



Gies Business Research Lab

2021 Annual Report



Gies College
of Business



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Mission & Initiatives

Established in January 2020, the [Gies Business Research Lab](#) (GBRL) provides researchers access to participant pools, students and non-students, dedicated research and participant management systems, study implementation support, and updated lab space.

Our priority is to facilitate as many behavioral research projects as possible, fostering an environment that supports innovation in study design and methodology. GBRL focuses on responding to the emerging needs of Gies researchers and providing support and structure that leads to demonstrable excellence in data collection, analysis, and ultimately publication.

In 2021, the Lab assisted more than 50 college researchers by running 94 studies and filling 20,000 participant time slots. In addition to maintaining and upgrading our resources and facilities, we launched multiple efforts to expand support for behavioral research at Gies.

2021 Initiatives:

- Established the Gies Business Research Lab Grant Program
- Formalized and expanded the dedicated research participant pool for Gies' online programs, including iMBA, iMSA, and iMSM
- Enhanced the Gies Business Research Panel, a unique community and alumni research participant pool
- Developed resources to support research study design, recruitment, and student participation
- Completed the remodeling of 36 Wohlers Hall and 50 Wohlers Hall and provided dedicated oversight of the Gies physical research lab spaces
- Created training and workshop opportunities for Gies researchers

Business Research Panel

Launched in July 2020, The Gies Business Research Panel comprises professionals, alumni, and community members. Gies researchers receive study recruitment and management support when running research studies with the panel.

2021 Participation

- 1350+ panel participants
- 1164 research time slots filled
- 11 research studies run
- 10 Gies researchers conducted studies

Highlights

- Sustained increase in participation, doubling the number of panelists and study sign-ups from 2020 to 2021
- The new availability of funding and support opportunities for researchers running panel-based studies assist with recruitment needs and participant incentives.
- We have developed unique study recruitment protocols. We create custom images to recruit panelists for each study as an added layer of outreach through micro-targeting by profession, organization, geolocation, association memberships, title, etc., on LinkedIn and other social media platforms.
- In 2021, the panel supported research studies in multiple formats: online surveys, Zoom interviews, and in-person lab-based studies.

Researcher Testimonials

“The Gies Business Research Panel has helped my research tremendously. Getting experienced professionals to participate in research studies can be difficult, especially during the pandemic when in-person data collection is not possible. The Gies Business Research Panel helped me to reach a wide alumni and community pool to successfully recruit research participants.”

Dan Zhou, Assistant Professor of Accountancy

“I’m quite excited about this new community pool. To me, the most valuable part of it is that they can provide more real-life thinking on the marketing problems we are trying to uncover. Our student samples may be limited in their independent purchase experiences. The panel participants definitely add more ecological validity to our research.”

Yafei Guo, PhD Candidate in Business Administration



Departmental Student Participant Pools

For many years, undergraduate students in Gies' courses have taken part in behavioral research for extra credit. In 2021, more Gies courses than ever before participated in the extra credit pool, allowing traditional campus students to join in Gies-led studies conducted online, over Zoom, and in-person in the newly remodeled Wohlers Hall labs.

Highlights

- GBRL ran 54 studies through the departmental subject pools
- 100 courses participated in the research by offering students extra credit opportunities
- 34 Gies researchers conducted studies
- We filled 11,158 unique research time slots

Numbers by Department

Department of Business Administration

21 researchers conducted studies through the pool in 2021.

Number of research studies and allocated hours:

Term	Number of Studies	Time Slots Filled
Spring 2021	14	4,161
Summer 2021	3	450
Fall 2021	13	2,095
Total:	30	6,706

Number of courses offering extra credit:

Term	Number of Courses
Spring 2021	31
Summer 2021	2
Fall 2021	11
Total:	44



Departmental
Student
Participant
Pools
Continued

Department of Accountancy

15 researchers conducted studies through the pool in 2021.

Number of research studies and time slots filled:

Term	Number of Studies	Time Slots Filled
Spring 2021	17	2,117
Summer 2021	1	74
Fall 2021	13	2,261
Total:	26	4,452

Number of courses offering extra credit:

Term	Number of Courses
Spring 2021	22
Summer 2021	7
Fall 2021	24
Total:	53

Online Programs Participant Pool

Launched in October 2020, the Online Programs Research Participation Program is a dedicated extra credit research pool of online master's degree students in the iMBA, iMSM, and iMSA programs. This unique program allows researchers to run studies accessing a global set of professionals and students. GBRL developed a coordinated online student training program and an instructor/TA training program designed to provide a comprehensive overview of this new extra credit opportunity to meet the substantial student desire to participate.

Highlights

- 20 Gies researchers ran research studies through the Online Programs pool in 2021
- GBRL filled 10,000 research time slots in the first full academic year
- Conducted 39 studies
- 27 courses participated
- Creation of a dedicated online training program for instructors and TAs

Researcher Testimonials

“Our Lab sees that the professional iMBA student pool brings us unique value because it pushes us to design studies from a more managerially relevant perspective and consequently produce more impactful work. It’s also a good way for us to test our ideas across different populations beyond the undergrad subject pool.”

Ravi Mehta, Associate Professor of Business Administration and Shebik Centennial Faculty Fellow and Hyewon Oh, PhD Candidate in Business Administration

“This research pool has been invaluable for collecting data from occupationally diverse professionals and gaining new insights on work experiences and perspectives that I would otherwise miss when using more general participant recruitment methods. I think it will be a fantastic resource for Gies and for enriching students’ educational experiences moving forward!”

-Sarah Ward, Assistant Professor of Business Administration



Online
Programs
Participant
Pool
Continued

Number of research studies and time slots filled:

Term	Number of Studies	Time Slots Filled
Spring 2021	14	3,737
Summer 2021	8	2,018
Fall 2021	17	4,441
Total:	39	10,196

Number of research studies and time slots filled:

Term	Number of Courses
Spring 2021	11
Summer 2021	4
Fall 2021	12
Total:	27

The Student Experience

Online Programs Participant Pool

Tracking student satisfaction surveys yielded strong evidence for the favorability of the research participation experience.

- 90% of participants in 2021 reported having a good research experience.
- Over 75% of students could find a study immediately and efficiently.

2021 Participant Quotes

“Great opportunity to learn more about how research works!”

“Very interesting study that makes you think and keeps you engaged.”

“Overall, I thought the process went well, and I was glad to participate in the studies and help myself a bit at the same time too.”

“The ones I was able to participate in were very thought provoking and have confirmed some questions I had about my career.”

“It’s always fun to see what questions are being asked and learn about the research projects.”

Departmental Undergraduate Participant Pools

- 85% of participants reported being satisfied with their research experience.
- 80% of participants were able to find a study with ease.
- Most of the students believed that their participation provided them with valuable knowledge.

2021 Participant Quotes

“The studies are good. It would be great to see published results once the data has been processed and the paper released.”

“Thank you for the opportunity to participate and earn course credit.”

“It was good, and the timeline was also good. As a 40hrs/week fulltime working mom got some flexibility to complete the study research course.”

“I enjoyed the study! Will definitely consider signing up again, appreciate the extra credit feature as well for participating.”

Research Labs

Supported Publications

Our high-quality participant pools continue to provide researchers with robust opportunities for data collection. Gies researchers have a demonstrated track record of excellence in scholarly research and publications. Below is a list of recent publications based on data collection from GBRL-supported participant pools:

[Cho, H., Guo, Y., & Torelli, C. \(2021\). Collectivism fosters preventive behaviors to contain the spread of COVID-19: Implications for social marketing in public health. *Psychology & Marketing*.](#)

[Fanning, K., Williams, J. and Williamson, M.G. \(2021\). Group Recruiting Events and Gender Stereotypes in Employee Selection*. *Contemp Account Res*, 38: 2496-2520. <https://doi.org/10.1111/1911-3846.12710>](#)

[Goncalo, J.A. & Katz, J.H. \(2020\). Your soul spills out: The creative act feels self-disclosing. *Personality and Social Psychology Bulletin*, 46 \(5\), 679-692.](#)

[Hecht, G., Hobson, J. L., & Wang, L. W. \(2020\). The effect of performance reporting frequency on employee performance. *The Accounting Review*, 95\(4\), 199-218.](#)

[Hobson, J. L., Sommerfeldt, R. D., & Wang, L. W. \(2021\). Cheating for the Cause: The Effects of Performance-Based Pay on Socially Oriented Misreporting. *The Accounting Review*, 96\(5\), 317-336.](#)

[J Barnes, A., Shen, H., & Shavitt, S. \(2020\). Would a Mature Person Share Their Attitudes? Cultural Differences in Attitude Expression. *ACR North American Advances*. \[https://www.acrwebsite.org/volumes/v48/acr_vol48_2661948.pdf\]\(https://www.acrwebsite.org/volumes/v48/acr_vol48_2661948.pdf\)](#)

[Katz, J.H., Mann, T.C, Shen, X., Goncalo, J.A. & Ferguson, M.J \(2022\). Implicit Impressions of Creative People. In press, *Organizational Behavior and Human Decision Processes*.](#)

[Koo, M., Shavitt, S., Lalwani, A. K., & Chinchanchokchai, S. \(2020\). Engaging in a culturally mismatched thinking style increases the preference for familiar consumer options for analytic but not holistic thinkers. *International Journal of Research in Marketing*, 37\(4\), 837-852.](#)

[Krause, V., Goncalo, J.A. & Tadmor, C. \(2021\). Divine Inhibition: Does Thinking About God Make Monotheistic Believers Less Creative? *Organizational Behavior and Human Decision Processes*, 164, 158-178.](#)

[Proell, C., Zhou, Y., & Nelson, M. W. \(2021\). It's Not Only What You Say.... How Communication Style and Team Culture Affect Audit Issue Follow-Up and Auditor Performance Evaluations Communication Style and Culture on Audit Teams. *The Accounting Review*.](#)

[Wang, J. J., Torelli, C. J., & Lalwani, A. K. \(2020\). The interactive effect of power distance belief and consumers' status on preference for national \(vs. private-label\) brands. *Journal of Business Research*, 107, 1-12.](#)

[Torelli, C., Guo, Y. and Cho, H. In press. Women's Attitudes Toward Sexual Objectification in Brands: A Political Ideology Perspective. *Journal of the Association for Consumer Research*.](#)

Workshops and Training

2021 Workshop and training topics included (linked below):

- [Navigating the IRB Process Data Storage, Sharing and Security](#)
- [Fall 2021 GBRL Kick-Off Meeting: Intro to GBRL Resources](#)
- [Best Practices for Field Studies](#)

Research Labs

Wohlers Research Labs

GBRL provides oversight of scheduling and the day-to-day operations of the dedicated behavioral research lab spaces:

- 24 Wohlers Hall (31 research stations)
- 36 Wohlers Hall (52 research stations that can be partitioned into 26 per side)
- 50 Wohlers Hall (interview rooms, laptop reservations, flex space)

Remodel of 36 Wohlers Hall

Construction started in May 2020 and finished in June 2021. This project provided significant benefits to researchers needing physical lab space. The remodel created a suite of updated, computerized research labs that accommodate three full studies running concurrently.

Key improvements include:

- Sound-proof airwall was installed, creating two distinct lab spaces seating 26 participants per side or adjusting to a larger lab space seating 52
- Installed desk partitions for privacy.
- Updated flooring, paint, and swipe-card access
- Removal of old lecterns and screens, creating a larger footprint for study space.
- Updated data ports

Life Safety Remodel of 50 Wohlers Hall

As a result of the University's Life Safety Project, we reconfigured and redesigned the research suite in 50 Wohlers Hall. While there was a loss of research space due to safety infrastructure needs, this Lab retained three interview rooms and added additional larger flex space and an office for the GBRL Coordinator. As of November 2021, all areas were deemed ready for use.

Impact of COVID-19 on lab space

The Wohlers Hall labs reopened for research studies in Fall 2021. We conducted multiple ACCY and BADM research studies in rooms 36 and 24 Wohlers Hall during the fall semester. We instituted COVID – 19 safety guidelines that allowed for the successful utilization of lab space to maximize a safe environment for our researchers and participants.



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