





HOW TO MANAGE STUDENT RESEARCHERS: CREATING CLEAR EXPECTATIONS FOR THE STUDENT RESEARCHER

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PRESENTATION OVERVIEW

- Philosophy of Undergraduate Student Research
- Student-Driven Expectations
- The Typical Week of Management & Work Completion
- Useful Tools & Templates
- Conclusion



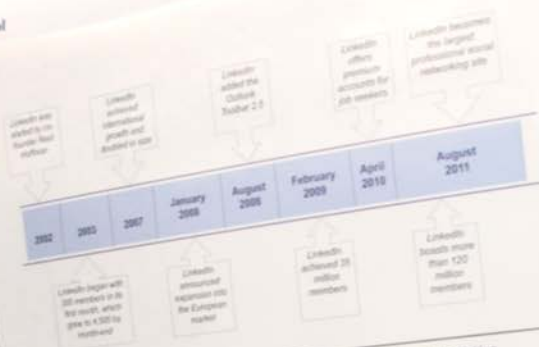




Marketing
01.07.08
University of Leeds

LinkedIn: The Professional's Networking Tool

Presented by:
Mr. Anthony Murray and Dr. Jonathan S. Sims, PhD, APR
University of Leeds Business School, Department of Marketing



LinkedIn as a Relationship Builder

- Relationship building consists predominantly of staying in touch.
- In a new era of relationship management, LinkedIn can play a central role in connecting the professional business working class.
- For individuals seeking to utilize the LinkedIn network for relationship-building, Comer (2011) offers a few suggestions that should be considered:
 - Break the ice with small talk - similar to engaging in a face-to-face conversation, small talk can make people feel more comfortable in the online environment.
 - Join a group - identify common areas of interest or common experiences among members and begin connecting with like-minded professionals who are as equally passionate about your interests.
 - Review an individual's profile prior to actual face-to-face meetings - checking the individual's profile will serve as a refresher of their educational background, previous employment, and other areas of interest which can help ease the transition from the virtual to the physical world.
 - Review an organization's profile prior to the job interview - checking the company's LinkedIn profile may serve as a conversation piece during the interview.

LinkedIn's Use in Business Networking

- In a new technological age, it is imperative that individuals know how to market themselves (Sims, Homsey, & Duvell, 2010) as well as their respective organizations.
- Few people understand the art of networking (Luks, 2009); however, many are learning through social media sites like LinkedIn, which puts individuals in contact with colleagues and businessmen who are as equally connected online as the individual.
- Developing a personal system to capitalize on the connections as well as to contribute relevant content to a particular community is essential to networking success in the LinkedIn virtual world.
- LinkedIn has the potential to accelerate relationship success by shifting prospects to clients and vice versa through

A relationship that only exists in the social networking world is not much of a relationship. Over time, you want to bring your relationships into the physical world" (Comer, 2011)

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The presentation board contains the following sections:

- LinkedIn as a Relationship Builder**
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Conclusion

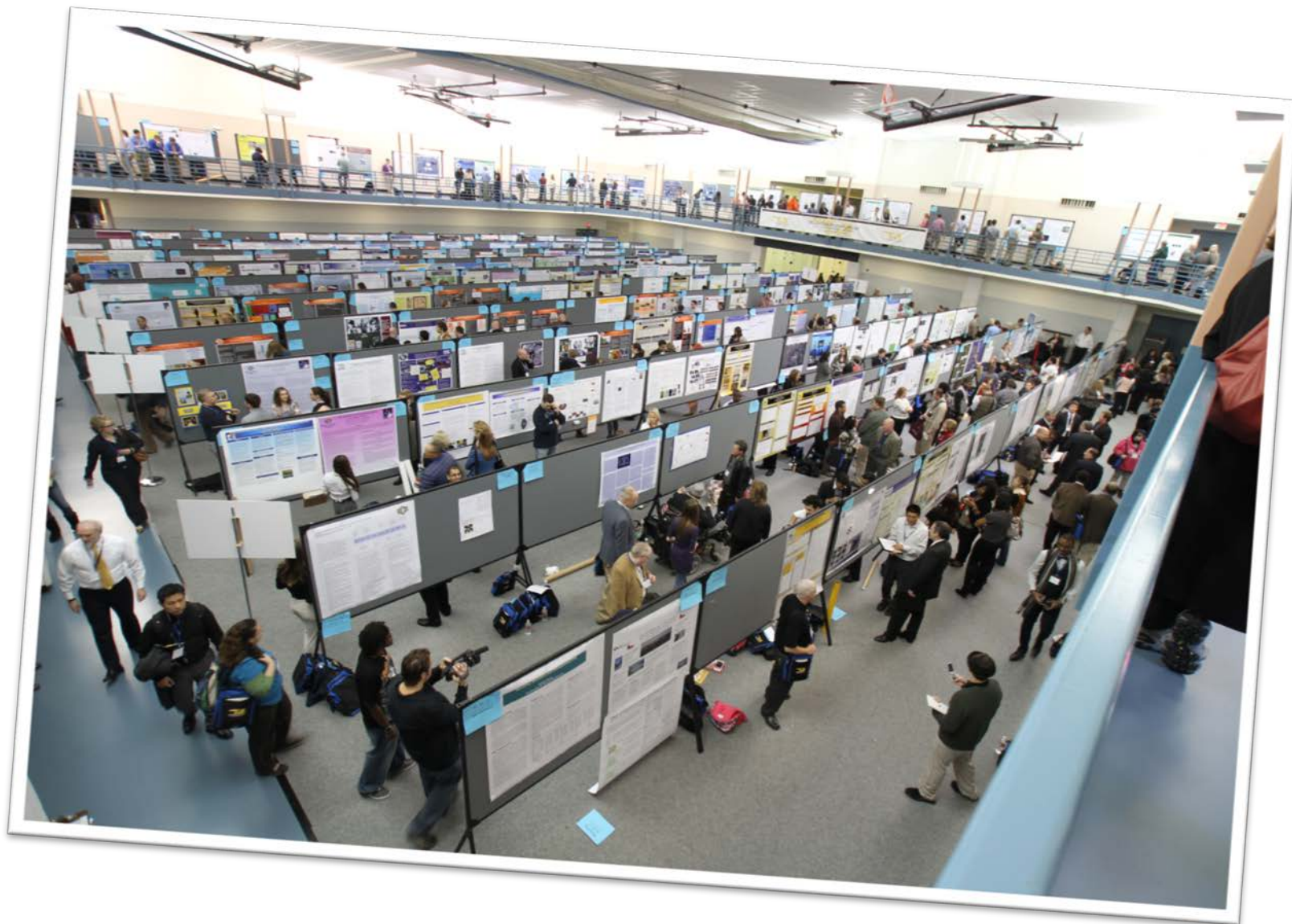
- Dialectics are complex tensions that are the interplay of various opposing forces, often of a phenomenon.
- Similar to Pezalla's opening quote, African entrepreneurs experience issues, objects, and networks.
- The results of this dialectical inquiry is a...
African women who choose to pursue business.



GATEWAY ARCH

Jefferson National Expansion Memorial





Presented By:
Mr. Kyle Turner, Mr. Jeremy Holmes, and Dr. Jeannette D. Sims, PhD, APR
University of Central Oklahoma, Department of Marketing

Abstract
YouTube began in early 2005, and was acquired by Google in October of 2006 for \$1.65 billion (A. Tenshine, 2010). This poster provides additional details of YouTube's 2010. A progression as one of the social-media Big 3 along with Facebook and Twitter (Margarita & Rockland, 2010). A major shift provided by YouTube is its ability to enable consumers to generate their own ideas about companies and products rather than remaining dependent upon mass media advertisements for this information (Payne, Campbell, Bal, & Perry, 2011). The poster offers insights on how companies are engaging consumers through corporate YouTube channels (French, LaBerge, & Paul, 2011). Finally, the poster concludes with key considerations for companies including incorporating YouTube into the organization's overall business strategy and evaluating the company's YouTube success (Brits, 2007).

Consumer-Generated Content

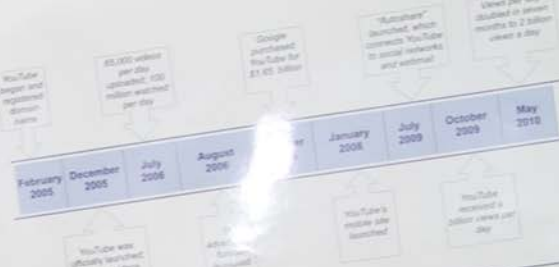
- Today less than 30% of consumers pay attention to mass media advertisements, and less than half of consumers believe that advertisements are a useful way to gain information about a product (Payne, Campbell, Bal, & Perry, 2011).
- The web has enabled consumers and marketers to focus more on niche markets and direct target messages, at a fraction of the cost of mass media advertisements (Scott, 2010).
- Web marketing is about delivering personalized and useful content, right when the consumer wants or needs it (Scott, 2010).
- The most commonly leveraged social media platforms for marketers include: Twitter, Facebook and YouTube (Margarita & Rockland, 2010).
- Social Media are different from "mainstream media". Anyone can create, comment on, or add content. It can also take the form of text, audio, video, images, and so on (Scott, 2010).
- Companies that make content easy and valuable to consumers can create global communication networks (Scott, 2010).
- More and more consumers are using digital video recordings to fast-forward through TV commercials and are consuming video content on websites such as YouTube and on mobile devices (French, LaBerge, & Paul, 2011).
- Companies are having issues because they haven't fully adopted the new rules of marketing and are still relying on the old push-marketing ideas of control over well-defined channels (French, LaBerge, & Paul, 2011).
- Social media are disrupting the way the world communicates and companies must continue to evolve how they interact with people to remain relevant (Margarita & Rockland, 2010).
- YouTube's growth and popularity have propelled the site to become a useful tool for families, educators, news, media, organizations, and corporations.
- This growth has prompted many businesses to incorporate YouTube as a part of their overall business strategy.

YouTube as a Part of the Business Strategy

- Once a company decides how it will engage with customers on YouTube and online, it needs the organizational capabilities to deliver, adding staff, building social-media network infrastructure, retooling customer care operations, or altering reporting structures (French, LaBerge, & Paul, 2011).
- Integrating social media into a business strategy can help companies increase brand awareness, save money, increase global reach, consistent availability, and customer enrollment (Guinta, 2011).
- Companies must have clearly defined objectives to form the right social media strategy and achieve the desired results (Guinta, 2011).
- Integrating YouTube into content-oriented strategies requires creative employees who can provide customers with timely, relevant, and compelling content across a variety of media (French, LaBerge, & Paul, 2011).
- Ford started the "Fiesta Movement" solely on YouTube. By giving away 100 Ford Festas over six months, it drew in 6.5 million YouTube views and 3.7 million Twitter impressions. Ford sold 10,000 units in the first six days of sales (Margarita & Rockland, 2010).

Measuring

- There is a social media optimization (SMO)...
- The most common...
- YouTube...
- Facebook...
- Twitter...

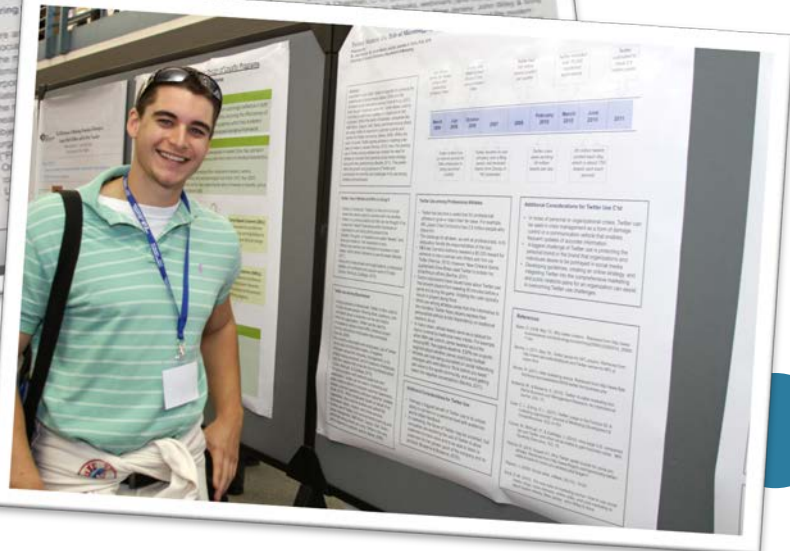


Measuring the Success of YouTube C't

- Some social media metrics are content consumption, content contribution, social bookmarking, subscribing, RSS feeds, and emailing posts (Brits, 2007).
- YouTube effectiveness can also be measured by recommendations and relevant ("Practical Social Media," 2010).
- Google Analytics and Feedburner are free and essential methods for measuring traffic (Urmacher, 2008).
- Tags and bookmarking are essential for search engine optimization (Handley & Chapman, 2011).
- The CPM (cost per thousand) metric is a mainstay of assessing advertising. Successful YouTube campaigns will nearly always be a cheaper more effective method of marketing ("Practical Social Media," 2010).

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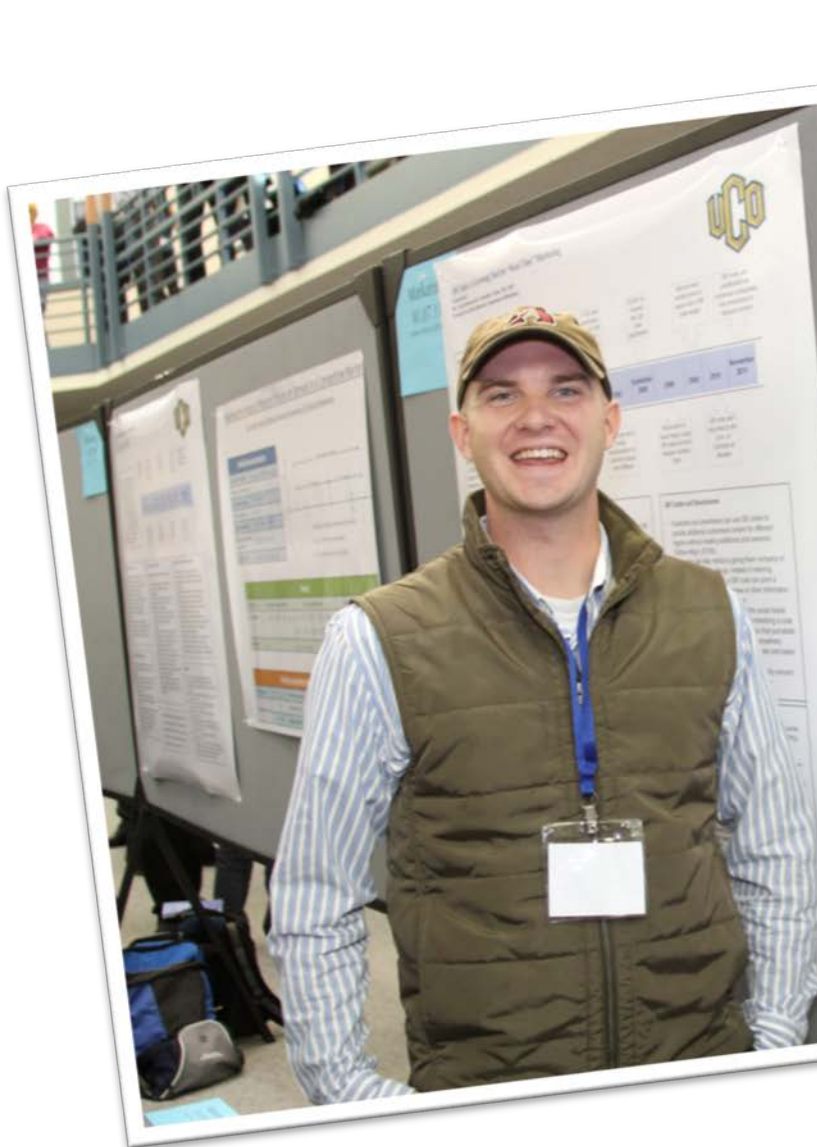
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Social Bookmarking: The Solution

Presented by Dr. James D. Jones, PhD, MBA
University of Central Oklahoma, Department of Marketing

Abstract: Social bookmarking began in 1996 with the introduction of Delicious. Today, there are many other services, including Dribbble, Last.fm, and others. Social bookmarking (SB) is a web-based service that allows users to save, organize, and share web pages. It is a form of social networking that allows users to share their favorite websites with others. This service is used by a wide range of users, from individuals to businesses. It is a powerful tool for sharing information and for building a community of like-minded individuals. This presentation will discuss the history of social bookmarking, its current state, and its future potential. It will also discuss the benefits of social bookmarking for individuals and businesses.

Keywords: Social bookmarking, web 2.0, social networking, information sharing, community building.

Timeline:

- 1996: Delicious is launched.
- 1997-1999: Dribbble, Last.fm, and others are launched.
- 2004: Social bookmarking services are used by millions of users.
- 2005: Social bookmarking services are used by billions of users.
- 2006: Social bookmarking services are used by billions of users.

Implications of Social Book

- With several variables influencing the right content to the right people, social media can enable us to content that people want.
- Companies that bridge the consumer and the business knowledgeable approach to experiences.
- Key analyses reveal that research for quality information bookmarking (Lin & Tsai, 2010).
- Businesses must understand seeking credible content from authors, assessing the quality of the future of course then sharing the articles on it (Wardman, 2011).



PHILOSOPHY OF UNDERGRADUATE STUDENT RESEARCH

- **How students end up with me?**
 - Funded RCSA Grants
 - Funded Faculty Grants
 - Independent Study
- **What are we working on?**
 - Funded RCSA Grant projects
 - Funded Faculty Grant projects
 - Other conference submission opportunities that arise
 - Other research projects (volunteer management consulting or university service-related research) that arise



PHILOSOPHY OF UNDERGRADUATE STUDENT RESEARCH

- Throughout all of the work, my aims are simple.....
 1. Invest in the student's potential
 2. Match my energy with the student's effort
 3. Set the student up for success



STUDENT VITA FOR ATOYA SIMS

Published Intellectual Contributions

Sims, J., Anderson, P., Neese, S., Sims, A. (2013). *Enhancing student cognitive, affective, and behavioral development through undergraduate research*. Marketing Management Association Fall Conference Proceedings.

Anderson, P., Sims, J., Shuff, J., Neese, S., Sims, A. (2013). *A price-based approach to the dialectics in African American female entrepreneur experiences* (pp. 39-40). Marketing Management Association Spring Conference Proceedings.

Sims, J., Sims, A. (2008). *Women and ethnic diversity in public relations: The unconventional role of public relations in advancing diversity*. National Communication Association.

Top Graduate Student Paper Award, Public Relations Division of the National Communication Association. (November 2008).

Presentations Given

Sims, J. (Presenter & Author), Anderson, P. (Presenter & Author), Neese, S. (Presenter & Author), Sims, A., (Presenter & Author) Shuff, J. (Author). National Communication Association Conference, "Connecting with undergraduates through scholarly research: Secrets to managing, mentoring, and collaborating in an undergraduate research program," Washington, DC. (November 2013, Accepted for Presentation).

Sims, J. (Presenter & Author), Anderson, P. (Presenter & Author), Neese, S. (Presenter & Author), Sims, A. (Author) Marketing Management Association Conference, "Enhancing student cognitive, affective, and behavioral development through undergraduate research," New Orleans, LA. (September 2013).

Anderson, P. (Presenter & Author), Sims, J. (Presenter & Author), Shuff, J. (Presenter & Author), Neese, S. (Presenter & Author), Sims, A. (Author Only), Maddox, C. (Author Only), Oklahoma Research Day, "A price-based approach to the dialectics experienced by African American female entrepreneurs," University of Central Oklahoma, Edmond, OK. (March 2013).

Anderson, P. (Presenter & Author), Sims, J. (Presenter & Author), Shuff, J. (Presenter & Author), Neese, S. (Presenter & Author), Sims, A. (Author Only), Marketing Management Association Conference, "A Price-Based Approach to the Dialectics in African American Female Entrepreneur Experiences," Chicago, IL. (February 2013).

Sims, J. (Presenter & Author), Sims, A. (Presenter & Author), National Communication Association Convention, "Women and ethnic diversity in public relations: The unconventional role of public relations in advancing diversity," San Diego, CA. (November 2008).

Funded Grants

Sims, A. (Principal), Sims, J. (Co-Principal), "Thwarting the Influence of Stealth Marketing Campaigns through Arousing Suspicion," Sponsored by RCSA - Office of Research & Grants, University of Central Oklahoma, \$500.00. (August 2013 - May 2014).

Awards and Honors

Best in Track Award, Marketing Management Association Entrepreneurship Track. (February 2013).



STUDENT VITA FOR PEGGY ANDERSON

Published Intellectual Contributions

Sims, J., Anderson, P., Neese, S., Sims, A. (2013). *Enhancing student cognitive, affective, and behavioral development through undergraduate research*. Marketing Management Association Fall Conference Proceedings.

Anderson, P., Sims, J., Shuff, J., Neese, S., Sims, A. (2013). *A price-based approach to the dialectics in African American female entrepreneur experiences* (pp. 39-40). Marketing Management Association Spring Conference Proceedings.

Sims, J., Anderson, P., Murray, A. (2012). *First-generation student research engagement: What are they learning and why does it matter* (pp. 234-236). Marketing Management Association Fall Conference Proceedings.

Presentations Given

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Sims, J. (Presenter & Author), Anderson, P. (Presenter & Author), Neese, S. (Presenter & Author), Sims, A. (Author) Marketing Management Association Conference, "Enhancing student cognitive, affective, and behavioral development through undergraduate research," New Orleans, LA. (September 2013).

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engagement: What are they learning and why does it matter," Minneapolis, MN. (September 2012).

Anderson, P. (Presenter & Author), Sims, J. (Presenter & Author), Oklahoma Research Day, "Exploring the dialectical tensions negotiated by African American female entrepreneurs," Cameron University, Lawton, OK. (November 2011).

Funded Grants

Anderson, P. (Principal), Sims, J. (Co-Principal), "Understanding The Dialectical Tensions Experienced by African American Entrepreneurs," Sponsored by RCSA - Office of Research & Grants, University of Central Oklahoma, \$500.00. (August 2013 - May 2014).

Anderson, P. (Principal), Sims, J. (Co-Principal), "Understanding The Dialectical Tensions Negotiated by African American Male Minority Entrepreneurs," Sponsored by RCSA - Office of Research & Grants, University of Central Oklahoma, \$500.00. (August 2012 - May 2013).

Anderson, P. (Principal), Sims, J. (Co-Principal), "Understanding The Dialectical Tensions Negotiated by African American Female Minority Entrepreneurs," Sponsored by RCSA - Office of Research & Grants, University of Central Oklahoma, \$500.00. (August 2011 - May 2012).

Awards and Honors

Best in Track Award, Marketing Management Association Entrepreneurship Track. (February 2013).



STUDENT VITA FOR SARAH NEESE

Published Intellectual Contributions

Sims, J., Anderson, P., Neese, S., Sims, A. (2013). *Enhancing student cognitive, affective, and behavioral development through undergraduate research*. Marketing Management Association Fall Conference Proceedings.

Anderson, P., Sims, J., Shuff, J., Neese, S., Sims, A. (2013). *A price-based approach to the dialectics in African American female entrepreneur experiences* (pp. 39-40). Marketing Management Association Spring Conference Proceedings.

Presentations Given

Sims, J. (Presenter & Author), Neese, S. (Presenter & Author). National Communication Association Conference, "Transformation, civic engagement, and community-based learning: Service-learning as high-impact educational practice," Washington, DC. (November 2013, Accepted for Presentation).

Sims, J. (Presenter & Author), Anderson, P. (Presenter & Author), Neese, S. (Presenter & Author), Sims, A., (Presenter & Author) Shuff, J. (Author). National Communication Association Conference, "Connecting with undergraduates through scholarly research: Secrets to managing, mentoring, and collaborating in an undergraduate research program," Washington, DC. (November 2013, Accepted for Presentation).

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Funded Grants

Neese, S. (Principal), Sims, J. (Co-Principal), "Exploring the Persuasive Impact of Message Medium in Stealth Marketing Campaigns," Sponsored by RCSA - Office of Research & Grants, University of Central Oklahoma, \$500.00. (August 2013 - May 2014).

Awards and Honors

Best in Track Award, Marketing Management Association Entrepreneurship Track. (February 2013).



PHILOSOPHY OF UNDERGRADUATE STUDENT RESEARCH

- **Research becomes a vehicle for student learning.**
- **Implications of this Philosophy for Me:**
 - Serious time commitment (e.g., 5 RAs this semester working on multiple research projects)
 - Advancing my personal research agenda often takes a backseat
 - Tenure and/or promotion requirements must be monitored and protected
 - Allow each student to dictate his/her own terms and work within that range of expectations.



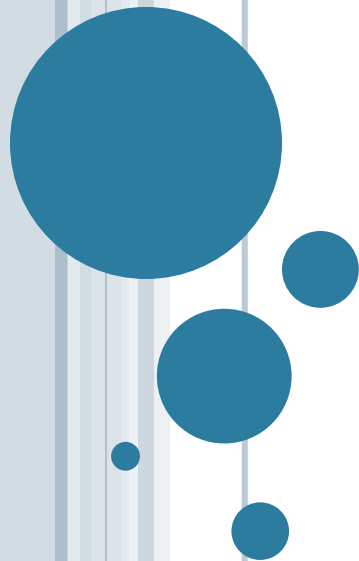
STUDENT-DRIVEN EXPECTATIONS

Understanding Expectations

- Faculty should listen for student expectations while watching student behavior (e.g., protect from giving over-the-head work)

Communicating Expectations

- Greater success in “showing” students what is desired AND “telling” them
- Be clear about everything rather than make assumptions
- Present opportunities and inquire about a student commitment rather than insist on a deadline



KEY QUESTION

- “What does a typical week of student researcher management look like?”



THE TYPICAL WEEK THIS SEMESTER

- First of the semester, identify multiple times during the week where schedules can be synced for RA meetings
- At least two 1 hour-1 1/2 hour weekly meetings
 - One meeting with 3 RAs (veterans)
 - One meeting with 2 RAs (newbies)
- Projects are moved along in and outside of meetings (gather, discuss, re-group/modify/march forward, have a weekly assignment)
- Tools used are – email and shared dropbox folders associated with each project.



HOW WORK IS COMPLETED

- Goal Identification, Tools and Templates
- Goal Identification – conference submission, research design, data collection, data analysis, etc.
- Tools – texts, emails, and shared dropbox folders associated with each project.
- Templates
 - Lit Review Templates
 - Position Paper Templates
 - Manuscript Templates



USEFUL TOOLS, TEMPLATES, AND TIPS

- Typical Dropbox Folder Setup
 - Manuscript Prep
 - Articles to Review
 - Data Analysis/Coding
 - Each file includes stem name plus RA name
- Lit Review Template
 - Organized by desired outline of paper to capture relevant literature
 - Written in APA Style with citations
 - References provided at bottom
 - PDF of articles cited in dropbox
- Manuscript Template
 - The most similar manuscript in dropbox as a template
 - Tables are provided for students to duplicate
- Scheduling Tips
 - Identify “best fit” outlets for conference presentation and associated annual deadlines (if you desire to travel with your students)



CONCLUSION

- Student learning is at the center rather than my own research agenda.
- Students will rise to the level of expectations set for them.
- Happy to be of further assistance or to collaborate when it fits.



