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# **CBA BBRL News**

## **Fall 2018**

### **CBA Behavioral Business Research Lab (CBA BBRL) Cal Poly Pomona**

This year marks the 10-year anniversary of the CBA BBRL and we held successfully a research seminar in Spring 2018. The lab supported a few dozen studies through sona-systems and Qualtrics. Thousands of students took part in those studies through Business Research Panel and learned about how to generate knowledge about customers. Taking this opportunity, we thank all the instructors and students who supported our endeavor.

In terms of student engagement and success, we had another great year at the CBA BBRL! For the past one year, students at BBRL presented their research in undergraduate conferences (5 presentations). They also presented their work in domestic (Las Vegas) and international (Tokyo, Japan) professional conferences where professors and graduate students go to present their works and network (3 presentations and conference proceedings publications). Furthermore, one of our former Research Assistants (RAs) was accepted into a Ph.D. program at the University of Washington, directly bypassing master's degree. Two students found jobs upon graduation. Two students are planning to apply to Ph.D. programs.

Congratulations to all the RAs who worked so hard and made great achievements over the year. Below are some of the highlight of CBA BBRL events for the past year:

1. **A trip to Japan to present a year-long research project at the [2018 Global Marketing Conference](#)**, an academic conference that attracted 1,200 professors and graduate students from 57 countries around the world. Their work has been published at the [conference proceedings](#).

Title: *Determinants of Adoption of Female Fitness Products: An Evidence from Urban Millennial Women*

Presenters: Cailin M. Kuchenbecker  
Mahta Mirzaeiramin  
Quynh T. Le  
Sophia S. Jung





On October 23rd, the recent graduates returned to campus, this time as alumni guest speakers, and spoke to about 200 business students in two venues. They presented not only the research itself but also their stories – how the research experience has shaped their career paths. Cailin is applying to Ph.D. programs. Mahta was offered a job at [Lieberman Research Worldwide](#), and Quynh is working for [Gynie.com](#), the business that provided data for this project.

For their trip, they received grants from various university units (Office of Undergraduate Research, Kellogg Honors College, College of Business Administration) as well as private company (Gynie Inc.).

2. **Congratulations to William R. Atienza** (Summer 2016), who were accepted into the Ph.D. in sociology at the University of Washington, Fall, 2018. He became the first research assistant who went to the Ph.D. program directly skipping a master's degree entirely.
3. **Jay Jung (CIS major), honored with Research Recognition award and travel grant** for his solo presentation at an international conference, held in Las Vegas. Jay has conducted an independent research and has presented a number of times in various conferences. Jay is currently working as a web design consultant.

1. Jay Jung, honored with “Research Recognition” award at the *2018 RSCA Scholar Recognition*, Office of Undergraduate Research, May 16, 2018.
  2. Jay Jung, awarded *OUR (Office of Undergraduate Research) Student Research Travel Grant* for his research presentation, entitled “Cross-Cultural Perspective of E-Commerce Website Usability Requirements: Through the Lens of Individual’s Perception,” at the *15th International Conference on Information Technology - New Generations*, Las Vegas, NV, Dec. 2017. His research is published in the conference proceedings: [https://doi.org/10.1007/978-3-319-77028-4\\_92](https://doi.org/10.1007/978-3-319-77028-4_92)
4. **CBA BBRL’s 2018 Annual Research Seminar** and Biometric Sensors Research

The seminar was held on May 14, 2018 and featured two presentations. The first presentation was entitled, “How is Millennial Women’s Interest in Female Fitness Products Shaped,” presented by CBA BBRL Team. Twenty-five people from the college, university and CSU Long Beach to learn and exchange new ideas.

The second presentation entitled, “Use of Biometrics Research Device in Academic Research and Live Demonstration,” highlights Biometric devices (eye tracking device, facial expression analysis, and GSR), which are used increasingly more not only in academic research but also in commercial entities, from automobile companies to e-commerce sites, to retailers, to supplement traditional surveys. Special thanks go to Robert Christopherson and Roxanna Salim from [iMotions](#) who came from Utah to present an interesting topic.





### ***REFEREED CONFERENCE PROCEEDINGS***

1. Jung, Jae Min, Randy B. Stein, Cailin M. Kuchenbecker\*, Mahta Mirzaeiramin\*, Quynh T. Le\*, and Sophia S. Jung\* (2018), “Determinants of Adoption of Female Fitness Products: An Evidence from Urban Millennial Women,” in *2018 Global Marketing Conference at Tokyo Proceedings: Bridging Asia and the World: Searching for Academic Excellence and Best Practice in Marketing and Management*, Rust, Roland T., Ajay K. Kohli, László Sajtos, Tatsuro Watanabe, Akira Shimizu, and Yung Kyun Choi, eds. Tokyo: Goyang: Korea. [Undergraduate students], <https://doi.org/10.15444/GMC2018.08.08.06>.
2. Jung, Jay\*, Jae Min Jung, and Sonya Zhang (2018), “Cross-Cultural Perspective of E-Commerce Website Usability Requirements: Through the Lens of Individual’s Perception,” in *Information Technology - New Generations: 15th International Conference on Information Technology*, Vol. 738, Latifi, Shahram, ed. Springer, Cham, 725-727. [Undergraduate student], [https://doi.org/10.1007/978-3-319-77028-4\\_92](https://doi.org/10.1007/978-3-319-77028-4_92)
3. Jung, Jay\*, Jae Min Jung, and Xuesong (Sonya) Zhang (2017), “Would Customers Perceive Websites’ Usability the Same Way? The Role of Individual Differences in Cultural Values and Cognitive Styles” in *Book of Abstracts from the 17th Cross-Cultural Research Conference*, Francisco Guzman, eds. Maui: Hawaii, 26-27. [Undergraduate student]

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## ***REFEREED CONFERENCE PRESENTATIONS***

1. Jung, Jae Min, Randy B. Stein, Cailin M. Kuchenbecker\*, Mahta Mirzaeiramin\*, Quynh T. Le\*, and Sophia S. Jung\*, “Determinants of Adoption of Female Fitness Products: An Evidence from Urban Millennial Women,” Presented at the *Global Marketing Conference*, Tokyo, Japan, July 26 – July 29, 2018. [Undergraduate students]
2. Jung, Jay\*, Jae Min Jung, and Sonya Zhang, “Cross-Cultural Perspective of E-Commerce Website Usability Requirements: Through the Lens of Individual’s Perception,” Presented at the *15th International Conference on Information Technology - New Generations*, Las Vegas, NV, April 16 – 18, 2018.
3. Jung, Jay\*, Jae Min Jung, and Xuesong (Sonya) Zhang, “Would Customers Perceive Websites’ Usability the Same Way? The Role of Individual Differences in Cultural Values and Cognitive Styles” Presented at the *17th Cross-Cultural Research Conference*, Maui, Hawaii, December 10 – 13, 2017. [Undergraduate student]

## ***NON-REFEREED PRESENTATIONS***

1. Cailin M. Kuchenbecker\*, Mahta Mirzaeiramin\*, and Quynh T. Le\*, “How to Overcome Barriers to Adoption of Female Fitness Products?” at 2018 CBA BBRL’s (Behavioral Business Research Lab) Annual Research Seminar, Cal Poly Pomona, May 14, 2018. \* [Undergraduate students]

## ***SENIOR PROJECT (INDEPENDENT STUDY)***

1. Kuchenbecker, Cailin (2018), “Moderating Role of Masculinity, Product Experience, and Advertising View Setting in the Effectiveness of Reversed Gender Advertising,”

## ***STUDENT CONFERENCE PRESENTATIONS***

1. Jane Y. Kim, Junlin Liang, Erin A. Walton, and Maverick Siragusa, “How Can We Enhance Type 2 Diabetes Patients’ Satisfaction? Serious Challenges and Patients’ Attitudes toward Medication and Health Care Providers,” at the 2018 *Southern California Conferences for Undergraduate Research*, Pasadena City College, Nov. 17, 2018.
2. Jane Y. Kim, Junlin Liang, Erin A. Walton, and Nancy Y. Jung, “How the Use Of ACO Principles and Healthcare Consumerism Influences Patient-Centric Care And Medication Decisions,” the 4<sup>th</sup> Annual *Creative Activities & Research Symposium*, Cal Poly Pomona, August 16, 2018.

3. Cailin M. Kuchenbecker, Presented “Determining Moderators in the Effectiveness of Gender Role Reversal in Advertisements: A Study of Millennial Aged College Men and Women,” Presented at the *California State University Honors Conference*, California State University, Northridge, April 21, 2018.
4. Mahta Mirzaeiramin, Cailin M. Kuchenbecker, and Quynh T. Le, “How Is Millennial Women's Interest in Female Fitness Products shaped?,” at the *2018 Student Research, Scholarship, and Creative Activities (RSCA) Conference*, Cal Poly Pomona, March 2, 2018.
5. Cailin M. Kuchenbecker, Presented “How Companies Can Expand Their Traditional Gender Markets: A Look at Reversed Gender Advertisements,” Presented at the *Student Research, Scholarship, & Creative Activities (RSCA) Conference*, Cal Poly Pomona, March 2, 2018.
6. Mahta Mirzaeiramin, Cailin M. Kuchenbecker, Quynh T. Le, and Sophia S. Jung, presented “Feminism, Women’s Fitness Engagement, and Purchase Intentions of Fitness Device: An Evidence from Millennial Women with a Kegel Exercise Device,” at the *2017 Southern California Conference for Undergraduate Research (SCCUR) conference*, Nov. 18, 2017. [Abstract, available here.](#)
7. Mahta Mirzaeiramin, Cailin M. Kuchenbecker, Quynh T. Le, and Ilia Eremin, accepted to present “Feminism, Women’s Attitudes toward Fitness and Fitness Engagement, and Purchase Intentions of Fitness Device,” at the *3<sup>rd</sup> Annual Creative Activities and Research Symposium (CARS)*, held at Cal Poly Pomona, August 16, 2017.

#### About CBA BBRL:

The College of Business Administration Behavioral Business Research Lab (CBA BBRL) at Cal Poly Pomona is intended to provide quality market research services to both the university and business communities by providing technical expertise and state-of-the-art resources. We assist our clients with both basic and applied research that involves human behaviors in all the disciplines of business (accounting, computer information systems, e-commerce, finance, international business, management, marketing, and technology and operations management). For the university community, the lab intends to be a catalyst in promoting behavioral research by assisting faculty and students in conducting their research. For the business community, the lab intends to be their research arms, especially for small-to-medium-sized local businesses. Further, the lab aims to produce the finest, next-generation market researchers/data analysts by providing students with career guidance and necessary training through hands-on learning.

- For more about CBA BBRL [visit its web.](#)
- For previous issues of BBRL News, click [BBRL News.](#)