

Joseph A. Rosendale, Ph.D.

110 McNally

RESEARCH PUBLICATIONS

Wilkie, L. & Rosendale, J. A. (Accepted; in press 2024). Efficacy and benefits of virtual mock interviews: Analyzing student perceptions of digital employment preparations. *Journal of University Teaching and Learning Practice*.

Faust, L. & Rosendale, J. A. (2023). Using Grit and self-efficacy as performance predictors for at-risk students in higher education. *Review of Education*, 11(2).

Rosendale, J. A., Mastrovich, E. & Wilkie, L. (2022). Talent management and the impact of Dark Triad personalities in the workplace. *International Journal of Applied Management and Technology*, 21(1), 31-46.

Rosendale, J. A. & Dieter, D. (2021). Organizational strategy and the future of AI for competitive advantage. *Competition Forum*, 19(1-2), 9-17.

instructor responsiveness. *Distance Learning*, 18(1), 37-50.

Rosendale, J. A. & Wilkie, L. (2020). Scaling workforce development: Using MOOCs to reduce costs and narrow the skills gap. *Development and Learning in Organizations*, 35(2), 18-21.

Weis, A. & Rosendale, J. A. (2019). Determinants of retention in the hospitality industry: A study of employee turnover statistics in a private Pennsylvania club. *Journal of Hospitality Application and Research*, 14(1), 57-73.

Zeglen, E. & Rosendale, J. A. (2018). Increasing online information retention: Analyzing the effects of visual hints and feedback in educational games. *Journal of Open, Flexible and Distance Learning*, 22(1), 22-33.

Rosendale, J. (2017). Gauging the value of MOOCs: An examination of American perceptions toward higher education change. *Higher Education, Skills, and Work-Based Learning*, 7(2), 141-154.

Rosendale, J. (2016). Turning social capital into real capital. *Online Journal of Communication and Media Technologies*, 6(2), 152-157.

Rosendale, J. (2015). New communication technologies in organization communications and

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MANUSCRIPTS UNDER REVIEW

Rosendale, J.A. (Under final review). On strategic communication during mergers: A pragmatic perspective to improve outcomes.

Simone, C., Lipinski, J., Rosendale, J.A., & Rousseau, D. (Under review). Remote Burnout: Understanding and Mitigating Symptoms in the Virtual Workforce

DISSERTATION COMMITTEES

- Successfully defended July 2021

- Successfully defended June 2023

- Successfully defended October 2023

ACADEMIC SERVICE (College & Departmental Level)

- Eberly Strategic Planning Council** Member *2014-Present*
 - Participate in meetings focusing on implementation of key achievement strategies
 - Sub-committee member for AOL Unique Programs; SWOT analysis; retention

- Student Development, Recruitment & Retention Committee** Dept. Chair *2018-Present*
 - Promote activities and events to improve student success and retention

- Eberly Tech Council** Department Representative *2019-Present*
 - Plan and advocate for college technology needs related to software, technology grants, and computer lab equipment

- Dept. Tenure Committee** Member *2022-Present*
 - Verify the CBA and UWTC guidelines

- IMPROVE Assessment Project** Dept. Point Person *2021-2022*
 - Design and document indicators for program learning outcomes in conjunction with Middle States accreditation

- Phi Gamma Nu Student Business Organization** Faculty Advisor *2016-2022*
 - Provide advisory support for all essential organizational functions

- Enrollment Management Committee** Member *2020-2021*
 - Work with the assistant dean to determine strategies and procedures for improvements to advising and enhancing the student experience

Eberly Strategic Initiatives Committee Member

Spring 2021

- Work with the purpose of significantly improving student retention, graduation, and recruiting
- Conduct student outreach presentations with area high schools

Business Honors Program Co-Director

2014-2020

- Coordinated efforts on recruitment, course structure, & program advancement
- Academic advisor for undeclared business honors students

Undergraduate Curriculum Committee Member (MGMT Dept.)

2015-2019

- Adapted courses/curriculum to account for student needs and industry trends

- Presentation reviewer for National Communication Association Conference 2015
- Reviewer for International Society for Technology in Education Conference 2014
- Proposal reviewer for *EDUCAUSE* Annual Conference 2014
- Session moderator at the Laurel Highlands Communications Conference 2014
- Proposal reviewer for Laurel Highlands Communications Conference