

**Sykes College of
Business 2nd Annual
Research Day**

April 26, 2013

,1752'8&7,21 E\ -RKQ 6WFRQHMSUQQJ EDJHOV DYDLODEO

%XWODXUHHQ \$&& -RXUQDO RI %XVLQHV 5HVHDFK +
0DUNHW DQG 2SHUDWLQJ 3HUIRUPDQFH (IIHFWV RI \$G

\$EVLWUDFLW VWXG\ WHVWV WKH DVVRFLDWLRQ EHWZHHQ D
DQG ORQJ UXQ RSHUDWLQJ SHUIRUPDQFH 7KH UHVXOWV
SRVLWLYHO\ WR FOLHQW ILUPV DQQRXQFLQJ DGPLQLVWU
RXWVRXUFLQJ WUDQVDFWLRQDO +5 WDVNV \$GGLWLRQDO V
QHJDWLYHO\ DVVRFLDWHG ZLWK ORQJ UXQ RSHUDWLQJ SH
UHWXUQ RQ DVVHWV 7KLV VWXG\ FRQWULEXWHV WR RX
RXWVRXUFLQJ SHUIRUPDQFH WKURXJK DUFKLYDO ILQDQFL
)XUWKHU LW FRQWUROV IRU RXWVRXUFLQJ GHFLVLRQ RSV
HIIHFWV

%LRO OS @%@ D% V 1 R Se™` OESJRT @ G @ R^H

%LRRQQLH %U\DQW LV DQ \$VVRFLDWH 3URIHVVRU RI ILQ
8QLYHUVLW\ RI 6RXWK)ORULGD +H DOVR KDV D 0DVWHU
8QLYHUVLW\ RI 1RUWK &DUROLQD DQG DQ (QJLQHULQJ G
KDV UHFHLYHG QXPHURXV JUDQWV DQG DZDUGV LQFOXG
5HVHDUFKHU RI WKH <HDU *UDGXDWH)DFXOW\ PHPEHU RI
*UDQW DQG WKH 6RXWKHVDW 'HFLVLRQ 6FLHQFH ,QVWLWX
DFWLYH DFDGHPLF UHVHDUFK DJHQGD KH WHDFKHV LQ WK



.QDSS .HQQHWK - ,70 -RXUQDO RI PDQDJHPHQW SROL

PXOWLSOH FRQYHUJHQW HPRWLRQDO H[SUHVVLRQV DUH S
QHJDWLYH HPRWLRQDO H[SUHVVLRQV LQFUHDVH LQIRUPD
SURGXFW HYDOXDWLRQV LQ WKH UHVSHFWLYH GLUHFWLRQ
%LRU 3UDQMDO *XSWD¶V UHVHDFK IRFXVHV VSHFLILFDOO
H[SORULQJ DQG GHYHORSLQJ RQOLQH FRQVXPHU EHKDYLR
WUDGLWLRQDO ZRUOG DUH GLIIHUHQW RQOLQH)RU H[DPS

VSUHDGKXVH DFFRXQWLQJ VWXGHQWV QHHG PRUH WKDG

EXVLQHVVHV &DSLWDO LV LQYHVWHG LQ H[FKDQJH IRU DC
DV DQ LPSRUWDQW VRXUFH RI IXQGLQJ IRU ILUPV WKDW Z
QRW VXIILFLHQW ,Q WKLV SDSHU ZH H[DPLQH SRWHQWLDO
WKH ILUPV WKH\ LQYHVW LQ :H ORRN WR VHH LI WKHVH S
DQG LWV LQYHVWRUV 2QH FRQIOLFW LV WKDW \RXQJ YH
SULYDWH ILUPV SXEOLF WRR IDVW VLPSO\ WR EXLOG XS
E\YHQWXUH FDSLWDOLVWV 9HQWXUH ILUPV PDNH DJUHHPH
WKH H[SHQVH RI SULYDWH ILUPV DQG LQYHVWRUV LQ SULY

%LRRQDOG &)ODJJ LV DQ \$VVLVWDQW 3URIHVVUR RI)LQD
% \$ IURP WKH 8QLYHUVLW\ RI &HQWUDO)ORULGD KLV 0%
3K ' IURP WKH 8QLYHUVLW\ RI 6RXWK)ORULGD +H FXUUH
\$SSOLHG ,QYHVWPHQWV 6WXGHQW 0DQDJHG ,QYHVWPHQW
+LV FDUHHU VSHFLDOWLHV LQFOXGH YHQWXUH FDSLWDO
RIIHULQJV ,32V 'U)ODJJ KDV SXEOLFDWLRQV LQ MRXUC
)LQDQFLDO (GXFDWLRQ -RXUQDO RI)LQDQFLDO DQG (FRQ
RI)LQDQFLDO &DVH 5HVHDFK 'U)ODJJ LV D PHPEHU RI
)LQDQFH \$VVRFLDWLRQ DQG)LQDQFLDO (GXFDWLRQ \$VVRF

5RELQVRQ 0LFKDHO \$&& \$GYDQFHV LQ \$FFRXQWLQJ

\$EVWUDFWH[DPLQH WKH DVVRFLDWLRQ EHWZHHQ ERDUG
3UHOLPLQDU\ DQDO\VHV SURYLGH QR HYLGHQFH WKDW W
DVVRFLDWHG ZLWK WKH OLNHOLKRRG WKDW D ILUP WKDW
OLTXLGDWHV)XUWKHU DQDO\VHV LQGLFDWH KRZHYHU
GLUHFWRUV DQG EDQNUXSWF\ RXWFRPHV LV D IXQFWLRQ F

%LRU (ULND 0DWXOLFK LV D 3URIHVVRU RI 0DUNHWLQJ D
&HUWLILHG 0DUNHWHU 6KH KDV D 3K' LQ 0DUNHWLQJ IURP
0%\$ DQG %%\$ IURP 7H[DV &KULVWLDQ 8QLYHUVLW\ (ULND