

DR. MOHSEN ATTARAN
PROFESSOR EMERITUS
DEPARTMENT OF MANAGEMENT & MARKETING

The following is a list of Dr. Attaran's journal publications for the 2022-23 academic year:

1. Attaran, M., Attaran, S. and Gokhan Celik, B. "Revolutionizing Agriculture Through Digital Twins." Encyclopedia of Information Science and Technology, Sixth Edition, IGI Global. 2024
2. Attaran, M., Attaran, S. and Gokhan Celik, B. "The Impact of Digital Twins on the Evolution of Intelligent Manufacturing and Industry 4.0." Advances in Computational Intelligence. June 07. 2023.
3. Attaran, M. "Blockchain-Enabled Healthcare Data Management: A Potential for COVID-19 Outbreak to Reinforce Deployment." International Journal of Business Information Systems, Vol. 43, No. 3, June 2023. PP: 348-378
4. Attaran, M. and Gokhan Celik, B. "Digital Twin: Benefits, use cases, challenges, and opportunities" Decision Analytics Journal Vol. 6, March 2023.
5. Sarma, S., Attaran, S., and Attaran, M. "Barriers to the implementation of circular economy approach with the consumption of oilfield-produced water" Interdisciplinary Environmental Review, Vol. 23, No. 1, PP. 1-21, July 2023.
6. Sarma, S., Attaran, S., and Attaran, M. "Sustainable Entrepreneurship: Factors Influencing Opportunity Recognition and Exploitation" International Journal of Entrepreneurship and Innovation, April 2022.

DR. HOSSEIN BIDGOLI
PROFESSOR EMERITUS
DEPARTMENT OF MANAGEMENT & MARKETING

Refereed Journal Publication

H. Bidgoli, Integrating Information Technology to Healthcare and Healthcare Management: Improving Quality, Access, Efficiency, Equity, and Healthy Lives, American Journal of Management (AJM) Vol. 23(3) 2023, pp. 111-131.

Textbook

H. Bidgoli, Management Information Systems, Eleventh Edition, Cengage Learning, Mason, OH, 2023.
(<https://www.cengage.com/c/mis-11e-bidgoli/9780357883860/>)

Paper

H. Bidgoli, (Invited Presentation), Integrating Practical Cases Into Your IS/IT Course, Cengage 2023 Virtual Computing Experience, March 23-24, 2023.

DR. JIATIAN “JT” CHEN
ASSISTANT PROFESSOR
DEPARTMENT OF MANAGEMENT & MARKETING

Dr. Chen had the following published journal articles:

Chen, J., May, D. R., Schwoerer, C. E. (2023). Career Calling Climate: The Development and Validation of a Scale for a New Construct. *Journal of Management and Organization*. doi.org/10.1017/jmo.2023.16

CSUB SHRM STUDENT ORGANIZATION

The CSUB SHRM Student Organization has been honored with the 2022-2023 Superior Merit Award from the national SHRM, the most prestigious accolade for an HR student group!

Our advising team includes:

- Professor Tom See
- Dr. J.T. Chen
- Dr. Sunjin Pak



DR. MAHDY ELHUSSEINY
PROFESSOR
DEPARTMENT OF ACCOUNTING & FINANCE

Dr. Elhusseiny provided the following list of achievements for the 22/23 academic year.

Fall 2022

A. Two refereed journal publications

- Benjamin Bae, Mahdy F. Elhusseiny, and Sherif El-Halaby (2022) “The Impact of Cultural Factors on Dividend Payout: Bank Industries in Muslim Countries”, *Global Journal of Accounting and Finance (GJAF)*, Vol. 6, No. 2, P. 112-123.
- Benjamin Bae, Nyakundi M. Michieka, and Mahdy F. Elhusseiny (2022) “The Impact of Environmental Liabilities on the Stock Price and Market Value”. *International Journal of Accounting & Finance Review (IJAFR)*, Vol. 11, No. 1, P. 112-123.

DR. MAHDY ELHUSSEINY CONT.

B. Conference presentation

- Mahdy F. Elhousseiny, Nyakundi M Michieka , and Mariam Ali Alyammahi (2022) “Do Shocks in Economic Factors Affect US Industries: An Empirical Investigations” 6th International Conference on Research in Business, Management and Economics (ICRBME), Vienna, Austria, November 03 to 05.

C. International guest Speaker event

- Guest Speaker, Financial Markets talk, University of Applied Sciences, Nysa, Poland, October 2022 (Online)

Winter 2023

A. International Guest speaker event

- Guest Speaker. Finance topics, University of Toyo, Tokyo, Japan, January 6 – 27, 2023

Spring 2023

A. Conference presentation

- Mahdy F. Elhousseiny, Richard Gearhart, and Mariam Ali Alyammahi (2023) “Temporal Fixed Effects: The Macroeconomic Implications on Industry Return” international conference in E Education, E Business, E management and E-learning (IC4E-2023), Munich, Germany, May 03 to 04.

Summer 2023

A. International Summer program

- University of Applied Sciences, Nysa, Poland, June 26-July 8, 2023.

DR. NYAKUNDI MICHIEKA

ASSOCIATE PROFESSOR

DEPARTMENT OF ECONOMICS

Dr. Michieka provided the following list of achievements for the 22/23 academic year.

Publications

- Michieka, M. N., and Gearhart, R. S. 2023. “Do Oil Price Fluctuations Influence Criminal Activity in Energy Rich Regions? Evidence from California’s Central Valley.” *Crime, Law and Social Change*. (Forthcoming).
- Michieka, M. N., Razek, H.A., and Gearhart, R. S. 2023. “Modeling the Impact of Oil Price Changes and Investment Decisions on Construction Wages in the U.S.” *Construction Management and Economics*. (Forthcoming).
- Gearhart, R. S., Michieka, M. N. and T. Bersak (2023). “CBD As a Cure-All? The Impacts of State-Level Legalization of Prescription Cannabidiol (CBD) on Opioid Prescriptions.” *Southern Economic Journal*. (Forthcoming).
- Gearhart, R. S., Michieka, M. N. and Anders, A (2023). “The Effectiveness of COVID Deaths to COVID Policies: A Robust Conditional Approach.” *Economic Analysis and Policy*. (Forthcoming).

DR. NYAKUNDI MICHIEKA CONT.

Grant Activity

- \$23,659,268 (2024 – 2025), California Direct Air Capture Hub Front-End Engineering Design and Planning. Source: Department of Energy. (Co-Principal Investigator with EPRI, CRC, KCCD).
- \$299,999 (2023 – 2026), Collaborative Capacity Building on Biodegradable Soil Sensors for Sustainable Agriculture. Source: USDA – NIFA: Non-Land Grant Colleges of Agriculture (NLGCA) (Co-Principal Investigator).
- \$97,000, (2023), The Impacts of the COVID-19 Pandemic On Businesses And Industries In Kern County. Source: High Road to Regional Workforce Strategies and the Kern Community College District (Principal Investigator).

Conferences

- Michieka, M. N., Richard S. Gearhart III and Noha H. A. Razek. 2023 (February 2023). "Oil price Dynamics and Housing Investment Decisions in the U.S." *Paper presented at the 62nd Western Regional Science Association in Big Island, HI*

Student Mentorship

- Currently mentoring 5 students on research activities

DR. SUNJIN PAK

ASSISTANT PROFESSOR

DEPARTMENT OF MANAGEMENT & MARKETING

Dr. Pak achieved two notable milestones in 2022-2023:

Dr. Pak joined the Editorial Board of the Journal of Vocational Behavior (JVB) in 2022, a top-tier publication in Business Schools with an impact factor of 11.1.

[Editorial board - Journal of Vocational Behavior | ScienceDirect.com by Elsevier](#)

Dr. Pak was honored with the 'Best Reviewer' award by the Organization Behavior (OB) Division of the Academy of Management. The Academy of Management (AOM) is a prestigious professional association for scholars and practitioners dedicated to the study and practice of management.



DR. ATIEH PUSHNEH

ASSISTANT PROFESSOR

DEPARTMENT OF MANAGEMENT & MARKETING

Recent Publication & Conference Proceeding

Poushneh, Atieh (2023), "Humanlike Avatars' Service Failure and Consumer Forgiveness", *Summer American Marketing Association*, San Francisco, August.

Poushneh, Atieh (2023), "Alexa is Eerie: Voice-enabled Artificial Intelligence and Voice Shopping", *Summer American Marketing Association*, San Francisco, August.

Poushneh, Atieh and Vasquez-Parraga, Arturo Z. (2023), "The Role of Empathetic Response in Artificial Intelligence and Consumers' Responses", *Winter American Marketing Association*, Nashville, February.

Poushneh, Atieh and Vasquez-Parraga, Arturo Z. (2023), "Does Augmented Reality Shape Goal Achievement through Augmentation Experience?", *Winter American Marketing Association*, Nashville, February.

Poushneh, Atieh, and Rajabi, Reza (2022), "Can Reviews Predict Reviewers' Numerical Ratings? The Underlying Mechanisms of Customers' Decisions to Rate Products using Topic Modeling: Latent Dirichlet Allocation (LDA)", *Journal of Consumer Marketing*, Vol. 39, Issue. 2.

DR. PRATIGYA SIGDYAL

ASSISTANT PROFESSOR

DEPARTMENT OF MANAGEMENT & MARKETING

During the academic year 2022-2023, Dr. Sigdyal had two journal publications and a book chapter. They are as follows:

Medina-Craven, M. N., Ostermeier, K., Sigdyal, P., & McLarty, B. D. (2023). Personality research in the 21st century: new developments and directions for the field. *Journal of Management History*, 29(2), 276-304.

Acharya, C., Sigdyal, P., Ojha, D., Patel, P. C., & Dhir, A. (2023). Knowledge codifiability, common interests and knowledge transfer: the inhibiting role of system dependence under increasing novelty. *Journal of Knowledge Management*.

Ghosh, N., Sigdyal, P., Ramya, U., & Khursheed, R. (2022). Post-COVID-19 Transformations for Future of Work and Small Business Sustainability: Towards an Inclusive Economy. In *Sustainability and the Future of Work and Entrepreneurship for the Underserved* (pp. 19-45). IGI Global.

DR. ZHENNING "JIMMY" XU

ASSISTANT PROFESSOR

DEPARTMENT OF MANAGEMENT & MARKETING

Dr. Xu was nominated as the Director of Digital Communications for the *Association of Collegiate Marketing Educators (ACME)* from 2023 to 2024 after a competitive search process.

Dr. Xu served as a Program Committee Member of the IEEE International Workshop on Software Engineering and Big Data (SEBD 2022).

Dr. Xu was nominated as the Editorial Board member for the *Journal of Business Analytics (an ABDC journal)* from 2022 (<https://www.tandfonline.com/action/journalInformation?show=editorialBoard&journalCode=tjba20>).

Dr. Xu was selected to rejoin the Judging Panel of the *Global Online Marketing Challenge* from 2022 to 2023.

Dr. Xu has published the following peer-reviewed articles in 2023:

Xu, Z., Parra, F., Peters, A., Porter III, M., & Woods, J. (2023). # Openforbusiness: Student Promotion of Community Organizations And Businesses On Social Media. *Marketing Education Review*, 33(2), 107-112 (ABDC list).

Tajdini, S., Ramirez, E., & Xu, Z. (2023). From internal to external information search: the role of information accessibility, information diagnosticity, and involvement. *Aslib Journal of Information Management* (ABDC list).

Wu, D., Xu, Z., & Bach, S. (2023). Using Google Trends to predict and forecast avocado sales. *Journal of Marketing Analytics*, 1-13 (ABDC list).

Wu, D., Xu, Z., & Li, J. (2023). Search Data and Geodemographics Determinants of the Avocado Sales in the U.S Market. *Journal of Business and Management* (ABDC list).
