Undergraduate Research Assistants

Fall 2021

MCCOMBS STUDENT	MCCOMBS FACULTY	PROJECT	URA DUTIES
Induja Gautam, Allison Osorio, Jackie Pillow, Roman Gorchs, Benjamin Chong, Paul Choi, Sapphire Thompson	McCombs Behavioral Lab		McCombs Behavioral Lab Undergraduate Research Assistants aided in a variety of tasks throughout the Fall 2021 semester including collecting in-person data for both marketing extra credit and paid studies, coding qualitative data for marketing and management researchers, and assisting in the organization of literature reviews. Additionally, Behavioral Lab URAs supported online study preparation by testing surveys, managing SONA credits, and assisting with participant uploading.
Lindsay Chu	Kathy Li (MKT)	Causal Inference with Quasiexperimental Data	Lindsay helped to conduct a review of the marketing literature for a project that studies the differing impact of a marketing intervention on different types of products based on whether they have digital vs non digital attributes. Lindsay took detailed notes of important papers and provided an overview of relevant papers in Excel.
Noah Carr, Grace Zhou	Cesare Fracassi (FIN)	Fintech Research Lab	The students participated in all lab meetings, took meeting minutes, and produced several blog posts for the lab website. Furthermore, they helped with installing crypto nodes, collecting blockchain data from Dune Analytics, and cleaning data in preparation for data analysis.
Kyle Bu	Tricia Moravec (IROM)	EEG Platform data collection	Kyle has helped me to prep many parts of my study including the collection of headlines, implementing the pilot in Qualtrics, and creating the stimuli.

Yuxin (Lily) Li	Matthew Kubic (ACC)	The SEC's Regulation of Shareholder Proposals	Shareholder proposals are a popular means to affect corporate change. If management does not want a proposal to be included on the proxy statement they may request the SEC staff to pre-approve an exclusion (a contested proposal), meaning that shareholders will not get to vote on the issue. We obtained a listing of all shareholder proposals, and then sought to classify them into the following three groups: i) non-contested proposals appearing on the ballot, ii) contested proposals where the SEC permitted exclusion from the ballot, iii) contested proposals where the SEC did not permit exclusion and the proposal appears on the ballot. Lily assisted us in classifying observations into these categories for observations during the early part of our sample period (early 2000s).
Nitya Prakash	Huseyin Tanriverdi (IROM)	Roles of IT in Enabling or Constraining Rivalry Restraint Strategies of Multihospital Health Systems	Nitya researched publicly announced IT initiatives of multihospital health systems during 2005-2020. The goal of this research was to understand whether the health systems invested in IT in a given year, if they did, whether the scope of the IT investments covered the entire enterprise or some member hospitals. Nitya also distinguished if the investments focused on operational IT or analytical IT initiatives. These variables will be used to measure if health systems achieve "systemness" or operate as collections of independent hospitals, and how systemness might affect their performance outcomes.
Yayi Ding	Wuyang Zhao (ACC)	Analyst reports to terminate research coverage	Yayi helped me to download analyst reports from Thomson One database. Also she tried to use python to scrape reports to collect key information from the reports. Yayi did a great job in responding to my requests and worked diligently on this project.

Melanie Che	Wayne Hoyer (MKT)	Curious Case of Delayed Information	We are investigating how the timing of product information affects consumer evaluations and decisions. Melanie regularly helped me with brainstorming stimuli and products to be used in our experiments, which was particularly great when we were designing studies catered to undergraduate participants. She was also a huge help in saving a dataset that we had collected in the lab, which had a large number of errors and discrepancies created when we merged different surveys together as she was able to isolate and remedy most of the error. She also assisted in testing out the experiments that we were running, and making sure they were easy to understand and user-friendly.