

Coles Seminar Series

Spring 2026



JANUARY 30, 2026

Mark Bolino

David L. Boren Professor
Director, Management and International Business
Michael F. Price Chair in International Business
Price College of Business, University of Oklahoma

Topic: *Understanding the “Dark Side” of
Organizational Citizenship Behavior:
A 25-Year Journey*

FEBRUARY 27, 2026

Jacqueline K. Eastman

Alico Chair, Marketing; Eminent Scholar and Professor,
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Topic: *The State of Luxury and Where Next?*

MARCH 27, 2026

Munir Mandviwalla

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Topic: *Generative AI: A Business-Problem-Focused
Research Agenda*

JANUARY 30, 2026

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Understanding the “Dark Side” of Organizational Citizenship Behavior: A 25-Year Journey

ABSTRACT

Prior research has found that organizational citizenship behavior (OCB) is beneficial for both employees and organizations. Employees who go beyond the call of duty are typically evaluated more favorably by supervisors, and organizations benefit from OCB because such behavior contributes to the development of social capital and “lubricates” the social machinery of the organization. However, in this presentation, I discuss a growing body of work that challenges the notion that OCB is positive and explores its “dark side.” I give particular attention to research I have conducted over the past 25+ years, which indicates that employees engage in OCB to manage impressions; that performing OCB can be associated with stress, overload, and work-family conflict; that employees may feel pressured to engage in OCB; that being a “good soldier” can sometimes result in citizenship fatigue and lower levels of OCB in the future; that OCB may lead to moral licensing and regret; and that employees are sometimes reluctant to accept help from their coworkers. I conclude by discussing a study examining how employees communicate with their partner about going the extra mile and how these communication strategies are related to OCB, work-family conflict, and partner satisfaction.

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Jacqueline K. Eastman

Alico Chair, Marketing; Eminent Scholar and Professor
Marketing Department, Lutgert College of Business

The State of Luxury and Where Next?

ABSTRACT

This presentation highlights the changes in luxury motivation and luxury consumption behaviors over the past few years based on academic and practitioner research. It notes the upcoming challenges in the luxury market based on these changes including the use of technology, developing the next generation of luxury consumers, and the growing focus on experiential luxury. The presentation concludes with research examining the experiential luxury in more detail, presenting recent research on luxury fine dining involving two studies of Generation Z consumers and a national US panel of luxury consumers.

MARCH 27, 2026

Munir Mandviwalla

Professor - Muma Distinguished Research Fellow

Director - School of Information Systems

Muma College of Business

University of South Florida

Generative AI: A Business-Problem-Focused Research Agenda

ABSTRACT

As organizations accelerate digital transformation, Generative AI as well as analytics and automation is a foundational capability reshaping how firms create value. This talk advances a business-problem-focused research agenda centered on the “three A’s” of digital transformation—Generative AI, Analytics, and Automation—and their implications for business. Rather than treating these technologies as isolated tools, the agenda emphasizes how firms strategically integrate them to redesign processes and leverage data. The talk identifies key research opportunities for business scholars, including questions of value creation, organizational capabilities, governance, and the limits of automation. Drawing on emerging empirical evidence and practiced-based examples, it highlights potential patterns of success and failure, as well as tensions related to talent, budgets, and accountability. The goal is to stimulate theory-driven, problem-oriented research that connects Generative AI to core business outcomes and advances scholarship.