From the Editor's Desk

Dear Reader,

This is the May 2024 issue of e-Achieve, the e-Newsletter highlighting faculty research and creative work at RMU. In this issue we present research and creative work accomplishments submitted by our faculty members for the period February 16, 2024—May 15, 2024. This newsletter does not list grant awards. For additional details, please contact faculty members directly. We are hopeful this newsletter will open avenues for dialogs and research collaborations.

Your feedback is important to us. Please provide us comments and suggestions for improvement. The next issue will be published in October 2024.

Please join R&GA in Congratulating all of our outstanding scholars!

e-ACHIEVE Highlights

- **6** journal papers involving **7** RMU researchers
- **4** research/creative work presentations
- **2** awards for research/creative works
- **1** authors of a book or book chapter
- Research collaborations with **4** other universities/organizations
- **3** research/creative work recognitions
- **1** editorships of a book or journal

Publications

Research Published or Accepted for Publication in a Journal

Jamie Pinchot (Computer and Information Systems, SIHSS) and **Karen Paullet** (Computer and Information Systems, SIHSS) had research accepted for publication in the Journal of Information Systems Applied Research titled "Mobile technology has changed our culture".

Jasmin Lin (Management, RSBUS) and Holly Chiu (City University of New York-Brooklyn) had research accepted for publication in The CASE Journal titled "Too Good to Be True! Paid Parental Leave for 5 Years".

Jianyu Ma (Finance, RSBUS) and **Yun Chu** (Marketing, RSBUS) had research accepted for publication in the International Journal of Business and Systems Research titled "Stock Market Response to Mergers and Acquisitions: Comparison Between China and India".

Samantha Gibson (Marketing, RSBUS), Andrew Dahl (University of Wisconsin-Whitewater), and Maxwell Hsu (University of Wisconsin-Whitewater) had research accepted for publication in the Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior titled "Beyond the Checkout Line: Examining the Impact of the Satisfaction-Loyalty Link and Barriers on BOPIS and Curbside Adoption among Senior Grocery Shoppers".

Sun-A Park (Communication and Organizational Leadership, SHISS) had research accepted for publication in the Journal of Media and Communication Studies titled "Pharmaceutical companies' Twitter communications: Engagement and message frames".

Yun Chu (Marketing, RSBUS) and **Jianyu Ma** (Finance, RSBUS) had research accepted for publication in the International Journal of Business titled "Modeling Loyalty Among Chinese Customers".

Presentations

Conference Presentations - Research/Creative Work

Mary Hansen (Education, SNEHS) presented a paper titled "A Systematic Review of Online Assessment Research to Grow Teacher Assessment Literacy and Inform Practice" at the 2024 Annual Meeting of the American Educational Research Association (AERA), Philadelphia, PA, held April 11-14, 2024.

Mary Hansen (Education, SHEHS) and **Vicki Donne** (Education, SNEHS) presented a paper titled "Dynamic Pre-Service Teacher Fieldwork: Engaging K-12 Students with Extended Reality" in the poster presentations at the 2024 Council for Exceptional Children Convention and Expo, San Antonio, TX, held March 13-16, 2024.

Ping Wang (Computer Information Systems, SIHSS) and Hubert D'Cruze (University of Maryland) presented a paper titled "AI-Assisted pentesting using ChatGPT-4" at the 21st International Conference on Information Technology: New Generations (ITNG 2024), Las Vegas, Nevada, held April 14-16, 2024.

Sun-A Park (Communication and Organizational Leadership, SHISS) presented a paper titled "Fake Famous: Ethics of Social Media Influencer Relations" at the 2024 Eastern Communication Association Conference (ECA), Boston, MA, held March 20 - 24, 2024.

Awards

Research/Creative Work Award

Ping Wang (Computer Information Systems, SIHSS) was given the Award for Distinguished Service in Research and Mentorship at the 21st International Conference on Information Technology: New Generations (ITNG 2024). He presented new research on AI in Cybersecurity and mentored National Science Foundation CyberCorps Scholarship for Service (NSF SFS) students in conducting and presenting research at ITNG 2024.

Timothy Jones (Arts and Humanities, SIHSS), Pastor Erin Jones (Lutheran Advocacy Ministry in Pennsylvania (LAMPa)), **Kenneth Ziminghaus** (RMU), and **Joseph Hale** (RMU) received several awards from The Communicator Awards for their Spirited Animation Podcast. The awards included:

1) Podcast Series - Diversity, Equity and Inclusion Excellence 2024,
2) Individual Episode - Pinocchio (S01E09) Religion and Spirituality Distinction 2024, and
3) Individual Episode - Pinocchio (S01E09) Non-Profit, Distinction 2024.

Authorships

Author or Co-Author of a Book or a Book Chapter

Chloe Persian Mills (Elaine Boyd Library) authored a chapter titled "Toxic Cultures in Higher Education: Faculty Unionization and Librarian Perspectives" in the book titled *Toxic Dynamics: Disrupting, Dismantling, and Transforming Academic Library Culture*, by the Association of College & Research Libraries, 2024.

Editorships

Editor or Co-Editor of a Journal

Jianyu Ma (Finance, RSBUS) agreed to serve as <u>Editor-in-Chief</u> of the International Journal of Management Theory and Practices (IJMTP). The journal publishes original papers in business-related fields such as management, information systems, supply chain management/production operations management, decision sciences, accounting, economics & finance, computer & telecommunication technologies, and marketing.

Recognitions

Recognition of Research/Creative Work

Andrew Ames (English and Media Arts, School of Communications and Media) had creative works, "We Don't Need Another Algorithm" and "Scream", included in Variation 2024 a juried exhibition. Variations 2024 is the Marblehead Art Association's annual national exhibit that features the artwork of artists from across the country.

Ping Wang (Computer Information Systems, SIHSS) served as a Keynote speaker at the 2024 International Conference on Information and Computer Technologies (ICICT 2024), Honolulu, March 15-17, 2024, for work titled Research on Cyber Competitions in Cybersecurity Education. The work presented the challenge based learning model and multi-year data on coaching students for the NCL (National Cyber League) competition and was co-authored with Hubert D'Cruze (University of Maryland).

Zhou Yang (Social Sciences, SIHSS) was invited as an expert on land value taxation to speak for the panel session on Land Taxes: From Theory to Practice at the National Tax Association (NTA) 54th Annual Spring Symposium, Washington DC, held May 9-10, 2024. The panel also included Nick Allen (Massachusetts Institute of Technology), John Anderson (University of Nebraska), and Dan Murphy (University of Virginia).