Bank of America, to demonstrate a comparison of measures rated by millennials vs. measures derived by LIWC, concluding the research by testing LIWC's accuracy rate in capturing emotions. I invite you to an exciting Twitter Sentiment Analysis session that will enhance your understanding of computational intelligence in reading language and emotions on social media.

Research Methods: Sentiment Analysis, Experimental Design

Discussants: Joy Azikwe, Sagar Sharma, Robyn Chin

Paul Raison: The Social Business Model of the Future Paradigm

As the time has told us, sustainable business and economic growth is essential. In a society full of more benefactors and beneficiaries due to population growth, the complexity of sustaining their well-being is a priority to stakeholders bearing the responsibility to grow the economy. Having leadership from all parts of the team driving the economy, a sustainable business growth system with ambitious stakeholders can be just as financially successful conducting business from the perspective containing social capitalistic business values as compared to the financial capitalistic business values. The audience of this project is stakeholders (i.e. philanthropist, angel investors, venture capitalist, and boards of directors, chief executive officers, presidents, business owners, and politicians) with the holistic investing paradigm of economics willing and able to join the

potential innovative business force with their dynamic energy, and dynamic resources to sustain economic growth. By showing the results of a healthy economy and investments in a capitalistic business model, this pilot project social business model would only need the social mindset of the stakeholders to operate.

Research methods: Literature Review, Quantitative Analysis

Discussants: Odell Jones, David Williams

13.15 Session 5 (1 talk)

Pamela Tull: JCIPE Interprofessional Practice Program's Impact on Patient Healthcare.

Jefferson Center for Interprofessional Education and Practice (JCIPE) program provides clinically relevant training for its clinician students by action driven initiatives to dissolve teaching silos that prohibited the cross-learning and identifies social and environmental factors that impact holistic patient healthcare treatment and outcomes. JCIPE's redesigned program fosters new initiatives that provide a feedback assessment tool that measures team engagement, experience and effectiveness of competencies and assesses the conceptual and actual frameworks that promote collaborative practices and teamwork.

Research methods: Interviews, Qualitative Analysis

Discussants: Valerie Andrews, Greg Campbell, Joy Azikwe

Applied Research Methods Learning Exchange Conference

Saturday, December 1, 2018

Conference Schedule

8:30 Informal Gathering
   Breakfast (pastries, coffee and tea)
9.00 Conference Introduction and Overview
09.15 -10:00 Session 1 (2 presentations)
10.15 -11.00 Session 2 (2 presentations)
11.15 -12.00 Session 3 (2 presentations)
   Break: (canapes and tea sandwiches)
12.15 -13.00 Session 4 (2 presentations)
13.15 -14.00 Session 5 (1 presentation)

Welcome to the Applied Research Methods Learning Exchange Conference, in which DSL doctoral candidates completing their second research methods course present insights from pilot research projects. Sessions entail three 15 minute elements:

- Presentations (interrupt for questions of clarification only).
- Discussant comments and Audience questions and answers.
- Debrief in Room 209.

9.00 Conference Overview

Room: Tuttleman 209

About Academic Conferences and the Applied Research Methods Learning Exchange Conference

9.15 Session 1 (2 talks)

Valerie Andrews: Questionnaires and Conversations on Clergy Help

Clergy members occupy a unique position. This is especially true within the African American Baptist tradition where they are expected to counsel congregants, comfort the bereaved, officiate wedding ceremonies, bless babies, visit the sick and shut-in, administrate the Ordinances of Baptism and Holy Communion, serve as Ex-Officio of church ministries, in addition to preparing and delivering weekly bible studies and sermons. These responsibilities and others make it challenging for them to find time for their own care. The need for finding time is seen not only with African American clergy but is in fact one of national concern, and is experienced across denominations and faith traditions as well as across ethnic and racial groups.

Wondering what type of support would be fruitful to bring balance to this issue, the researcher met with ten African American clergy who completed surveys and participated in conversations which focused on managing their physical, emotional and spiritual care.

Research method: Interviews, Survey

Discussants: Greg Campbell, Pamela Tull, Odell Jones

Robyn Chin: The Succession Dilemma: Why small business owners do not plan for succession

I identify the reason or reasons why small business owners neglect to plan for succession, despite its importance. Data will be gathered through interviews and surveys of 2 small business in the Philadelphia area. As the researcher, I would like to identify the issues contributing to the inaction on the part of business owners in order to propose ways to get these owners to complete and implement succession plans.

Research method: Interviews, Survey

Discussants: Sylvia Liu, Raul Virella

10.15 Session 2 (2 talks)

Nick Zhao: Applying online technology in the restaurant industry

Restaurant owners face challenges keeping up with market trends to improve customer satisfaction. I investigate major problems Chinese restaurant owners face in US markets and test the effect of online to offline technology on restaurant customers' satisfaction and loyalty. during further studies, I provide recommendations on how to apply and apply what kind of O2O technology to improve the restaurant's operation and customers' loyalty will be provided to the sponsor company.

Methods: Interviews, Surveys

Discussants: Sagar Sharma, David Williams, Amna Al-Alawi

Joy Azikiwe: Preparing academics for leadership responsibilities

Faculty members are placed in roles beyond their teaching or research duties. Based on findings from the interviews, focus groups, the pilot conducted as well as the memoirs I have read-they come to Universities expecting one thing and then in hopes to gain tenure or more prestige they are appointed into roles without any clear definition or explanation of the duties that lay ahead. The presenter will look to share perspectives of various stakeholders in universities on the faculty in managerial roles, how faculty was selected into those roles, and what they are told their expectations are in those roles.

Research methods: Interviews, Pilot Workshop, Focus groups

Discussants: Robyn Chin, Paul Raison

11.15 Session 3 (2 talks)

Sylvia Liu: The unspoken pains of studying abroad

From 2013 to 2016, the number of international students enrolled in U.S. secondary education has grown almost 15% to a more than 83,000 students. Of these, 78% come from Asia, 58%, from China alone—37,550 students (Farrugia, 2017)

The ultimate goal for Chinese students pursuing secondary education in the U.S. is to gain acceptance to a U.S. university. Coming to the U.S. for high school enables these students to hone their English language skills, adapt to the cultural differences, and ease the educational transition. These growth rates and statistics serve to validate what has become an enduring phenomenon, and the subsequent industry it has produced.

Agencies and individual agents serve as the liaison between prospective students, families, schools, and host families, and continue their support during the students' tenure in high school. Given that this industry has grown organically out of demand over the years, there is no standardized framework or practice for services, my research, based on stakeholder interviews identifies critical problems that have emerged in this system, such as students' significant discomfort with host family, academic difficulty, mismatch between students and schools due to insufficient assessment conducted by agency and school, language and cultural barriers, neglecting students' needs, miscommunication between students and their parents, etc.

Research methods: Interviews, Qualitative Analysis

Discussants: Raul Virella, Nick Zhao

Odell Jones: Assessing in-house talent for leadership roles

Organizations struggle with identifying and developing in-house talent with high potential to fill key leadership roles. Previous research suggests that if properly utilized an appraisal performance tool can be effective for identifying high performers but may not predict an individual's ability to take on higher level roles. Other research suggests that to better understand potential, individuals should be provided with development and learning opportunities outside of their current responsibilities to allow decision-makers to assess desired capabilities.

I interview University personnel responsible for managing staff performance or strategically planning if using a properly utilized appraisal tool integrated with cross-functional development opportunities could be an effective tool for assessing current in-house talent to meet future needs.

Methods: Interviews, Focus Groups

Discussants: Pamela Tull, Val Andrews

12.15 Session 4 (2 talks)

Amna Al-Alawi: Twitter Sentiment Analysis of CSR Initiatives: *Millennials vs. LIWC*

Sentiment Analysis, the process of collecting opinions and measuring emotions on social media, provide crucial insights for financial institutions' brand reputation and corporate legitimacy through the public eyes. Linguistic Inquiry and Word Count (LIWC), an online language tool that measures emotions through words, is a widely used method to measure public sentiment. What is the accuracy rate of LIWC in capturing sentiment in comparison to the measures given by millennials? I present an experimental design method by measuring CSR hashtags' sentiment from the context of two financial institutions, Wells Fargo and