McCombs Student	McCombs Faculty	Project	URA Duties
Chinmay Pingale	Sirkka Jarvenpaa (IROM)	The Urgency of Now: Temporal Strategies for Accelerating Vaccine Development	Chinmay helped to collect news articles and research reports on covid related roadblocks. He focused on understanding reinforcing cycles within the management of COVID pandemic and what specific actions fostered persistence and decline in responses in the US and Africa. He focused on (1) inequality of access, (2) communication and information failures, and (2) resource shortages. He developed diagrams that helped to link these three problem areas and how the linkages created the reinforcing cycles.
Kate Dyche	Sebastian Hohenberg (MKT)	The Fractional CMO: A New Type of Supplemental Marketing Team Member	Kate helped to enrich an existing CMO survey dataset with data from other sources. For example, she added a distance variable and company financial information that will be very helpful to estimate more compelling models with endogeneity corrections. In addition, Kate created two new datasets by collecting information from company homepages and news articles. These new datasets will be very important for us to enhance the scope of the project and investigate adjacent research questions.
Mahi Patel	Diwakar Gupta (IROM)	COVID-19 Vaccine Allocation to Low and Middle Income Countries	The student collected and compiled data from a variety of different sources concerning COVID-19 vaccine allocation and distribution world-wide. A particular focus was COVAX AMC allocation, which targets 92 low and middle income countries. The student also built an optimization model as an alternative to COVAX's allocation model. The student showed that COVAX could have provided greater equity in allocation, without affecting efficiency. The student wrote a report on her findings.

Sai Pranav Gurijala	Leigh McAlister (MKT)	Total Marketing Mentions in Firm 10-K Predicts Firm Value	We replicated Ty Henderson's finding that merely counting the number of times a firm uses the term marketing in its annual report is as good an indicator of firm value as is noting whether the firm is a differentiator or cost leader (i.e., noting whether the firm breaks advertising expenditure out of SG&A). We extended that work by considering where, in its financial report, the firm used the term "marketing". Differentiating firms' mentions of marketing in section 7 of the financial report (management discussion and analysis) and cost leader firms' mention of marketing in section 1a (threats to the business) were better indicators of firm value than the simple count of the number of times the firm used the word "marketing". Sai Pranav wrote the code needed to parse financial statements into the different financial report sections.
Zixi Lei	Avi Collis Tricia Moravec (IROM)	Do Social Media Labels Impact Engagement? Evidence from 'State-Controlled Media' Labels on Facebook.	This project studies the impact of Facebook's policy to place 'State-Controlled' labels on engagement with posts generated by foreign government-controlled Facebook pages. As part of the project, we collected historical Facebook post data from Crowdtangle. Zixi was instrumental in helping us clean the data and preparing it for analysis. We collected posts from a large number of Facebook pages and Zixi manually went through each post, clicked on the link and verified if those posts had the state controlled labels attached to them.
Shayan Ali, Jane Andrews, Paul Choi, Hannah Eisenberg, Tessa Garcia, Jennifer Lin, Anna Pulis, Lauren Martinez	Larissa Garcia	McCombs Behavioral Lab	The Undergraduate Research Assistants in the McCombs Behavioral Lab assisted several researchers in the IROM, Management, and Marketing departments with data collection. This involved proctoring Zoom sessions and testing survey links. The URAs aided in qualitative data coding and manual web scraping on behalf of researchers.