

To: Dr. John Watson, VP of Academic Affairs  
From: Dr. Michael Benefield  
Date: 5/24/2013  
Reference: Professional Development Grant Completion Report

Attached are the following:

1. Results of grant.
2. Schedule of presentations.
3. Budget reconciliation, with receipts and attendance.

We truly appreciate the support of this endeavor to increase research, and feel the money was well spent.

Thank you!

## B. Abstract

Two years ago, we started a workshop series to encourage research. It was unique in that it involved two colleges across campus. The Economists (from the College of Business) and the Social Scientists from the College of Arts & Humanities were the participants. The first year, we met during lunch in Rothwell or Witherspoon. But there were problems with the conflict with lunch. Many did not have time to get lunch before or after the meeting. Last year, some of the speakers tried furnishing lunch, and attendance improved greatly. As they say in the Baptist Church (and most all churches, probably), “Feed them, and they will come!” But this proved to be a great burden, especially if the speaker had a class before and/or after the workshop. It could also be a significant financial cost for some. We feel that providing lunch would remove one of the major obstacles to attendance. This ease of attendance would improve the research skills and output of two colleges on campus.

**RESULTS:** As can be seen from the attached schedule, we have had a variety of topics and presenters this past academic year. We had topics from Finance and Marketing to History to boxing. All were well received by the audience, and all also had plentiful feed-back and suggestions. Although attendance varied by month, our first meeting was attended by eight, and the last by twelve. We discovered that feeding 12 people for \$50 is difficult!

## C. Purpose / Objectives

Many accreditation bodies consider research as a valuable part of any Universities’ contribution to education. A major part of a University’s reputation evolves from its research output, and the subsequent reputation of its researchers. Therefore, Arkansas Tech University needs to encourage and support the research efforts of its faculty. We feel that this grant would accomplish that purpose.

**RESULTS:** We know of at least one publication which arose from a workshop. Dr. Dave Roach made a presentation which caused Dr. Steve Jones to approach Dr. Roach with an idea for a project. The project was completed and the results have been published. I have heard several other conversations about collaboration on projects.

Dr. Marc Fusaro’s presentation spawned an Economics/Marketing paper with Dr. Kevin Mason.

#### D. Significance / Need

As stated before, this will encourage research, and its presentation, for faculty across campus. And, perhaps, encourage other to do more research and to share it. A sharing of current research at a meeting / presentation plants seeds for other ideas to pursue.

**RESULTS:** Several “new” researchers have been invited to present, getting them involved. There always are several useful comments & suggestions for the presenter. Our series has grown from two colleges to three, and from four departments to five.

#### E. Process for Attainment of Objectives / Goals

Attached is a list of recent presentations, as well as the list of future presentations. The schedule has not been completely filled in for this year. As you can see, there is broad participation.

#### F. Dissemination of Results

Presenters are welcome to publish where they desire. The workshop is a limited form of dissemination of research results.

## Empirical Social Science Research Workshop

### 2012-2013 Schedule

<b>Month</b>	<b>Date</b>	<b>Day</b>	<b>Presenter</b>	<b>Location</b>	<b>Lunch</b>
Sept	12	Wed	Mike Rogers	Rothwell 456	
"A Natural Disaster of Civic Proportions: College Students in the Natural State Fall Short of the Naturalization Benchmark"					
Oct	10	Wed	Mike Benefield	Rothwell 456	
"Comparing the Financial Health of Smaller and Larger SMEs"					
Nov	7	Wed	Jason Warnick	Rothwell 456	Benefield Using
Science to Improve the "Sweet Science": An Evidence-based Approach to Officiating Training, Athlete Qualifications, and Fighter Safety					
Dec	2	Mon	Carey Roberts	Rothwell 456	Warnick
"Quantifying Liberty and Freedom in American History"					
Jan	16	Wed	Stephen Jones	Rothwell 456	Roberts
Student Perceptions of Ethical and Legal Issues Regarding Pre-employment and Employment Screening Criteria					
Feb	13	Wed	Jason Schwehm	Rothwell 456	Jones
Examining the Academic and Social Adjustment Process of Adult Transfer Students					
Mar	6	Wed	Marc Fusaro	Rothwell 456	
What Explains Consumption in the Very Short Run? Evidence from Checking Account Data					
Apr	3	Wed	Kevin Mason	Rothwell 456	Fusaro
Impacts of Brand Equity on Consumers' Product Evaluations					
Apr	30	Wed	Efosa Idemudia	Rothwell 456	Mason
Empirical Investigation of the Cognitive Factors that Influence the Continued Use of Smartphones					

NB: Spring semester schedule is subject to change after teaching schedules are finalized