Faculty Presenting

1. Jason Stornelli - Marketing
2. Ryann Reynolds-McIlInay – Marketing/Merchandising Management
3. Shan He - Finance
4. Sam Cho – Strategy/Entrepreneurship

Faculty Not Able to Attend

1. Manuela Hoehn-Weiss – Strategy/Entrepreneurship
2. Lawrence Houston - Management
Jason Stornelli
Assistant Professor
Marketing
Jason Stornelli  
Assistant Professor – Marketing  

jason.stornelli@oregonstate.edu  

I study self-regulation  

- I examine how people manage their feelings, thoughts, and emotions, with the aim of helping them to act in ways that leave them happier, healthier, and wealthier.  

- I draw from the marketing, psychology, genetics, and management fields.  

- I mainly carry out studies using lab experiments.  

Current research  

Goal pursuit  
- How do we develop more effective tools to help people achieve important goals?  
- When and how do they use these tools (or not use them)?  

Identity and affiliation  
- How do consumers judge brand relationships that are related / counter to their identity?  
- How do people contribute to culture at work?  
- How do people react when a product may immorally harm the self?  

Genetics  
- When and how do genes influence  
  - Whether people trust each other?  
  - How people judge the value of products?  
  - How people exercise patience?  

Teaching  

- Consumer Behavior  
- Integrated Marketing Communications / Advertising Management
Ryann Reynold-McIlney
Assistant Professor
Marketing/Merchandising Management
Ryann Reynolds-McIlney
Assistant Professor, Marketing/Merchandising Management
Email: ryann.r@oregonstate.edu
Office: Austin Hall 402

Research Focus
• Impact of retail environment on consumers and shopping behaviors
• Consumer behavior, shopper marketing, sensory marketing
• Experimental Design
• Member, Journal of Retailing Editorial Review Board

Prior Honors Thesis
• Examines cultural orientation with retail background music tempo impact on shopping experience satisfaction

Teaching
• Retail Strategy/Merchandising Management
Shan He
Associate Professor
Finance
Shan He
Associate Professor
Finance
shan.he@oregonstate.edu
Austin Hall 436

Research Focus
Corporate Finance
• Security issuance: Initial Public Offerings, Seasoned Equity Offerings
• Corporate Restructuring: Spin-offs, Mergers and Acquisitions
• Corporate Governance
• Institutional Investors

Teaching
• Corporate Finance
Sam Yul Cho
Assistant Professor
Strategy and Entrepreneurship
Sam Cho

Performance of Ventures in Accelerators: Uncovering the Cohort Effects

Research topics
(1) The impact of accelerators on startups
(2) The impact of cohorts on startups

Assistant Professor
Strategy and Entrepreneurship
sam.cho@oregonstate.edu
Austin Hall 318

Research Focus
Strategy
• CEOs
• Mergers and acquisitions
Entrepreneurship
• IPO
• Accelerators
• Venture capital
• Innovation

Teaching
• Strategic Management
Manuela Hoehn-Weiss
Associate Professor
Strategy and Entrepreneurship
Manuela Hoehn-Weiss

Associate Professor
Strategy and Entrepreneurship
Manuela.HW@oregonstate.edu
Austin Hall 322

Research Focus

Resource acquisition by firms:
1) Alliances and alliance portfolios
2) Resource configurations
3) New ventures

Teaching

• Entrepreneurship and Innovation
• Strategic Management
Lawrence Houston
Assistant Professor
Management
Lawrence Houston III

Assistant Professor of Management
Teaches OB and Research Methods
Email: lawrence.houston@oregonstate.edu
Office: OSU Portland Center

Research Focus

The primary goal of my research program is to understand the ways that employees build and maintain strong, positive relationships at work, including customer-employee, coworker-coworker, and leader-follower relationships.

As a way to address this goal, my current research focuses on:
1. Diversity & Cultural Intelligence (CQ)
2. Organizational Leadership, within hospitals, congress, and tech industry
Thank You