LSB Faculty-Student Honors Mentoring Matching Program

Whitney Bross

1. **Academic Area - Selected Choice:** Economics
2. **Academic Area - Other - Text:** [blank]
3. **Email Address:** Wbross@butler.edu
4. **Primary Research Areas:** Economics of education, Public policy
5. **Research Methodologies:** Econometric/Statistical modeling
6. **Willing to Mentor Outside Primary Field:** Maybe, depending on the project
7. **Willing to Meet to Formulate Topics:** Yes
8. **Current Research Projects:** [blank]

Alexander Mitchell

1. **Academic Area - Selected Choice:** Marketing
2. **Academic Area - Other - Text:** [blank]
3. **Email Address:** aimitchell@butler.edu
4. **Primary Research Areas:** Branding, consumer behavior, innovation, public policy, new media
5. **Research Methodologies:** Case study methodology, In-depth interviews, Content analysis, Grounded theory
6. **Willing to Mentor Outside Primary Field:** Maybe, depending on the project
7. **Willing to Meet to Formulate Topics:** Yes
8. **Current Research Projects:** One project explores how consumers preserve and maintain neighborhood association. Our context is a neighborhood in the midwestern United States, founded on neo-traditional principles of New Urbanism as well as the developer's vision to break from conventional suburban development. Using a conceptual framework rooted in imprinting theory, we find consumers draw on a collectively understood moral core, imprinted at the neighborhood's founding, to guide them in enacting neighborliness, mitigating external threats, and negotiating an evolving taste regime. These efforts seek to preserve idealistic notions of utopian place against the practical realities of daily neighborhood life.

   In a second project, I explore an alternative culturally based model of branding termed ephemeral-based branding that captures how consumers and brands navigate liquid social arrangements of contemporary life. We use the case of the quick service restaurant Taco Bell, and its brand activation entitled The Bell Hotel, which ran between August 8 and 11, 2019. We draw on theories of aesthetics and aesthetic categories to inform our understanding of the brand's activities and the nature of consumers' engagement with the brand.

   In a third project just getting started, we are exploring consumer experiences of medical debt and the ways debt impacts well-being. We are working with community organizations in the Indianapolis area to help develop interventions and policy changes to address this pressing social issue.

Ronia Hawash

1. **Academic Area - Selected Choice:** Economics
2. **Academic Area - Other - Text:** [blank]
3. **Email Address:** rhawash@butler.edu
4. **Primary Research Areas:** Economic development, Health Economics, Impacts of Political conflict
5. **Research Methodologies:** Econometric/Statistical modeling
6. **Willing to Mentor Outside Primary Field:** No
7. **Willing to Meet to Formulate Topics:** Maybe, depending on availability
8. **Current Research Projects:** [blank]

Matthew Lanham

1. **Academic Area - Selected Choice:** Business Technology and Analytics
2. **Academic Area - Other - Text:** [blank]
3. **Email Address:** mlanham1@butler.edu
4. **Primary Research Areas:** Predictive modeling, optimization, simulation, decision support systems, data-driven decision making
5. **Research Methodologies:** Econometric/Statistical modeling, Optimization & simulation, Data mining & machine learning
6. **Willing to Mentor Outside Primary Field:** Maybe, depending on the project
7. **Willing to Meet to Formulate Topics:** Maybe, depending on availability
8. **Current Research Projects:** Identifying and reinforcing the need for certain types of optimization model constraints when predictive models are used within the optimization model.

   Using GenAI within the judicial system to support judges in their case work at the Indiana Supreme Court and Marion Count Courts.

   Creating data competitions, tools, and cases to improve business analytics education. I started Indiana's Crossroads Classic Analytics Challenge, the National Data for Good Competition, and just recently created a Jeopardy style app in R to improve discussions in MS 365 Predictive Analytics class.

Mauricio Melgarejo

1. **Academic Area - Selected Choice:** Accounting
2. **Academic Area - Other - Text:** [blank]
3. **Email Address:** mmelgare@butler.edu
4. **Primary Research Areas:** Impact of Accounting information on Capital Markets, Earnings/Accrual quality, Management Control Systems
5. **Research Methodologies:** Econometric/Statistical modeling, Case study methodology
6. **Willing to Mentor Outside Primary Field:** Yes
7. **Willing to Meet to Formulate Topics:** Yes

8. **Current Research Projects:** Cash is King: Speed of Adjustment in Latin American Firms' Cash Holdings During the COVID-19

   Earnings quality of multinational corporations: Evidence from Latin America before and after IFRS implementation

Tom Hanson

1. **Academic Area - Selected Choice:** Finance
2. **Academic Area - Other - Text:** [blank]
3. **Email Address:** tahanson@butler.edu
4. **Primary Research Areas:** Investments, Financial literacy, Quantitative analysis including psychometrics
5. **Research Methodologies:** Econometric/Statistical modeling, Experimental design, Survey research, Optimization & simulation, Data mining & machine learning
6. **Willing to Mentor Outside Primary Field:** Yes
7. **Willing to Meet to Formulate Topics:** Yes
8. **Current Research Projects:** Multiple projects on financial literacy (some co-authored with students) that used surveys to examine how family experiences and privacy orientations affect financial knowledge, literacy, and confidence.

   An event study on Congressional stock trading to investigate abnormal returns around trading and information releases about trades.

   A study to investigate the profitability of various algorithmic trading strategies and investment returns.

Bryan Foltice

1. **Academic Area - Selected Choice:** Finance
2. **Academic Area - Other - Text:** [blank]
3. **Email Address:** bfoltice@butler.edu
4. **Primary Research Areas:** Behavioral Finance, Personal Finance, Trading Strategies, Retirement Savings
5. **Research Methodologies:** Experimental design, Survey research
6. **Willing to Mentor Outside Primary Field:** Yes
7. **Willing to Meet to Formulate Topics:** Maybe, depending on availability
8. **Current Research Projects:** [blank]

Kuhelika De

1. **Academic Area - Selected Choice:** Economics
2. **Academic Area - Other - Text:** [blank]
3. **Email Address:** kde@butler.edu
4. **Primary Research Areas:** Macroeconomics, Monetary Economics, International Economics, Development Macroeconomics

5. **Research Methodologies:** Econometric/Statistical modeling
6. **Willing to Mentor Outside Primary Field:** Maybe, depending on the project
7. **Willing to Meet to Formulate Topics:** Yes
8. **Current Research Projects:** Link to my website: https://kuhelika-de.weebly.com/

   Working Papers/Work in Progress

   "Do Remittances matter for Business Cycles? The Role of Financial Development" "Climate Shocks and and House Prices" "Financial Conditions and Monetary Policy Transmission" "Economic Policy Uncertainty, Households Consumption and Inequality"

Peg Padgett

1. **Academic Area - Selected Choice:** Management
2. **Academic Area - Other - Text:** [blank]
3. **Email Address:** mpadgett@butler.edu
4. **Primary Research Areas:** gender issues in hiring (ways in which women are treated differently than men, perceived differently or have different hiring outcomes) or leadership (e.g. perceptions of female vs. male leaders); factors influencing attraction to an organization; nepotism in the hiring process; flexible work schedules and especially how adopting those schedules differentially affect men and women
5. **Research Methodologies:** Experimental design, Survey research
6. **Willing to Mentor Outside Primary Field:** Maybe, depending on the project
7. **Willing to Meet to Formulate Topics:** Yes
8. **Current Research Projects:** [blank]

Aviel Cogan

1. **Academic Area - Selected Choice:** Entrepreneurship
2. **Academic Area - Other - Text:** [blank]
3. **Email Address:** arcogan@butler.edu
4. **Primary Research Areas:** Identity, social entrepreneurship, social cognition, well-being, strategy
5. **Research Methodologies:** Case study methodology, In-depth interviews, Content analysis, Grounded theory
6. **Willing to Mentor Outside Primary Field:** Maybe, depending on the project
7. **Willing to Meet to Formulate Topics:** Maybe, depending on availability
8. **Current Research Projects:**

   Not Me, Not Yet, Not Anymore: Founder Identity and Entrepreneurial Disidentification (R&R3 at Journal of Business Venturing)

   Research recognizes that founders can identify with a variety of entrepreneurial identities. Yet, we possess limited insight into entrepreneurial disidentification, or the process through which individuals identify as not an entrepreneur. Through a longitudinal, qualitative study, our findings and theorizing reveal how and why entrepreneurial

disidentification emerges and evolves over time by highlighting three disidentification processes: denying, seeking, and transitioning. In doing so, we expand the explanatory reach of founder identity theory and extend its theorization of multiple identities and founder agency. We also advance our understanding of identity tensions in the context of social entrepreneurship by problematizing the relationship between empathy and intersectionality.

A "Rising Tide" Can Lift Some Boats Higher Than Others: The Coopetition Practices of Entrepreneurs in a Mature Industry (write-up stage; submitted to BCERC 2026)

Entrepreneurs can gain significant value from cooperating with competitors, an activity known as coopetition. Yet our knowledge of the mechanisms and motivations behind coopetition is limited by an overwhelming focus on large firms entering nascent industries. Through a semi-ethnographic study of board game entrepreneurs, we explore how and why small firm founders engage in coopetition in a mature industry. Our findings reveal coopetition as a long-term strategic practice used to strengthen both the industry and individuals' power over it through selective support, symbolic performance, and self-aggrandizing solidarity. We thus extend theory on social identity, industry legitimation, symbolic capital by highlighting the interrelationships between intragroup derogation, performative identity work, and status-striving.

Alli Fetter-Harrott

1. **Academic Area - Selected Choice:** Other
2. **Academic Area - Other - Text:** Law
3. **Email Address:** Afetterh@butler.edu
4. **Primary Research Areas:** Business law
5. **Research Methodologies:** Case study methodology, Content analysis
6. **Willing to Mentor Outside Primary Field:** No
7. **Willing to Meet to Formulate Topics:** Maybe, depending on availability
8. **Current Research Projects:** I wanted to understand legal doctrine governing attorney fee awards in disability discrimination cases. So I conducted a search for cases, read all the cases published by courts on this issue, and summarized the rules of the cases to create a model of the law in this area. Then I made suggestions for future decision-making so that we can better accomplish the goals of the law. This is a type of legal research. And I hope that institutional decision-makers, lawyers, and judges can use my article to help them make decisions.

Jacob Lennard

1. **Academic Area - Selected Choice:** Accounting
2. **Academic Area - Other - Text:** [blank]
3. **Email Address:** jlennard@butler.edu
4. **Primary Research Areas:** Social and environmental accounting
5. **Research Methodologies:** Behavioral/experimental
6. **Willing to Mentor Outside Primary Field:** Maybe, depending on the project

7. **Willing to Meet to Formulate Topics:** Maybe, depending on availability
8. **Current Research Projects:** [blank]

"I Know It When I See It: A Theoretical Framework and Research Agenda for Examining Industry Controversy"

This paper develops a theoretical framework for understanding *industry controversy*, a social phenomenon in which moral disagreement emerges around the legitimacy of an industry's routine practices. Although prior research across sociology, economics, and organization science has examined contested markets and 'sin' industries, these studies have lacked a theoretically grounded definition or integrative structure. Drawing on legitimacy theory and stigma theory, this paper defines controversial industries as those characterized by a difference of opinion at a societal level regarding a routine feature of the industry and introduces a four-domain schema (rationalized, divisive, venial, deviant) to distinguish industries by their functional versus hedonic utility and the degree of stigma transfer to stakeholder. The framework provides a foundation for predicting organizational behavior and social evaluation across morally contested markets and outlines and research agenda that connects industry controversy to core issues in accounting, management, marketing, finance, entrepreneurship, and economics. Finally, the paper contends that concerns over stigma transfer extend beyond the marketplace into academia itself, where taboo industries such as sex work and pornography remain understudied due to reputational risks, and argues that studying these industries is essential for advancing knowledge on how moral boundaries shape market systems and organizational life.

"The Effectiveness of Prosocial Rewards and Cash Rewards in Internal Whistleblower Programs"

There is growing interest in both practice and research on the use of prosocial rewards to recognize and motivate employees, though prior research mainly focuses on their motivational effects on effort. We use an experiment to examine the relative effectiveness of prosocial rewards versus cash rewards at increasing the likelihood of whistleblowing internally within the organization. We focus on a common organizational setting where the employee encounters uncertainty when assessing the occurrence and the impact of potential misconduct. We find that prosocial and that prosocial rewards are not less motivating than cash rewards, despite its economic disadvantage. Our mediation analyses further provide some weak evidence that the positive effect of prosocial rewards on whistleblowing works indirectly through increasing perceived morality of whistleblowing, whereas there is no such indirect effect for cash rewards. Our study provides insight on the outcomes of using prosocial rewards versus cash rewards in internal whistleblower programs for organizations interested in incentivizing whistleblowing with different reward types.