

Editor's Forward to Volume 16 Number 2

This issue of the *Journal of Business Administration Online* continues the work of rebuilding the *JBAO's* catalog of academic investigation that has been our hallmark in past years. We hope that you find the latest works published here of interest. We welcome your formative feedback and constructive comments as always.

The *JBAO* is committed to being an outlet for scholarly work in business administration and related fields, and we hold ourselves accountable for publishing work that has received peer review and feedback, and which reflects the current state of inquiry into issues that affect us, the marketplace, our students and other constituencies.

Earlier issues of the *JBAO* brought research from varying perspectives. The journal published work from scholars in different fields, from different backgrounds and occupations, and even from different states and countries. We continue to solicit manuscripts from scholars from diverse backgrounds.

Drs. Logan, Price and Green examine the impacts of industrial diversification and sector volatility on regional employment growth. They find that industrial concentration and employment growth are related using NAICS and labor market data from 2009-2017. However, industrial sector volatility is not significant in their models. The study has implications for regional economic policy.

Drs. Stevens, Silver, Richards and Campbell look at faculty and student perceptions regarding violations of academic integrity, especially in online courses. Their findings suggest that faculty and students alike recognize the threat of academic dishonesty in university education and the role that technology has in its rise. Their findings on pedagogical measures to stop cheating, however, question the intention of educators to seriously guard against this threat.

Drs. Kilburn, Kilburn and Williams take a look at the role of first impressions in influencing students to spread positive word of mouth about a university to others in their circle. They find significant impacts from the quality of the university's website and admissions office encounters, raising concerns for higher education policies.

We hope that you enjoy reading this latest issue of the *Journal of Business Administration Online*. The next issue is scheduled for June 2023, and the call for papers can always be found online at our website: <https://www.atu.edu/business/jbao/>

Until then, we welcome your manuscripts, but we also encourage you to volunteer as a reviewer. We promise to not overwork you, and the experience is always rewarding.

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