



HICKSON RESEARCH DAY – WINTER 2012

Friday March 2nd, 117 Drake Centre

Hickson Research Days are intended as venues for nurturing research-oriented activities within the Asper School of Business. The late Dr. Allister Hickson, after whom Hickson Research Day is named, was a member of the Department of Supply Chain Management until his passing in 2008. This Research Day honours collegiality and interest in the research of others – characteristics that Allister fully embodied.

Program Overview

8:45 am	Coffee and light snacks available
9:00–9:15	Opening remarks by the Dean
9:20–9:40	Bruno Dyck – “ <i>Opportunities to do research on small-scale farms in low-income countries</i> ”
9:45–10:05	Marcio de Oliveira Mota, Sergio W. Carvalho, and Cesar Lincoln Mattos – “ <i>Using the Database of Health Care Insurance Companies to Forecast the Health Risk of Their Beneficiaries: A Neural Network Approach</i> ”
10:10-10:30	Wendy Schultz – “ <i>PCAOB International Inspections and Audit Quality</i> ”
10:30–10:45	Coffee break 
10:45–11:05	Hamed Aghakhani, & Kelley Main – “ <i>The Effect of Social Exclusion on Advertising Deception</i> ”
11:10–11:30	Paul D. Larson, - “ <i>Supply Chain Challenges in Feeding Hungry People</i> ”
11:35–11:55	Fang Wan – “ <i>You Are Most Vulnerable When You Are Not Mindful: The Role of Mode of Exposure and Defense Mechanism in the Effects of Idealized Images</i> ”
12:00–1:00	Catered lunch – Fishbowl 
1:00 – 3:00	<i>Employee Well-Being Panel: Challenges and Responses</i> Panel Members: Ray Lee, Jen Bozeman, Nicole Barnabe and Sue Bruning (moderator)

PROGRAM DETAILS

Bruno Dyck - Opportunities to do research on small-scale farms in low-income countries

This presentation boldly goes where, oddly, very little research in organization and management has gone before. It is odd, and perhaps a telling travesty, that business scholars have done precious little research on small-scale farms (i.e., farms less than 2 hectares/5 acres in size). For a variety of compelling reasons, there should be realms of research done on small-scale farms. First, as has been the case throughout the history of humankind, small-scale farms are by far the most numerous of any kind of goods and service producing organization on the planet. There are about 500 million small-scale farms in the world’s developing countries, involving about 40 percent of the world’s population. Second, small-scale farms are among the most important organizations in the world, responsible for providing the nutritional needs for an estimated 2.6 billion people. And third, small-scale farms are in great need – about 70 percent of the world’s one billion malnourished people live on small-scale farms, due in part to mainstream agricultural practices that are both too expensive and degrade the soil. And fourth, we have the agricultural know-how to help double the productivity on small-scale farms and enhance the land; how to get that capacity implemented on the farms is a strategic organizational challenge.

Marcio de Oliveira Mota, Sergio W. Carvalho, and Cesar Lincoln Mattos - Using the Database of Health Care Insurance Companies to Forecast the Health Risk of Their Beneficiaries: A Neural Network Approach.

Health care costs and management is a major concern of governments of many countries. For this reason, forecasting health risk in order to offer preventive care and consequently reduce costs should be a priority for governments and health insurance companies. This research uses predictive labeling and neural networks with the use of Multilayer Perceptron to propose a model that classifies health insurance companies’ beneficiaries based on their risk of having a serious life threatening disease in the near future. This proposed model was successfully tested using real data from a Brazilian health insurance company. More specifically, it analyzed the medical and hospital claims of more than 300,000 beneficiaries to classify the risk of those beneficiaries of having a serious heart disease. The results point to a 49.66% level of accuracy in predicting the risk of having a heart disease three months before it is actually diagnosed. This proposed model provides health insurance companies with the opportunity to identify at risk beneficiaries, provide preventive care to those beneficiaries, and potentially save their lives.

Wendy Schultz - PCAOB International Inspections and Audit Quality

The Public Company Accounting Oversight Board (PCAOB or Board) was created by the Sarbanes-Oxley Act of 2002 (SOX). The PCAOB seeks to improve audit quality, reduce the risks of auditing failures, and promote public trust in both the financial reporting process and auditing profession. Accounting firms, both U.S. and non-U.S., must register with the PCAOB in order to prepare, issue, or participate

in audit reports of issuers. Registered public accounting firms are subject to PCAOB inspections in order to assess compliance with SOX, the rules of the PCAOB and SEC, and professional standards. The PCAOB's ability to conduct inspections in certain non-U.S. jurisdictions, however, has been complicated by the need to address potential legal obstacles and sovereignty concerns. In 2010, the PCAOB published a list of over 400 non-U.S. companies whose financial statements were filed with the SEC in 2009 or 2010, but whose PCAOB-registered auditors the Board could not inspect because of asserted non-U.S. legal obstacles. The auditors of the issuers appearing on the list were located in China, Hong Kong, Switzerland and 18 European Union countries. This paper examines differences in audit quality between issuers audited by inspected and uninspected non-U.S. audit firms.

Hamed Aghakhani, Kelley Main The Effect of Social Exclusion on Advertising Deception

Prior research on social exclusion posits that people are not able to manage their emotions after feeling exclusion and their emotions do not operate properly. This research focuses on the effect of this impaired emotion management on people's attitudes towards advertising. Based on advertising literature, deception has a negative effect on subsequently encountered similar products and sources, as well as people's attitudes towards advertising and marketing as an abstract concept. We hypothesize that feeling exclusion intervenes in the carryover effect of biased distrust towards subsequent advertising. It is also discussed that negative attitudes towards subsequent advertising could be the least likely to occur when the subsequent advertising conveys the affiliation concept to consumers. In addition, this research shows that the effects of exclusion do not last long on people's attitudes towards subsequent advertising, and this effect decreases as the time interval between exclusion and subsequent advertising exposure increases. The findings of this research could be applicable for consumers who are faced by this situation and educate them to control their emotion to avoid any unwanted consequences of impaired emotion.

Paul D. Larson - Supply Chain Challenges in Feeding Hungry People

According to Action against Hunger, an international humanitarian organization committed to ending world hunger, over one billion people on earth are hungry. Amazingly, the world produces more than enough food for everyone, but many people cannot access their fair share of this food. Some people are starving, others are overfed, and many tons of food is discarded every day. This looks like a supply chain problem. While hunger is often associated with famine in Africa, it is also a growing problem in North America. Winnipeg Harvest distributes food to almost 58,000 people each month. Last year, Winnipeg Harvest distributed nearly 11 million pounds of food to over 320 member agencies across Manitoba, including food banks and soup kitchens. In 2010-11, the Canadian Foodgrains Bank supported 108 food aid and security projects in 35 countries, from Afghanistan to Zimbabwe, reaching over 2.3 million people. This presentation will identify and discuss supply chain challenges and opportunities in not-for-profit (NFP) food distribution, in both developed and developing countries. People working in the sector will be

interviewed. Supply chain literature will be combined with insight from the practitioners to develop ideas to make food banks more effective, along with an agenda for future research.

Fang Wan - You Are Most Vulnerable When You Are Not Mindful: The Role of Mode of Exposure and Defense Mechanism in the Effects of Idealized Images

Across three studies, we examined the impact of exposure to idealized female images, blatantly versus subtly, on females' self-evaluations after exposure, as well as attitude towards brands endorsed by models with these idealized body images, in marketing communications. We theorized and showed that blatant exposure can elicit defensive coping, leading to a more positive self-evaluation and a lower brand attitude toward a brand endorsed by a model with an idealized body image. When exposure is subtle, however, idealized body images lead to lowered self-evaluations and increased evaluations of endorsed brands.

Panel Discussion. Employee Well-Being Panel : Challenges and Responses

Moderator: Sue Bruning

Presenters Ray Lee, Jen Bozeman, Nicole Barnabe, Sue Bruning

The overall theme of the panel are challenges to employee well-being and employee responses to those challenges. Three of the papers examine the issues within the healthcare sector and address issues such as burnout and absenteeism. The fourth paper examines employee responses to supervisor abusive behaviours.

Ray Lee (paper by Lee & Lovell):

The mental and physical health states of physicians are of much interest and concern in recent years. Boudreau et al. (2006) found that 46% of the physicians who responded to a CMA-sponsored survey were in the advanced burnout stages. The high levels of burnout incur costs through decreased productivity and increased absenteeism/turnover, which in the long-term, threaten patient safety. Lee et al.'s (2010) survey of physicians in Manitoba considered a number of correlates of burnout and physical symptoms of stress. We found that job demands (workload, work-life conflict), and resources (autonomy, predictability and understanding) were differentially related to the outcome variables, and that interpersonal demands (emotional labour) and resources (communication skills/competencies) were related over-and-above the job variables. Lovell et al.'s (2009) analysis of the respondents' write-in comments in the survey pointed to additional factors that attenuated physician wellbeing. They included workplace incivility, lack of administrative and collegial support, staff shortages, difficulties in patient and practice management, and areas needed in continuing professional development.

To determine the external validity of our findings and to examine a broader array of

correlates, we conducted a meta-analytic review of research on physician burnout (Lee et al., 2011). We covered 67 independent samples of medical doctors from across diverse geographic regions and specialties. Our aim was to document how strongly the burnout dimensions of emotional exhaustion and depersonalization were associated with the drivers and constraints of work engagement, health and safety practices, and work attitudes, as well as with contributors to good/poor health and coping strategies. In addition to estimating the population effect sizes, we compared the effect sizes between the two largest regions, Americas and Europe, and between inpatient and outpatient specialty groups. Our findings are discussed in terms of recognizing the major risk factors and effects in physicians, implementing HHR policies and interventions to manage/prevent burnout and promote engagement, and extending research on burnout to the nursing and other healthcare professions.

Nicole Barnabe (paper by Bruning, Barnabe & Irvine-Day):

This study examines a variety of personality factors, safety climate, and employee stress and burnout using a survey sample of nearly 200 health care providers in a long-term care facility. A three-stage model was hypothesized with safety climate and personality factors as precursors of employee stress and stress as a precursor to burnout. The relationships of these factors to employee absenteeism was also examined. The study supports existing knowledge on the relationships between stress and burnout and its consequences. It also contributes to the literature through the inclusion of both safety climate and personality factors in a job demands-resources (JD-R) model.

Sue Bruning (paper by Bruning):

Statistics have shown that workplace safety is a growing concern for Canadian workers. In response to this need and recognizing the particular vulnerability of the health care sector, the purpose of this project was to improve our understanding of the role of health care managers and supervisors in creating a safe work climate for non-supervisory health care employees. Perceptions from managers, supervisors and a broad range of workers in the health care sector were surveyed about the safety climate in their respective health care settings, and these responses were related, to employee outcomes such as workplace injuries, absenteeism and other well-being indicators (continuance commitment, affective commitment, psychosomatic complaints, self-reported health, intention to leave the organization and job satisfaction). The data were collected from health care facilities located in all eleven of Manitoba's Regional Health Authorities (RHAs). The data represents the responses from a total of almost 2200 employees at all levels of the organizations.

Jen Bozeman (paper by Bozeman, Hershcovis & Bowling):

In this paper Bozeman, Hershcovis, and Bowling examine predictors of supervisor-directed aggression. Drawing on conservation of resources (COR) theory (Hobfoll, 1989) and self-verification theory (Swan & Read, 1981) they derive hypotheses concerning why some individuals may be more susceptible to abusive supervision and why some are more likely to respond to abusive supervision with supervisor-directed aggression. Specifically they posited that highly entitled individuals threaten supervisor resources leading to abusive supervision. These researchers then consider individual self-views as a moderator in the abusive supervision – supervisor-directed aggression relationship. According to Crocker and Wolfe (2001) individuals differ in which domain they base their self-esteem (e.g., virtuousness, competitiveness, attractiveness), leading Bozeman et al. to hypothesize that those low in virtue-contingent self-esteem would be more likely to respond to abusive supervision with supervisor-directed aggression. Using a two-wave internet sample, they found individuals high in entitlement experienced more abusive supervision at time 1 which predicted supervisor-targeted aggression for those whose self-esteem was not highly contingent on virtue at time 2.

Thank you for your participation!

The Research and Publications committee consists of Fang Chen, Bruno Dyck, Kelley Main, Nick Turner and Steven Zheng. Many thanks to Mary Ellen White for their help while organizing the event. Thanks also to all presenters and attendees of the research day. We welcome your feedback related to initiatives undertaken by the committee.

