Journal of Business Administration Online

ARKANSAS TECH UNIVERSITY
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Editor's Forward to Volume 20 Number 1

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. We continue to solicit manuscripts from scholars from diverse backgrounds. In this issue:

Moore and Pope examine the role of politics in financial crises, fraud and white collar crime with a special look at two historical cases, one in Arkansas and one in Kansas.

Held and Thomas assess the general awareness of consumers to cyber threats and to proactive steps to protect themselves, including looking at openness to embrace potentially harmful myths about both of these subjects.

Lindsey and Pavur propose an adaptive forecasting model to limit a firm's vulnerability to shifts in demand while using traditional ERP systems in operations.

Bradley, Clemens and Simcoe use the specific case of an outdoor recreation event in Maryland to demonstrate short-term economic impacts and to suggest potential civic strategies in rural recreational areas.

Stevenson and Newhard analyze the role of political affiliation on Senatorial voting support for or against debt limit increases.

Dieli and Osho use the example of universities in the Houston metropolitan area to see if tuition and financial aid strategies affect the graduation rates of minority populations.

Trent, Chen and Reynolds delve into the college-based fraternity and sorority universes to see if the cultures generated by these organizations are conducive to accomplishing group goals like fundraising.

Madupu, Chen, Street and Daugherty take on the sport of Cricket and its popularity (or lack thereof) in the United States with an eye toward its upcoming appearance in the 2028 Olympics.

Staples and Sharma examine the differences between benefit corporations and conventional startups including their survival rates and related risk variables.

Kilburn, Kilburn and Williams take the example of a local seasonal firm's pricing policies to demonstrate critical customer factors which may impact the long-term success of these types of ventures.

Albrecht looks at cultural relevancy in marketing with a specific focus on Hispanic communities and on how advertising with imbedded cultural elements fares versus translated advertisements in compelling consumer interest in products and services.

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We hope that you enjoy reading this latest issue of the *Journal of Business Administration Online*. The next issue is scheduled for December 2026, 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 not to overwork you, and the experience is always rewarding.

Stephen Jones, Editor
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