016. His research interests include positive affect and emotion, moral psychology, persuasion and consumer-brand relationships (e.g., development, maintenance and recovery).

He co-authored “The Favor Request Effect: Requesting a Favor from Consumers to Seal the Deal” in *Journal of Consumer Research*. His dissertation is titled “The Multiple Facets of Gratitude: Exploring the Effects of Serendipitous, Salvation, and Serene Gratitude on Consumer Behavior.”

ASSISTANT PROFESSOR OF MARKETING

JAMIE D. HYODO



COLLEGE OF
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Dr. Yanxin (Graham) Liu earned his Ph.D. in actuarial science from the University of Waterloo in Ontario, Canada, in 2016. His research interests include mortality modeling and forecasting, mortality-linked security pricing, mortality/longevity risk measurement and management, and structural time series.

Liu has had two papers recently published in *Insurance: Mathematics and Economics*: “It’s All in the Hidden States: A Longevity Hedging Strategy with an Explicit Measure of Population Basis Risk”, and “The Age Pattern of Transitory Mortality Jumps and Its Impact on the Pricing of Catastrophic Mortality Bonds”. His dissertation is titled “Modeling and Managing Longevity Risk: Models and Applications.”

ASSISTANT PROFESSOR OF ACTUARIAL SCIENCE
YANXIN (GRAHAM) LIU



COLLEGE OF
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Dr. Andre F. Maciel earned his Ph.D. from the Eller College of Management at the University of Arizona in 2015. Prior to his appointment at UNL, he was a lecturer at the University of Arizona. He also spent ten years in private firms, including Dell and France Telecom. His research interests include gender, social class, consumer agency and mechanisms of market growth.

Maciel is the lead author of “Taste Engineering: An Extended Model of Consumer Competence Constitution” in *Journal of Consumer Research*. He received the “Best Special Session” award at the 2016 Consumer Culture Conference Theory Conference in Lille, France. In addition, he will have a book chapter in a volume to be published in 2017 by the West Virginia University Press titled *Untapped: Exploring the Cultural Dimensions of Craft Beer*. The chapter is titled “The Cultural Tensions between Taste Refinement and American Middle-Class Masculinity.” He also wrote the book, *An Intuitive Approach to Marketing through Inter-Personal Relationships* (original title: *A Fila Anda, Mas Não Empurra Que é Pior: Uma Abordagem de Marketing Sobre Relacionamentos Amorosos*). His dissertation is titled “The Role of Aestheticized Markets in Contemporary Formations of Social Class and Gender.”

ASSISTANT PROFESSOR OF MARKETING

ANDRE F. MACIEL



COLLEGE OF
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Dr. Janet P. Near joins CBA from the Kelley School of Business at Indiana University, where she was a professor of management and held the Dale M. Coleman Chair of Management. She earned her Ph.D. from the State University of New York, Buffalo. Her research interests include antecedents and consequences of life satisfaction and job satisfaction, and antecedents and consequences of organizational dissent (e.g., whistleblowing).

She has co-written three books, most recently *Whistle-blowing in Organizations*. In addition, she has authored or co-authored more than 70 refereed journal articles published in journals such as *Administrative Science Quarterly*, *Organization Science*, *Journal of Applied Psychology*, *Academy of Management Journal* and *Academy of Management Review*. She has served as an elected representative to both the OB Division and the Board of Governors of the Academy of Management and received a fellowship with the Committee on Institutional Cooperation (CIC) Academic Leadership Fellows Program in 1991-92 (associated with Big Ten universities); her other service activities include being department chairperson and doctoral programs chairperson at Indiana during her time there.

PROFESSOR OF MANAGEMENT AND
HOWARD HAWKS CHAIR IN BUSINESS ETHICS AND LEADERSHIP
JANET P. NEAR



COLLEGE OF
BUSINESS ADMINISTRATION

Dr. K. Kelli Saunders earned her Ph.D. from the Darla Moore School of Business at the University of South Carolina in 2015. She comes to CBA from Colorado State University, where she was a visiting professor. Prior to enrolling in a doctoral program, she worked for eight years as an auditor in public accounting. Her research interests include judgement and decision making in accounting, auditor-to-auditor interactions, auditor-to-client interactions, audit quality control mechanisms, internal audit, financial reporting and investor behavior.

Saunders co-authored “Attracting Applicants for In-House and Outsourced Internal Audit Positions: Views from External Auditors” in *Accounting Horizons*. Her dissertation is titled “Examining the Impact of Offshoring and Level of Preparer Judgement on the Audit Review Process.”

ASSISTANT PROFESSOR OF ACCOUNTING

K. KELLI SAUNDERS



COLLEGE OF
BUSINESS ADMINISTRATION

Dr. Huanhuan Shi earned her Ph.D. in marketing from the Smeal College of Business at The Pennsylvania State University in 2016. Prior to earning her Ph.D., she worked for four years at the China Financial Futures Exchange. Her research interests include econometric modeling in strategic marketing decisions and marketing analytics.

Shi co-authored “Replacing a Departing Salesperson: New Hire, Clone, or Star”, which won the Best Paper Award at the 2015 Summer AMA Conference. Shi’s dissertation titled “Effectiveness of Sales Rep Replacement Strategies in Business-to-Business Markets” won the David T. and M. Joan Wilson Business Markets Dissertation Award and Institute for the Study of Business Markets (ISBM) Doctoral Dissertation Award.

ASSISTANT PROFESSOR OF MARKETING

HUANHUAN SHI



COLLEGE OF
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Dr. Troy A. Smith earned his Ph.D. in management from the Mays Business School at Texas A&M University in 2016. His research interests include the intersection of leadership and motivation across levels of analysis, job attitudes and employee engagement, and spillover effects of work and non-work factors.

His recent publications in *Academy of Management Journal* include “My Family Made Me Do It: A Cross-Domain, Self-Regulatory Perspective on Antecedents to Abusive Supervision” and “Collective Organizational Engagement: Linking Motivational Antecedents, Strategic Implementation, and Firm Performance.” His dissertation is focused on when empowering leadership negatively affects team and individual proactivity and adaptability.

ASSISTANT PROFESSOR OF MANAGEMENT
TROY A. SMITH



COLLEGE OF
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Dr. Daniel Tannenbaum earned his Ph.D. in economics from the University of Chicago in 2014. Prior to his appointment at UNL, he was a postdoctoral scholar at the Becker Friedman Institute for Research in Economics at the University of Chicago. His research interests include labor, public and experimental economics.

Tannenbaum's dissertation is titled "Essays on the Economics of Education."

ASSISTANT PROFESSOR OF ECONOMICS

DANIEL TANNENBAUM



COLLEGE OF
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Dr. Larry J. Williams is the director of the Survey Research and Methodology program (SRAM), Donald and Shirley Clifton chair of survey science and professor of management. He joins CBA from the University of North Dakota, where he was a professor of psychology and director of the Consortium for the Advancement of Research Methods and Analysis (CARMA). He received his Ph.D. in organizational behavior from Indiana University. His research interests include the application of structural equation methods to various substantive and methodological concerns.

Williams established CARMA, an interdisciplinary center devoted to advancing faculty and students' knowledge of organizational and social science research methods and data analysis techniques, in 1997.

The Southern Management Association recognized him as the author of the third-most highly-cited article in the 40-year history of the *Journal of Management* in 2016. His research has been published in the *Academy of Management Journal*, *Journal of Applied Psychology*, *Personnel Psychology*, *Organizational Behavior and Human Decision Processes*, *Organizational Research Methods* and *Academy of Management Annals*.

PROFESSOR OF MANAGEMENT
DIRECTOR, SURVEY RESEARCH AND METHODOLOGY PROGRAM
DONALD AND SHIRLEY CLIFTON CHAIR OF SURVEY SCIENCE

LARRY J. WILLIAMS



COLLEGE OF
BUSINESS ADMINISTRATION

Dr. Juan (Julie) Wu earned her Ph.D. in finance from Mays Business School at Texas A&M University in 2007. She comes to CBA from the University of Georgia, where she was an assistant professor of finance in the Terry College of Business. Her research interests include securities markets, empirical asset pricing and corporate finance.

Wu co-authored “Short Selling and the Price Discovery Process” in *Review of Financial Studies* in 2013. The paper earned the runner-up prize for the *Review of Financial Studies* Michael J. Brennan Best Paper Award.

ASSISTANT PROFESSOR OF FINANCE
JUAN (JULIE) WU



**COLLEGE OF
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Dr. Di (Cindy) Xu earned her Ph.D. in actuarial science from the University of Waterloo in Ontario, Canada, in 2016. Her research interests include risk theory, queueing theory, distributional analysis of risks, modeling dependency in insurance portfolios, catastrophe risk analysis and pricing.

Xu co-authored “On the Analysis of Time Dependent Claims in a Class of Birth Process Count Models” in *Insurance: Mathematics and Economics*, and “Analysis of IBNR Claims in Renewal Insurance Models” in *Scandinavian Actuarial Journal*. She is an associate of the Society of Actuaries and is a two-time recipient of the \$20,000 James C. Hickman scholarship from the Society of Actuaries. Her dissertation is titled “Analysis of Time-Dependent Aggregate Claims and Its Application in Insurance.”

ASSISTANT PROFESSOR OF ACTUARIAL SCIENCE
DI (CINDY) XU



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Dr. Samantha Fairclough is the associate director of the Center for Entrepreneurship and assistant professor of practice in management. She joins CBA from the University of Mississippi, where she was an assistant professor of management. She earned her Ph.D. in management from the University of Oxford in 2009. Her research interests include the factors which encourage and develop women's entrepreneurship, the ways family firms respond to both innovation and environmental issues, and the creation and maintenance of elite organizational groups.

She has several publications, including "The Impact of External and Internal Entrapment on Firm Innovativeness: A Test of Moderation", which appeared in *Journal of Business Research*, and "Attention, Action, and Greenwash in Family-Influenced Firms? Evidence from Polluting Industries", which is forthcoming in *Organization & Environment*. She is a former environmental attorney, and is also an associate fellow of the Novak Druce Centre for Professional Service Firms in the Saïd Business School at the University of Oxford in England.

ASSISTANT PROFESSOR OF PRACTICE IN MANAGEMENT
ASSOCIATE DIRECTOR, CENTER FOR ENTREPRENEURSHIP
SAMANTHA FAIRCLOUGH



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Dr. Tammie J. Fischer earned her Ph.D. from UNL in 2000. She is also the director of the Center of Economic Education. Her research interests include economic education, economics of education and curriculum and instruction.

As an economic education consultant at the local, state and national levels on issues such as economics course development and instruction, Fischer provides her content expertise on the development and assessment on the state and national voluntary standards in economics. Locally, she has assisted school districts with the improvement of economics instruction, including course development and the creation of student banks and savings programs within their buildings. She has authored and co-authored many curriculum guides for educators consisting of classroom-ready lessons to assist in the teaching of economics to students of all ages and continues to make presentations on her work at the Center for Economic Education at local, state, national and international conferences. Her dissertation is titled “An Assessment of an Economics and Entrepreneurship Curriculum for Middle Level Students.”

ASSISTANT PROFESSOR OF PRACTICE IN ECONOMICS
TAMMIE J. FISCHER



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Dr. Steven R. Hegemann earned his doctorate from Pace University in New York City in 2013. Prior to his appointment at UNL he was an assistant professor of accounting at Nebraska Wesleyan University. He worked in private industry for 15 years, including at KPMG, LLP and Morgan Stanley. During this time, he was primarily involved in providing forensic accounting and litigation support to companies involved in SEC investigation. His research interests include ethics, financial reporting fraud, forensic analysis, international financial reporting standards, moral hazard and unintended consequences.

Hegemann's publications include "The Effect of FASB Statement No. 123R on Stock Repurchases: An Empirical Examination of Management Incentives", forthcoming in *Review of Pacific Basin Financial Markets and Policies*.

ASSISTANT PROFESSOR OF PRACTICE IN ACCOUNTING

STEVEN R. HEGEMANN



COLLEGE OF
BUSINESS ADMINISTRATION

Dr. Uchechukwu Jarrett earned his Ph.D. from the University of Wisconsin-Milwaukee in 2016. His research interests include macroeconomics, applied econometrics, development economics, finance, monetary economics and international economics.

Jarrett's dissertation is titled "Essays on Growth and Development: An International Economics Perspective."

ASSISTANT PROFESSOR OF PRACTICE IN ECONOMICS

UCHECHUKWU JARRETT



COLLEGE OF
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Laura McLeod earned a master of business administration from the Fuqua School of Business at Duke University and a bachelor of arts in English from Emory University. She has more than 20 years of sales and marketing experience, most recently as a marketing and community relations specialist with Whole Foods Market, where she was responsible for developing and implementing marketing strategies for the grocery retailer. McLeod's past experience includes fundraising for Harvard University, CARE International and The American Red Cross, as well as serving as a brand manager with The Coca-Cola Company.

ASSISTANT PROFESSOR OF PRACTICE IN MARKETING
LAURA MCLEOD



COLLEGE OF
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Dr. Samuel A. Nelson earned his Ph.D. in management from the University of Nebraska–Lincoln in 2011. He joined CBA in 2012 and had served as the interim director of the Center for Entrepreneurship since April 2015. His research interests include corporate persona, entrepreneurship education and psychological capital.

Nelson was integral in the design of the UNL entrepreneurship curriculum and taught many of the courses during the 2012-13 academic year. His dissertation is titled “A Longitudinal Examination of the Relationship between Corporate Financial Performance and the Corporate Persona Revealed in the Annual Report.”

ASSISTANT PROFESSOR OF PRACTICE IN MANAGEMENT
AND DIRECTOR, CENTER FOR ENTREPRENEURSHIP

SAMUEL A. NELSON



COLLEGE OF
BUSINESS ADMINISTRATION

Mark Pogue is assistant professor of practice in management and the executive director of the Clifton Strengths Institute. He earned his master of arts in leadership from the University of Nebraska-Lincoln.

Pogue has 30 years of experience in creating and delivering developmental programs for students, including 15 years as a senior learning and development consultant for Gallup. He founded Gallup's Higher Education Division, applying Gallup's management sciences of strengths, engagement and executive leadership to colleges and universities. He has been a Clifton Strengths Institute board member since 2010.

The Clifton Strengths Institute identifies and maximizes the talent of college students to guide their personal, professional and leadership development through the use and application of strengths-based sciences. Every business student will identify their strengths through the Clifton StrengthsFinder assessment and will receive strengths training and one-on-one strengths coaching their first semester through a one-hour credit course to help them develop and apply their strengths to achieve academic, personal and professional success.

ASSISTANT PROFESSOR OF PRACTICE IN MANAGEMENT
AND EXECUTIVE DIRECTOR, CLIFTON STRENGTHS INSTITUTE

MARK POGUE



COLLEGE OF
BUSINESS ADMINISTRATION

Jill Trucke joined the College of Business Administration School of Accountancy as a lecturer in 2014. She teaches a variety of classes, including Accounting for Business Decisions, Managerial Accounting and Intermediate Accounting II. She graduated from UNL with her master of professional accountancy in May 2000. After graduation she started a 14-year career as an auditor for Deloitte & Touche, where she audited private and public companies in many industries. She specialized in broker dealers and employee benefit plans.

ASSISTANT PROFESSOR OF PRACTICE IN ACCOUNTING
JILL TRUCKE



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Dr. Kevin R. Wesley earned his juris doctor from Creighton University in 2015 and his Ph.D. in higher education leadership from UNL in 2012. Prior to his appointment at CBA, he was an adjunct professor at UNL. He spent more than 24 years in the U.S. Navy, reaching the rank of commander, and completing nine combat deployments to the Balkans, Middle East and African regions. From 2009-13, he was an associate professor of naval science at UNL, serving as executive officer of UNL Naval ROTC unit and developing an accredited, ACE-approved 400-level undergraduate leadership course.

Wesley's dissertation is titled "A Motivated Workforce: A Mixed Methods Study of Worker Motivation at a Nebraska Manufacturing Company."

ASSISTANT PROFESSOR OF PRACTICE IN MANAGEMENT
KEVIN R. WESLEY



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