



FACULTY AND PROFESSIONAL STAFF ACCOMPLISHMENTS
September 2017

I. PUBLICATION

Paul Bradford, Physician Assistant Studies, College of Science, Health and the Liberal Arts

- Refereed Journal: Morici, B., Bradford, P. D., & Leese, J. (2017). Investigational Overview of Supervised Clinical Practice Experiences. *The Journal of Physician Assistant Education*, 28(3), 127-131.

Ryan Cruz, Marketing, Kanbar College of Design, Engineering and Commerce

- Refereed Journal: Cruz, R.E., Leonhardt, J.M., & Pezzuti, T. (2017). Second person pronouns enhance consumer involvement and brand attitude. *Journal of Interactive Marketing*, 39(3), 104-116.
 - Online brand messaging, e.g., blogging or posting on social media platforms, has an important role in digital marketing strategy. Such messaging is largely text based and provides an opportunity for brands to interact with many consumers simultaneously. The marketing literature, however, has yet to provide sufficient guidance on effective online brand messaging strategies. In particular, research has yet to address how the inclusion of second person pronouns in online brand messaging affects relevant consumer outcomes. The present research proposes that second person pronouns should work to enhance consumer involvement and brand attitude as a result of increasing the extent that consumers engage in self-referencing. A field study involving actual brand posts on Facebook and two subsequent experiments provide support for this hypothesis. In addition, drawing on cultural dimensions theory, individual levels of collectivism are identified as a boundary condition. The presence (vs. absence) of second person pronouns in online brand messaging enhances involvement and brand attitude for consumers that are lower, but not higher, in collectivism. The results provide marketers with needed guidance for creating effective online brand messaging.

II. CONFERENCES

Raju Parakkal, International Relations, College of Science, Health and the Liberal Arts

- Presenter: Parakkal, Raju. "Global Governance sans Formal Governance: Lessons from the Globalization of Competition Laws." Paper presented at the 11th Pan-European Conference on International Relations of the European International Studies Association (EISA) in Barcelona, Spain, September 15, 2017.
- Discussant: Parakkal, Raju. Discussant on Panel, "Politics and Society in Economic Governance," at the 11th Pan-European Conference on International Relations of the European International Studies Association (EISA) in Barcelona, Spain, September 15, 2017.

Andrew Hart, Architecture, College of Architecture and the Built Environment

- Presenter: National Council of Architecture Registration Boards Advisors Summit in Chicago in July as part of the 2016-2017 NCARB Think Tank. The final Report from the Think Tank committee will be published in NCARB Monograph Series 'The Value of Licensure.'

III. EXHIBITIONS

Sarah Slate, Assistant Director for Special Collections and Reference, Paul J. Gutman Library

- *Under the Knife: Contemporary Cut Paper Art*. Hicks Art Center, Bucks County Community College, August 23 – October 14, 2017.
 - Curated by Sean Stoops, this exhibition features regional and national artists whose work exemplifies a range of contemporary and traditional cut paper techniques, including installations, paper silhouettes / shadow puppet art, sculptural "pop-up" books, stencil based "street art," and stop-motion animations.

Andrew Hart, Architecture, College of Architecture and the Built Environment

- Lead by Asst. Professor Andrew Hart - a transdisciplinary team of Jefferson (Philadelphia University + Thomas Jefferson) students showcased their design, nicknamed "Tiny Tim(ber)," at (PARK)ing Day on Friday, Sept. 15. The annual event presented by the Center for [Architecture](#) and Design provides an opportunity to explore how public spaces could be better conceived, and street parking spaces around Philadelphia are temporarily transformed into cleverly designed mini "parklets" the size of a car. Students from the [sustainable design](#), [surface imaging](#), [architecture](#), [textile design](#), [construction management](#) and [interior design](#) programs designed and will install a demonstration model of historic timber frame techniques coming in the region until 1850. <http://wordpress.philau.edu/today/2017/09/13/students-to-demonstrate-historic-timber-frame-techniques-at-parking-day/>
 - The team was a collaborative effort between Jefferson University and the professionals in the Young Friends of the Preservation Alliance. Groups on campus involved in the project include the Sustainability Council, CABE and Textile Design Staff, Center for Excellence in Surface Imaging, and approximately two dozen students from Students for Historic Preservation, USGBC Students, and Physical Plant staff.





IV. GRANT

V. AWARD

Andrew Hart, Architecture, College of Architecture and the Built Environment

- **Golden Cone Award** awarded to Park(ing) Day Philadelphia by the Center for Architecture. "Tiny Tim(ber)" nominated as an outstanding project from the over 70 participants (the majority of which represent professional design firms and community development groups) the collaborative effort of Young Friends of the Preservation Alliance and Jefferson University. One of the seven projects to receive recognition.

VI. OTHER PROFESSIONAL ACTIVITY

Sarah Slate, Assistant Director for Special Collections and Reference, Paul J. Gutman Library

- Artist talk/panel discussion at Hicks Art Center, Bucks County Community College, Sept. 13, 2017.
 - Presented a lecture about her work and participated in a panel discussion on cut paper as an art medium, in conjunction with the exhibition *Under the Knife: Contemporary Cut Paper Art*.