

Honors College and College of  
Business Faculty Student Mixer

# Keith Leavitt

Associate Dean for Research  
Associate Professor  
Betty S. Henry Amundson Faculty Scholar in Ethics

- [Keith.Leavitt@oregonstate.edu](mailto:Keith.Leavitt@oregonstate.edu)
- Austin Hall 388



# Research Focus

- Behavioral ethics (lying, cheating, stealing) in organizations
- Identity and situated judgments at work
- Human sustainability
- Research methods

# Michelle Barnhart, Ph.D.



Associate Professor of Marketing

**Courses taught:** Professional Sales, Principles of Marketing, Services Marketing

**Research focus:** cultural norms, social groups, individual identity, gun use and culture, gun rights and gun control consumer movements, consuming in old age, consumers' use of credit and debt

[Michelle.barnhart@oregonstate.edu](mailto:Michelle.barnhart@oregonstate.edu)

Austin 404

## HC Mixer | Spring, 2021

Andrea Marks, College of Business



**Professor and Program Director**  
Design and Innovation Management  
School of Marketing, Analytics and Design

[Andrea.marks@oregonstate.edu](mailto:Andrea.marks@oregonstate.edu)  
Austin Hall, 340

### Teaching

- Design Thinking and Process Innovation (DSGN341)
- Introduction to Design Management (DSGN342)
- Design Research (DSGN440)

### Honor's Colloquium

- Exploring History Through the Graphic Novel
- The New Yorker Cartoons: History and Humor

### Research

**My research/creative interests include:**

- Graphic Design/Marketing and Brand Design
- Design History
- Design Thinking/Human-Centered Design
- Data Visualization

### Thesis Topic Opportunities

- Ways in which data/data visualization is consumed, understood/misunderstood and presented to specific audiences and the impact data visualization can have in communicating information in various contexts.
- How data visualization can enhance online learning environments (current research)
- Visual thesis projects that focus on a topic

# Shaokun Fan



Assistant Professor in  
Business Analytics

[fans@oregonstate.edu](mailto:fans@oregonstate.edu)

Research focus:

- Cryptocurrency
- Data/Text mining

Current research: Transaction fee  
crisis in cryptocurrency:

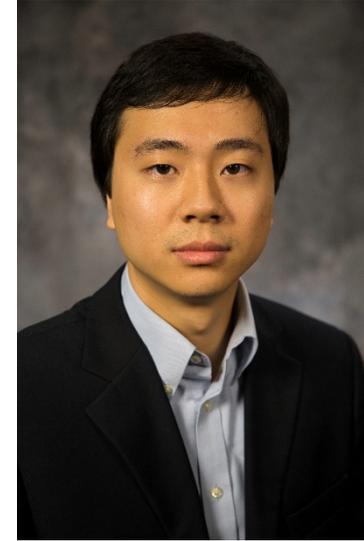
- How are transaction fees determined in cryptocurrency systems such as Bitcoin?
- How to predict the transaction time in cryptocurrency systems such as Bitcoin?
- How does the transaction fee problem affect the system stability?

# Zero Deng

Assistant Professor of Accounting

[junfang.deng@oregonstate.edu](mailto:junfang.deng@oregonstate.edu)

Austin Hall 428



## Teaching Experience

- Intermediate Financial Accounting
- Corporate Taxation

## Research Interests

- How do firms avoid taxes (or shift income)
- Why do some avoid taxes and others don't
- What are the consequences of avoiding taxes



**Oregon State University**  
College of Business



**Oregon State**  
**Accounting**

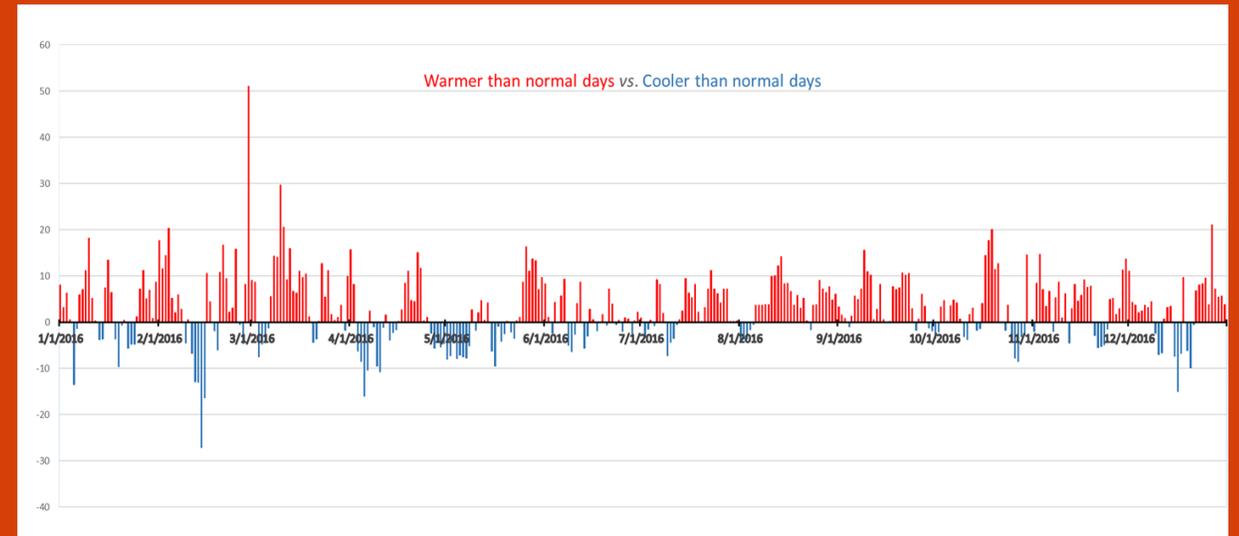
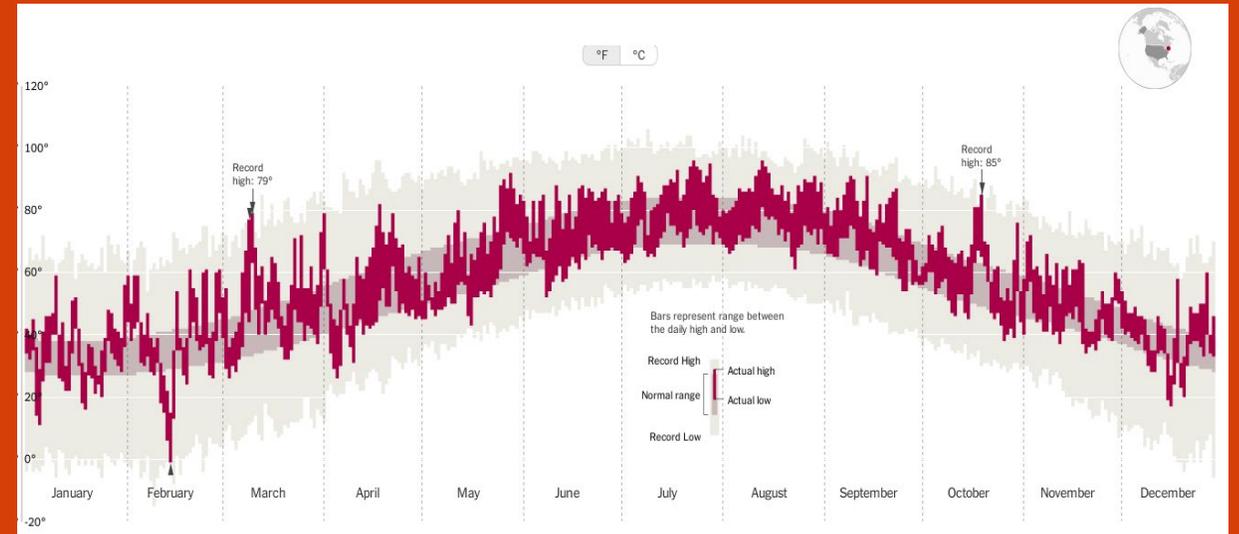
# Reindert (René) Reitsma

Professor, Business Information Systems (BIS), College of Business

reitsmar@oregonstate.edu  
Austin Hall 471 (sort of)

## Research Focus

- Digital Libraries
- Information Visualization



# JEFF BARDEN

Associate Professor, Strategy & Entrepreneurship

jeff.barden@oregonstate.edu

## Teaching

Strategic Management (Undergraduate & MBA)

Organization Theory (PhD)

## Research

Organization Exchange (Alliances, Human Resource Selection, Risk Behavior)

Innovation Management (Patents, Star Scientists, IP Rent Appropriation)

Sport Management (Risk Behavior in the MLB and NBA Drafts, Player Trades)

Methods: Archival Data, Survey



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# Heather Pesch

## Accounting

### Assistant Professor



heather.pesch@oregonstate.edu

I study the organizational norms, controls and ethics:

- Broadly, I am interested in understanding how individuals make ethical decisions within the context of an organization.
- I primarily use surveys, lab experiments, and agent-based models (i.e., computer simulations).

## Current research

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### Impact Controls on Corrupt Organizational Norms

- Which controls best
  - remediate corrupt organizational norms?
  - maintain an ethical climate?

### Impact of forgiveness on future ethical decisions

- How does forgiveness of past behavior affect future ethical decisions?

### Controls and policies around academic research

- How do editorial times compare across business disciplines and impact tenure clock extensions?
- Do gender neutral clock extension policies bias against women and primary care-givers?
- How prevalent is "P-Hacking" in top-tier accounting research?

## Teaching

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- Financial Reporting
- Accounting Analytics

# Honors College College of Business Mixer



**Michelle Marie, Ph.D.**

*michelle.marie@oregonstate.edu*

Program Manager

InnovationX Center of Excellence for Innovation and Entrepreneurship

Work with me on:

- Developing a business (any kind!)
- Building a social change movement
- Creating a community organization
- Designing a product or service
- Apparel design projects

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# Jason Stornelli

## Marketing

### Assistant Professor



jason.stornelli@oregonstate.edu

I study **self-regulation**

- I examine how people manage their feelings, thoughts, and behaviors, with the aim of helping them to act in ways that improve their life.
- I draw from the marketing, psychology, genetics, and management fields.
- I mainly carry out studies using lab experiments.

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## 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)?

### Emotions and emotion regulation

- How do consumers judge brand relationships that are related / counter to their identity?
- How can people foster mindful, wiser behaviors in their consumption and life?

### Cooperation and collaboration

- When and how do genes influence whether people trust each other?
- How do people contribute to culture at work?

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## Teaching

- Consumer Behavior (including an Honors College section in SP2022)
- Integrated Marketing Communications / Advertising Management
- Marketing Strategy Capstone (MBA/MSB)



Hi, I'm Professor Inara Scott. I teach business law, sustainable business, and environmental law. I'm a former energy lawyer and I now do research in the areas of sustainable business, corporate social responsibility, and inclusive teaching/pedagogy.

**Current research:**  
*Sustainable Capitalism: Contradiction in Terms or Essential Work for the Anthropocene? Is capitalism fundamentally incompatible with sustainability, or can this system be saved?*

**What could you do?**  
*Research into sustainable business practices, corporate social responsibility, business law, and environmental regulations that impact business models and practices.*

Contact me at:

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484 Austin Hall; @newenergyprof

A business model for success:  
Enterprises serving the base of the pyramid with off-grid solar lighting.



**Beyond Zero-Sum  
Environmentalism: Energy  
Policy: No Place for Zero-Sum  
Thinking**



**Recreating Corporate Social Responsibility in an Era of  
Globalization and Regulatory Hardening**



**Redefining and  
Regulating the New  
Sharing Economy**



Dr. Jay Hardy  
Assistant Professor of Management  
[jay.hardy@oregonstate.edu](mailto:jay.hardy@oregonstate.edu)

My recent research has focused on answering three key questions:

1. What is the business impact of systematic bias (racial and gender) on career outcomes for employees and organizations, and what can we do to help disrupt or reverse the impact of discriminatory decision-making process?
2. In what ways do our basic human drives toward new information (i.e., curiosity) impact how we adapt to a new job?
3. How do adult learners regulate their own behavior at work when given control over the learning process?