Talk #1

Unveiling the cloak of deviance:
Linguistic cues for psychological processes in online fake reviews

Dr. Kyung Young Lee
Associate Professor, Rowe School of Business, Dalhousie University

Abstract: Although online fake reviews are gaining more attention from both academia and practitioners, little effort has been made to explore the linguistic characteristics of psychological processes which are related to fake reviews. This research proposes four linguistic cues (i.e., affective, cognitive, social, and perceptual) related to reviewer’s psychological processes and investigates their relationships with fake reviews while additionally examining the influence of time distance and reviewer’s location on these reviews. The results of logistic regression analysis with 43,496 reviews from Yelp.com suggest that affective, social, and perceptual cues are significantly related to fake reviews even with the presence of the significant effects of time distance and reviewer’s location. Further, the result of robustness check confirms the effect of photos on fake reviews is limited. This study contributes to the body of knowledge on online reviews and interpersonal deception theory and provides valuable implications for practitioners in the hospitality and tourism industry.

Bio sketch: Kyung Young Lee is an Associate Professor in the Rowe School of Business at Dalhousie University, Canada. He received his PhD in Management Information Systems from the Desautels Faculty of Management, McGill University. His research interests include smart tourism, online word-of-mouth (product reviews), smart technologies, knowledge management in knowledge teams, online communities, firm’s use of social media, and IT innovation. His research has been published in Information & Management, Computers in Human Behavior, Journal of Travel & Tourism Marketing, Information Processing & Management, and Internet Research.

Talk #2

Clustering and Discounting in Auction-Style SEOs – Evidence from China

Dr. Jun Zhou
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Abstract: This study examines the clustering and discounting of offer prices in auction-style seasoned equity offerings in China. More importantly, using a unique dataset of detailed bidding data submitted by participating investors in SEOs using the uniform-price auction mechanism, we document the clustering of bid prices at integers, and find that the clustering and discounting of integer bid prices drive the clustering and discounting of integer offer prices. Further, we find evidence that bid prices tend to cluster at integers for SEOs with higher uncertainty, and the larger bid discounts associated with integer bids can be explained by bid shading.

Bio sketch: Jun Zhou is an Associate Professor of Finance at the Rowe School of Business. She received her PhD in Finance from Rotman School of Management, University of Toronto. Her research focuses on empirical corporate finance. Her research has been published in Journal of International Business Studies, Journal of Accounting, Auditing and Finance, Managerial Finance, Quarterly Journal of Finance, Resources Policy, Frontiers in Finance and Economics, Global Finance Journal, Pacific-Basin Finance Journal, and International Review of Economics & Finance. Her research has won the 2014 CFA Society Toronto and Hillsdale Canadian Investment Research Award.