

NKU Faculty Research, Scholarship and Creative Activity Highlights

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SUSAN BRUDVIG

Assistant Professor, Business Informatics

1/19/21

[Business Informatics faculty member, Susan Brudvig, has article published: The roles of consumer entitlement, persuasion knowledge, and perceived product knowledge on perceptions of sales pressure.](#)

Consumer perceptions of sales pressure (POSP) often lead to negative outcomes for salespeople and the firm. The Information Age has provided unprecedented resources for consumers in their quest for knowledge and consumers have become increasingly entitled. This research uses a consumer sample to test a model of antecedents to POSP. The results indicate that consumer entitlement is positively related, while persuasion knowledge is negatively related, to POSP. Further, perceived product knowledge moderates the relationship between persuasion knowledge and POSP. These findings improve our understanding of the understudied construct of POSP and have implications for the sales interaction.

* Zboja, J.J., Brudvig, S., Laird, M.D., & Clark, R.A. (2021). The roles of consumer entitlement, persuasion knowledge, and perceived product knowledge on perceptions of sales pressure. *Journal of Marketing Theory and Practice*.

RACHEL CLARK

Academic Advisor & Lecturer, Psychological Science

2/9/2021

[Dr. Clark publishes community-based, student involved study from the Scripps Howard Center for Civic Engagement project Project Hope: The 505 Initiative](#)

This emergent mixed methods study measures hope in individuals living in poverty and explores potential contextual influences on hope. We used a sequential mixed methods study in which the quantitative phase was administered first followed by a qualitative phase. Participants in impoverished areas scored higher in hope than a comparison group of university students. In a follow-up qualitative phase, participants named contributors to and detractors from hope that included experiences driven by environmental factors. Findings were organized according to Ecological Systems Theory (EST). Participants named factors from all levels of EST, and interactions between levels were evident. These results and findings support the inclusion of relevant contextual factors in psychological inquiry, and we suggest deliberate inclusion of individuals from all socioeconomic groups in future positive psychological research.

* Clark, R. S., & Stubbeman, B. L. (2021). "I had hope. I loved this city once.": A mixed methods study of hope within the context of poverty. *Journal of Community Psychology*. Advance Online Publication.

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JOE COBBS

Professor, Marketing, Sports Business, and Construction Management

3/22/2021

[Dr. Cobbs' latest research in Formula One motor racing substantiates sponsorship performance cycle](#)

A sponsorship performance cycle of business-to-business (B2B) exchange is conceptualized, where distinct types of resources are invested by sponsoring firms into sponsored properties and the competitive success of those properties enhances returns to sponsors. While the latter return channel in this cycle is well-documented, the former investment channel has remained opaque. Recognizing this empirical missing link, this paper aims to illuminate the investment channel through a longitudinal analysis. Based on 50 years of Formula One (F1) team and sponsor alliances, this study models the effects of three different sponsorship categories on team performance in the annual F1 constructors' championship. The results demonstrate that each incremental sponsor offering performance-based resources is associated with four additional team points in the championship, controlling for factors such as past success and team experience. Conversely, sponsors offering access to financial or operational resources have no competitive impact. This performance-based sponsor effect is illustrated in models of the current and following seasons. The findings contribute an empirically-based strategy for sustainable sponsorship support that emphasizes acquisition of performance resources in the business-to-business exchange over operational or strictly financial alternatives.

* Cobbs, J.B., Jensen, J.A. and Tyler, B.D. (2021), "The sponsorship performance cycle: longitudinal evidence of sponsors' contribution to Formula One team achievement", *Journal of Business & Industrial Marketing*, Ahead-of-print.

JARROD E. DRUERY

Assistant Professor, College of Education

3/4/21

[Dr. Druery co-authored and published article titled, "'We Can Redefine Ourselves': Enhancing Black College Men's Persistence Through Counterspaces."](#)

Black college men are constantly repositioned in higher education discourse as problems and in crises. However, there is much to be learned from Black men's engagement in college and the meanings they make from those experiences. In this qualitative study, we use the engagement experiences of 25 Black men at an historically white campus in the U.S. in order to reveal the value of counter-spaces on campus. Our findings suggest that the Sankofa Scholars program created important opportunities for these Black men to get acclimated to college, enhance their awareness and development, and resist deficit framings about them. These findings demonstrate that Black male success initiatives can serve as a counter-space on campus and can play a critical role in empowering Black men's persistence in college and strengthening their resilience.

* Brooms, D. R., Clark, J. S., & Druery, J. E. (2021). "We can redefine ourselves": Enhancing Black college men's persistence through counterspaces. *Journal of Black Studies*, 52(3), 277-295

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ALLYSON GRAF

Assistant Professor, Psychological Science

2/24/2021

[Dr. Graf publishes article on impact of ageism on COVID-19 beliefs and behavior](#)

Commentaries have suggested that initial emphasis on the higher susceptibility and mortality rates of older adults to COVID-19 has instigated ageism within the public discourse and policy decisions. Using the health belief model, this study examined ageism in interaction with other factors influencing intention to social distance. Threat of contracting COVID-19, benefits and barriers to social distancing, benevolent and hostile ageism, and intention to social distance were examined in 960 adults (M = 37.81 years, SD = 11.65). We find that benevolent and hostile ageism were significant moderators for both perceived threat and barriers on intent to social distance; hostile ageism also moderated benefits on intent to social distance. The current study demonstrates how ageism influences behavior during a pandemic. With initial reports of COVID-19 presenting older adults as a homogenous group, ageism negatively interacted with intention to social distance and may place older adults at greater risk.

* Graf, A. S., & Knepple Carney, A. (2021). Ageism as a modifying influence on COVID-19 health beliefs and intention to social distance. *Journal of Aging and Health*.

LOIS HAMILL

University Archivist & Professor, Steely Library – Special Collections and University Archives

3/1/21

[University Archivist and Professor Lois Hamill publishes third book](#)

Archives 101 is an easy-to-understand, practical manual written for people who care for historical records, photographs and other formats found in archival collections regardless of their professional education or institution type. The book addresses all facets of managing archival collections from acquisition to arrangement and description, management of photograph collections, researchers, exhibits, security and storage with step-by-step guidance. The chapter on description incorporates Describing Archives: A Content Standard (DACS), a professional standard, into finding aid creation. It also advises on how to integrate description in PastPerfect software with archival finding aids to optimize the strength of each. The digitization chapter discusses workflow, scanning specifications, file management, copyright, delivery of scanned materials and ideas for managing community scanning days. Includes sample policies, forms, representative examples illustrating text discussions and a Glossary. The author's goal is to present the most common variations for a situation and explain the thinking behind it so that readers are empowered to modify best practices and professional experience, while still respecting them, to fit the specifics of their situation. Whether a volunteer, archivist-in-training, new archivist or instructor teaching introductory archives, this book will appeal to a range of audiences. Conveniently available both electronically and in print.

* Hamill, L. (2021). *Archives 101*. Lanham: Rowman & Littlefield.

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ALEX KREIT

Assistant Professor, Law

1/19/2021

[Ensuring Marijuana Reform Is Effective Criminal Justice Reform](#)

In less than a decade, marijuana legalization has gone from unthinkable to seemingly unstoppable. This essay discusses how Arizona should best advance marijuana legalization so that it can significantly improve Arizona's criminal justice system. Now that Arizona has legalized marijuana via ballot initiative, we do not wade too deeply into the arguments for and against legalization or the criminal justice impact inherent in the repeal of prohibition (such as reductions in marijuana arrests and sentences). Instead, we focus on steps that Arizona policymakers and advocates who are interested in improving the criminal justice system can take to ensure that legalization best advances this goal.

* Berman, Douglas A. and Kreit, Alex, Ensuring Marijuana Reform Is Effective Criminal Justice Reform (January 19, 2021). 52 Arizona State Law Journal 741

KOBENA OSAM & NICOLE DILLARD

Assistant Professor, Organizational Leadership/MPA

2/18/2021

[Drs. Dillard & Osam present their research study at the 2021 Academy of Human Resource Development conference](#)

Drs. Dillard and Osam presented findings from their research study exploring the impact of identity on the experiences of employee engagement for public servants. The presentation included a discussion on Engagement and Identity Best Practices in the Workplace and recommendations for organizations moving forward. The study itself was funded with the support of the College of Arts & Sciences CFSPA award.

* Dillard, N. and Osam, E., (February 2021). Moving Forward: A Roundtable Discussion on Engagement and Identity Best Practices in the Workplace. Academy of Human Resource Development conference, virtual.

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LYNNE ZAJAC and ADRIANNE LANE

Associate Professor and Professor Emeritus, School of Nursing

12/31/2020

[Zajac and Lane Publish Results of Online Faculty Presence Study](#)

Research in online pedagogy reveals that students persist and are more successful when faculty exhibit caring behaviors and demonstrate social presence. Faculty presence and caring behaviors pose a challenge in online educational settings due to lack of face-to-face interaction. Accelerated online courses may present additional obstacles due to the compressed schedule. This mixed method study identifies student perceptions of faculty presence and caring behaviors in accelerated online post licensure nursing courses. Students in RN- BSN, MSN, and DNP accelerated online courses identified and ranked faculty presence and caring behaviors, and responded to open ended questions about online faculty caring through completion of an author constructed survey. The top three faculty online caring behaviors were timely communication, academic support, and empathetic presence. Students' perception of online caring and faculty was high (94%) among DNP students and moderate (66%) for MSN and RN- BSN students. Qualitative themes identified are authentic and empathetic communication, timely and respectful feedback, faculty interaction, and investment in student success. Broad recommendations informed by the findings are to provide timely communication, offer academic support and invest in student success, present an empathetic presence with authentic communication, and be flexible as an instructor. Specific strategies to employ the recommendations are presented.

* Zajac, L. & Lane, A. (2020). Student perceptions of faculty presence and caring in accelerated online courses. *Quarterly Review of Distance Education*. 21(2), p. 67-88.

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RESEARCH NEWS

DAVID CHILDS

Associate Professor, Education

[Appointed to Board of Directors of National Association of African American Studies \(NAAAS\)](#)

Dr. Childs was recently elected to the board of directors for the National Association for African American Studies (NAAAS). NAAAS is both a national and international organization (partnering with universities on several continents including Africa, North and South America, Europe and Asia). The organization provides opportunities for scholars, students, and guests to engage in intellectual dialogue on a broad range of topics. Traditional subject areas include immigration issues, social sciences, HIV/AIDS, fine arts, business, political sciences, health sciences, history, education, medicine and law. Information is shared with attendees through paper presentations, round table discussions, panels and demonstrations. The national organization provides undergraduate honors and graduate students the opportunity to participate in the conference through the creation of poster presentations. The conference also includes a career fair, health screenings, book fair, exhibits, entertainment, and academic training skills (e.g., test taking and career planning) for junior and senior high school students.

KOBENA OSAM & NICOLE DILLARD

Assistant Professor, Organizational Leadership/MPA

2/15/2021

[Drs. Osam and Dillard Develop a Best Practice Guide for NKU in support of Black Student Wellbeing](#)

Anxieties of returning to a predominantly white institution (PWI) during two public health pandemics (racism and COVID-19) is a unique experience that coupled with increased financial pressures, and incessant media coverage of Black deaths, has significant mental health implications for Black students at NKU. Accordingly, the purpose of this project was to develop support towards fostering healthy learning environments for Black students at NKU impacted by the two public health pandemics. Specifically, this project examined Level 1 of the NKU's Levels of Care Model with a culturally-specific lens towards Black students in response to the pandemics. The processes involved in the project included:

- Benchmarking and Assessment of NKU Psychoeducation Resources
- Focus Group with NKU Black Students
- MPA Student Engagement

Through the course of this project we adopted the organization theory approach of performance improvement. Consequently, we used benchmark assessments to analyze current and desired levels of mental wellbeing resources/support for Black Students at NKU, and identified the gap between them. Finally, we conducted focus group sessions with Black students to generate shared solutions resulting in recommendations for NKU administrators to close the gap between the current and desired levels of mental wellbeing resources and support for Black students.

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Do you have research, scholarship or creative activity to share?

Use this link to submit for the next edition:

https://nku.co1.qualtrics.com/jfe/form/SV_b4qA1B6xPEqA50h

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