



College of Business



Faculty Matching Reception



Faculty Presenting

1. Jason Stornelli - Marketing
2. Ryann Reynolds-McInay – 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

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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- McInay

Assistant Professor
Marketing/Merchandising Management

Ryann Reynolds-McIlroy

Assistant Professor,
Marketing/Merchandising
Management

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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
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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
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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