

Business and Public Administration

Dr. Mohsen Attaran

Dr. Attaran (Department of Management & Marketing) published 3 articles in top tiered journals. His 2019 article: "The Need for Digital Workplace: Increasing Workforce Productivity in the Information Age." has more than 45,000 reads. For more than 12 months, Dr. Attaran's 140 published journal articles have been "the most read research item from CSUB" as weekly reported by ResearchGate https://www.researchgate.net/profile/Mohsen_Attaran (August 28, 2022). Google Scholar also reports 5,509 citations for all of Dr. Attaran's articles and 2,759 citations for 5 of his top cited journal publications.

(https://scholar.google.com/citations?user=v2_17kMAAAAJ&hl=en.)

Dr. Hossein Bidgoli

Dr. Hossein Bidgoli (Department of Management & Marketing) completed the 11th edition of his book "Management Information System" this year.

H. Bidgoli, Management Information Systems, Eleventh Edition, Cengage Learning, Mason, OH, 2023.

Dr. JT "Jiatian" Chen

Below are the peer-reviewed articles that Dr. Chen (Department of Management & Marketing) published during the 21-22 academic year.

1) Morales, J.C., Chen, J., May, D. R., Schwoerer, C. E. (2022). Resilience and Meaningfulness at Work: A Job Crafting Perspective. International Journal of Organizational Analysis.

2) Chen, J., May, D. R., & Schwoerer, C. E. & Deeg, M. (2021). "Called" to Speak Out: Employees' Career Calling and Voice Behavior. Journal of Career Development.

Dr. David Olson

Dr. Olson (Department of Management & Marketing) designed and led two courses with amazing content-relevant travel components. One of these was an International Business course with many special visits to businesses and other organizations in Italy and the other was a Diversity in Organizations course with exceptional visits to many historically Black institutions in New York City, Philadelphia, and Washington D.C. Dr. Olson also served as our campus's representative for California State University International Programs.

Dr. Sumita Sarma

Dr. Sarma (Department of Management & Marketing) is excited to share her research achievements during 2021-22 academic year:

- Acceptances of two peer-reviewed journal articles (1 article pertains to sustainable entrepreneurship wherein Dr. Sarma interviewed about 20 sustainable entrepreneurs in 2 rounds; the other article pertains to examining public perceptions in using recycled wastewaters) – Spring 2022 and Summer 2022;
- Publication of a book chapter;
- Research presentation at the AOM (Academy of Management) 2022 Conference at Seattle (Aug 2022);



CALIFORNIA STATE UNIVERSITY
BAKERSFIELD

Dr. Sarma (cont.)

- Presentation as a KIE Faculty Fellow about the role of ethics in online teaching (Oct 2021)

Dr. Sarma is grateful to have been a part of the B3K Business Services sector workgroup led by Jim Damian, and to be engaged in the process of diagnosing issues and formulating a guiding policy/strategy in this sector for bettering Kern County.

Dr. Sarma feels energized by her wonderful students and their experiences (both personal and professional) that they bring to the table. One of the groups (led by Aaron Falk, President & CEO, Kern Community Foundation) in her Spring 2022 MBA class recently wrote to Dr. Sarma saying that he was able to successfully implement/execute actions steps on the strategy that they formulated for KCF as part of their group project. It feels great when students do and apply their learning in their workplaces / real-life business.

Dr. Zhenning "Jimmy" Xu

Dr. Zhenning "Jimmy" Xu (Department of Management & Marketing), along with his colleague, Dr. Jeremy Woods, and three other co-authors (Dr. McDowell Porter, Dr. Abby Peter, and Dr. Fernando Parra from Fresno State) were the winner of the 2022 ACME AccessCapon Marketing Teaching Innovation Competition. The innovation consists of a social media marketing assignment designed to teach students social media marketing skills. Dr. Xu, Dr. McDowell Porter, and Dr. Fernando Parra presented the teaching innovation at the 2022 ACME Marketing Conference in New Orleans on March 5th, 2022.

Dr. Xu served as the Secretary and the Director of Communications for the 50th ACME (The Association of Collegiate Marketing Educators) Conference (<http://acme-fbd.org/>).

Dr. Xu also served as the chair for the data-driven marketing for consumer insights track of the 49th and the 50th ACME (The Association of Collegiate Marketing Educators) Conference (<http://acme-fbd.org/>).

Dr. Xu along with his colleagues, Dr. Di Wu, and Dr. Yong Choi, organized the first Digital Marketing and Business Analytics Hackathon at CSUB

Dr. Xu served as an external judge of the CSUCI's 2022 Plot-A-Thon Data Visualization (online event).

Dr. Xu served as a Member of the Judging Panel for the 2020/2021/2022 Global Online Marketing Academic Challenge (GOMAC) (<https://www.gomachallenge.com/>).

Dr. Xu participated in the 2022 American National Advertising Education Foundation (AEF)'s National Virtual Visiting Professor Program from June 7th to June 10th, 2022.

Dr. Xu served as the primary organizer and speaker for the Central Valley Data Analytics and R (R Programming Language) Users Meetup Group and organized several meetup sessions for data analytics professionals.



CALIFORNIA STATE UNIVERSITY
BAKERSFIELD