

GRADUATE RESEARCH *Symposium*

Showcasing graduate students' research, capstone projects and scholarship.

stockton.edu/grad

Welcome to Stockton University's Graduate Research Abstracts

This Fall, we are presenting the research projects in a different format, due to the COVID-19 virus.

We are proud to celebrate the accomplishments and dedication of Stockton University's graduate and doctoral students by showcasing their abstracts, posters, photos and videos. We want to thank the graduate faculty and advisors for providing guidance to our students; this collaboration is what makes Stockton special.

We hope you enjoy the abstracts and presentation, and we wish you a healthy and happy holiday season.

The Office of Graduate Admissions

Doctor of Nursing Practice (D.N.P.)

Charles Elsea

Doctor of Nursing Practice (D.N.P.)

Faculty Advisor: Dr. Kristen Patterson

PCP's Knowledge and Attitudes of LGBTQIA+ Members and Culturally Competent ACP

Advance care planning (ACP) education for lesbian, gay, bisexual, transgender, queer, intersex, asexual, and plus (LGBTQIA+) patients is an understudied topic in healthcare research. The ability for LGBTQIA+ patients to participate competently in ACP is dependent on how knowledgeable providers are of this population and this topic. Providers reported that they lack the appropriate knowledge to competently educate LGBTQIA+ patients. Providers also reported the inability to educate general patients on ACP. The study of PCP's Knowledge and Attitudes of LGBTQIA+ Members and Culturally Competent ACP seeks to analyze how PCPs knowledge and attitudes of LGBTQIA+ patients can impact culturally competent ACP education. This study examines provider perceptions regarding ACP and LGBTQIA+ competent care using the Ally Identity Measurement and Update on Advance Directives Questionnaire. This is an unperformed study; however, this paper seeks to outline a research plan for future research.

[Link to poster](#)

Ed.D. in Organizational Leadership

Dr. Kevin Coopersmith

Ed.D. in Organizational Leadership

Faculty Advisor: Dr. Sonia Gonsalves

Leading Through the Storm: Personal Development Planning in a VUCA World

To better understand how personal development plans can be utilized to equip individuals and organizations with the skills and capacities necessary to lead in a VUCA (volatile, uncertain, complex, and ambiguous) world, a qualitative study on the lived experiences of eight business leaders who had undergone successful personal development plans was conducted. Procedurally, the narrative experiences of these leaders were analyzed to understand how their personal development plan experiences helped them to develop more useful skillsets, achieve career and/or personal life advancement, and increase their capacity to learn and grow. The emerging field of vertical leadership development was utilized to contextualize the growth experienced by the leaders, as past research has indicated that vertical leadership development serves as an effective tool to help individuals adapt to uncertainty and change. The analyses showed that plans are most effective at creating longstanding growth and retention when participants' plan experiences are personalized, directly applicable to their real life, and have some form of accountability and sensemaking (through organization support, mentorship, and/or peer support). Plans should also have a clearly defined structure with set goals, benchmarks, and reflection while supporting ongoing growth even after the plan's conclusion. The findings help to inform how organizations can rethink their personal development plan focus to place a greater emphasis on longstanding growth and better adapt their leaders to VUCA. These focused plans will add to a greater understanding to how the concepts of vertical leadership development can be more accessible and actionable on a wider scale.

Master of Arts in Criminal Justice

Rosheka Faulkner

Master of Arts in Criminal Justice

Faculty Advisor: Dr. Nusret Sahin

[Perceptions of police among George Floyd protesters](#) (click for presentation)

With recent killings of African Americans such as George Floyd, the discussions around community perception of the police have continued, focusing on police behavior and police accountability (McGlynn, & Catalano, 2012; Tankebe, 2013; Gerstmann, 2013; Wu, 2014). Protests have played a unique role in historic efforts to mobilize for social change. The purpose of this study is to understand the unique views and experiences of people who have attended George Floyd protests as it relates to their perception of police, the purpose of their engagement in protest, their expectation, and their views on racial profiling. The research employs a methodological approach that includes field research and structured interviews. Participants were selected through purposive sampling. Researchers found that demand for rights and justice motivated participants. Initial finding showed reasons for protesting ranged from showing solidarity with African Americans and making a statement to stop racial profiling and police misconduct. Protest goer's expectations ranged from believing that nothing will change to thinking that their actions will attract attention to racial profiling, hoping that greater accountability, a diverse police force, education, and a more empathetic policing strategy will reduce racial profiling.

Master of Business Administration (M.B.A.)

Ana-Maria Iordan

Master of Business Administration (M.B.A.)

Faculty Advisor: Dr. Diane Holtzman

Millennials' Workplace Insights

The purpose of this research study was to explore different generations in the workplace that fill the U.S work market. The study sought the millennials' workplace insights, the generation where I belong, and how this generation manages an employee in a different cohort.

The workplace becomes more diverse and challenging because of the different generational employees. Each generation has unique characteristics, values, approaches, and insights to offer, but all of them share a common goal. Millennials can efficiently multitask and desire more performances' goals, whereas the Gen Xers place importance on work and personal time balance. It is not a rule how to manage an employee in a different cohort because it does not exist a specific program training for each generation, we all share the same value system.

Hence, the overall aim in the study was to explore the characteristics of these generations that continually challenged the workplace. The generation is just a prototype, and we need to learn from generational diversity in the workplace for making the work richer.

Annmarie Sarcone

Master of Business Administration (M.B.A.)

Faculty Advisor: Dr. Diane Holtzman

Generations in the Workplace

In today's workplace, for the first time, we have all five generations working at the same time. We have the silent generation, the baby boomers, the Gen Xers, the millennials, and finally the Gen Zers. Each generation is separated by the years in which someone was born and commonly stereotyped at work by their generation. The workforce today, being millennial dominant, those of other generations have a lot to say about them. Known for being the know it all generations of those where everyone should get a prize. There are also many positive aspects to being a millennial that many seem to forget about. Running a business can be very tricky having all generations in the workplace at one time. It's important to bridge the gap and offer benefits for all generations. When starting in a new role as a manager it can become difficult when you are responsible for people both younger and older than you. No matter the age, how you approach a team being new will affect how you get along with everyone. It's important to always show you are concerned about their well-being and you value their feedback. Doing this will gain you respect as not just a manager but a person as well. These are just a few examples of some things that help make things smoother. It will never be easy yet just another big step in learning how to be a successful manager.

Ashley Harris

Master of Business Administration (M.B.A.)

Faculty Advisor: Dr. Diane Holtzman

Generations In The Workplace

Characteristics of a multi-generation workforce and how to manage them

Brandon McCleery

Master of Business Administration (M.B.A.)

Faculty Advisor: Dr. Diane Holtzman

[Preconceived Notions and Inaccurate Perceptions of Contrasting Generational Cohorts](#) (click for presentation)

The generational differences between coworkers and management can create an environment of frustration and disagreement. However, a typical employer has up to 5 different generations of talent. Moreover, this expansion in workforce demographics has continued to grow, in spite of the unrest that business professionals had about Millennials and Generation Z's joining the workforce as little as 10 years ago. I will use my academic skills to research generations in the workplace by analyzing credible sources, readings, and reflections on the topic. As a Generation Z (Gen Z), I have been labeled based on the various stereotypes which overarchingly claim that it is difficult to coexist with my age group in a professional matter. In some aspects, I would agree, although many of the concerns about my generation are outlandish and pure assumption. Based on my generation, I will synthesize the characteristics of Gen Z's, and which of these traits I am able to identify with. In contrast, I will give specific examples and support to distinguish the characteristics that do not match my generation. By

understanding the actual characteristics of specific generations, my goal is to find how to effectively manage an employee in a different generational cohort. Therefore, I will choose a generation commonly known to be very unlike to mine, in order to fully grasp the scope of unreliable information dispersed about different generational cohorts. Support will be based on cited sources and specific examples.

Brittany Boone

Master of Business Administration (M.B.A.)

Faculty Advisor: Dr. Diane Holtzman

Analysis of Social Media Marketing for Seventh Generation

This semester I was enrolled in Professor Holtzman's Marketing Communication and Social Media class. Throughout the entire semester, I worked on a project analyzing Seventh Generation social media marketing. In this project, I refer to myself as the consultant who will be giving her recommendation to the company after the website has been fully assessed. For my introduction section, I reviewed and analyzed the company's website. In this section, readers will discover the company's products, mission, qualities that consumers associate with the business, along with the projected image, the content available to consumers, and the various goals of its website. In the second section, readers will discover the company's target audience. Moving further, a competitive analysis was conducted for the third section of the project. It was then determined what social media metrics should be used to assess the effectiveness of the company's website. Once the analysis and research were completed, I was able to identify positive features on the website, and if there were any recommendations for improvement.

Brittney Stargell

Master of Business Administration (M.B.A.)

Faculty Advisor: Dr. Diane Holtzman

Typology Personality Test

This paper covers my own outcomes from Jung's character test. I will explain the classes of my for letter character and talk about its qualities and shortcomings. Moreover, this paper will examine how the outcomes provided to me will help me as a supervisor and assist in overseeing different personalities.

Caitlin Cordelle

Master of Business Administration (M.B.A.)

Faculty Advisor: Dr. Diane Holtzman

Analysis of Social Media Marketing for Spray Beach Hotel

The following research will be analyzing the Social Media marketing of Spray Beach Hotel. The research will discuss the features of the hotel's website and social media platforms, looking at the content posted, and how and who they are marketing to. The research will also cover Spray Beach Hotel's competition and what qualities and amenities the business offers that makes them stand out from the others. This research will also analyze how they stress these amenities on their social media to benefit the company. During the analysis of the company, the Consultant will present key determinants that can

effectively increase the business's social media presence and what details the company should focus on or fix.

Caitlin Hughes

Master of Business Administration (M.B.A.)

Faculty Advisor: Dr. Diane Holtzman

Generation Gaps in the Workplace

In this project, I will go over the different generations in the workplace. There are five distinct generations that employees fall into, each of the five having diverse stereotypes and characteristics. They are Generation Z, Millennials, Generation X, Baby Boomers and finally, the Silent Generation. Throughout this project I will use my research to explain these 5 groups, and how each generation has different ways of doing things; and need different managing styles in order to flourish. I am a member of Generation Z, although Gen X members and baby boomers will have different outlooks on different situations.

It is important to uncover the different generations and their associated characteristics. Managers in all industries can use this information to help navigate the many employees in a company and adapt to different generations. The workplace is more diverse than ever before, it is important for managers and employees to take the time and understand each individual employee's strengths and weaknesses, and personalities. The more we are able to learn and understand each other, the better we are able to work together for the success of the company.

Chanel Troche

Master of Business Administration (M.B.A.)

Faculty Advisor: Dr. Diane Holtzman

Analysis of Social Media Marketing for Girl Scouts of USA

The Girl Scouts of America is an organization that provides girls across America leadership experience through a collection of engaging, challenging, and fun activities, such as cookie sales, and community service projects. The Girl Scouts of America has given ethnically diverse young girls across the state to dream big and do better for themselves and their community. This program allows girls to develop leadership skills, confidence, and find ways to take action in their community. Being a Girl Scout gives young girls access to promote their brand, community service, and achieve high awards, such as The Gold Award. The Gold Award is only rewarded to an exclusive selection of ten girls who have shown an enormous amount of dedication to fight and change their community and global issues. The Girl Scouts of the USA help girls develop their full individual potential through skills and respect. They develop values that are taught through the program that helps guide their action for wise decision making and improve their society through the attributes they have acquired through the program.

Chanhi Chheth

Master of Business Administration (M.B.A.)

Faculty Advisor: Dr. Diane Holtzman

Generations in the Workplace: A Focus on Generation Z and the Silent

In many of today's organizations, we see that there are 5 generations currently working in the same workplace. This research dives into the traits that make up Generation Z and the Silent Generation. While looking deeper into each generation we see the many similarities and differences that help shape each group of people. Learning the traits of each generation will allow us to create better communication within the organization and help employees understand one another better.

Charles Sinondon

Master of Business Administration (M.B.A.)

Faculty Advisor: Dr. Diane Holtzman

Analysis of Social Media Marketing for Nintendo

The Analysis of Social Media Marketing for Nintendo project is an in depth analysis of the Social Media tactics that the famous video game company Nintendo utilizes to engage and interact with its audiences virtually. This project mainly focuses on the companies website and analyzes how Nintendo positions itself with its use of imagery, brand icons, and technological innovation to maintain a competitive lead against its rival brands. As an icon in the video game industry Nintendo has an extremely competitive approach to Marketing and focuses on promoting family play with their newest gaming console the Nintendo Switch while also leveraging their famous intellectual properties such as Mario and Pokémon. The analysis compares Nintendos social media presence to brand rivals such as Xbox and Sony and provides recommendations on how the company can improve their presence in the market.

Charles Sinondon

Master of Business Administration (M.B.A.)

Faculty Advisor: Dr. Diane Holtzman

Jung Typology Assignment

The Jung Typology Assignment is an in depth analysis on the Jung personality types. Research was done on the presenters own Jung personality type and a reflective analysis was performed to assess what effect the presenters personality had on their own unique management style. The presenter then analyzed a contrasting personality type and analyzed how a manager can modify their approach to better support an employee of a different personality type. The presenter then performed research into how prevalent personality types are in terms of building team compositions by analyzing the Harvard Business Review article "Great teams are about personalities not just skills" by Dave Winsborough and Thomas Chamorro-Premuzic. After analyzing and self reflecting it was determined that Personality traits were just as important in creating successful teams as functional skills and traditional job roles were.

Christopher Naples

Master of Business Administration (M.B.A.)

Faculty Advisor: Dr. Diane Holtzman

Social Media Analysis of Taco Bell

This project is an analysis on the effectiveness of Taco Bells social media marketing efforts backed by their website and other forms of consumer communication. It describes the method that Taco Bell engages with its consumers through modern day online channels as well as what potential consumers they are attempting to interact with. The target audience plays a crucial role in the social media marketing campaign sphere and needs to be clearly defined, which Taco Bell clearly does with its focus on young adults primarily between the ages of 17 – 28. Another important thing that Taco Bell needs to be aware of and is discussed in this paper is the competitive analysis of the Market. Its one thing to understand the landscape of Taco Bells social media marketing but it is also important to look at the competitors in this market and how they have implemented social media campaigns. A thorough competitive analysis can give Taco Bell the edge in its industry. Finally, the project goes over social media metrics to assess the effectiveness of Taco Bell's website. The metrics show uses the engagement, impressions, and the reach that is provided by the website. In conclusion, we find that Taco Bell has an effective social media presence that provides them with a clear framework for launching social media marketing.

Daniel O'Donnell

Master of Business Administration (M.B.A.)

Faculty Advisor: Dr. Diane Holtzman

Generations in the Workplace

As a society, we find the need to categorize everything. People have been putting labels on all sorts of things in an effort to make them easier to understand. When something is going to be categorized, they are generally placed into large groups and then broken down into specific categories. We do this with many other things such as elements, foods, and even rocks. This provides comfort knowing exactly what something is without any grey area. People have also categorized the human race in many different ways. The issue with this is most of the groups that people are placed in are based on superficial characteristics or beliefs. Today, there is a common theme to categorize people by the year they were born. The categories that are developed are referred to as generations. These categories contain specific characteristics that define the people that were born in a certain generation. Since all of these categories have characteristics tied to them, stereotypes have been attached to them as well. An area that these categories have been frequently used is in the workplace. This presentation identifies the different types of generations, the characteristics that have been generalized against them, and how those characteristics translate into the workplace. The presentation concludes with how a manager can utilize these different generations to maximize their efficiency.

Darren Wan

Master of Business Administration (M.B.A.)

Faculty Advisor: Dr. Diane Holtzman

The Generational Gap: Understanding and Analyzing the Generational Gap

The purpose of my research was to better understand the different types of generations in the workplace at this time, and what kind of personalities and traits they are characterized by. I did a thorough investigation on the topic and realized there are many different aspects of how to obtain and retain different generations along with how they want to be managed and what they hold dear. A point that was apparent in my research was that there is a generational gap that needs to be bridged in that managers and workers alike must come together and understand one another on a personal level so there is no speculation or assumption simply based on age. This will help different generations work together and find even ground to understand one another. I believe that upon completion of research on my study, I am able to properly understand and manage every generation in the workplace today. This study helped me understand how each generation thinks in the workplace and how to incentivize them to work harder and more productively. I was also able to draw connections between the characteristics of my generation and my actual attributes, which helped me understand some underlying reasons for my mannerisms. Overall, this research study was an important part of learning to become a manager because if a manager is able to understand the characteristics of each generation and the specific personalities of their employees, they will be able to optimize the work production from these employees.

Haashim Smith-Johnson

Master of Business Administration (M.B.A.)

Faculty Advisor: Dr. Diane Holtzman

Generations in the Workplace

This writing will analyze the disconnection between the different generations inside of organizational workplaces. From the Traditional generation of the early 20th century to the technology-driven Generation Z'ers, each generation attracts generalized perceptions about their respective groups. In this paper, perceived characteristics of each generation and differentiation common behaviors will be displayed. Baby Boomers and Generation Z will primarily be used as examples to find differences as one has been on the decline in the workforce and the other has been on a rapid rise since joining the workforce. Ways of managing these two generations will be explored in order to translate managing skills to real-life situations. This information will discover new ways of bridging together the generational gap that is common issue in company workplaces. Additionally, this writing provides alternatives to evaluating peers based on generation, including factoring in other identities, such as skills, experience, and morals.

Jessica Centola

Master of Business Administration (M.B.A.)

Faculty Advisor: Dr. Diane Holtzman

Analysis of Social Media Marketing for Dove

This research, from the perspective of the consultant, analyzes the role of social media marketing in the branding of Dove. The sources of the information presented and analyzed include Dove's official company website and Dove's various social media accounts on currently used platforms such as Instagram, Twitter, Facebook, and YouTube.

The customers that are served by the company are identified, along with the qualities that consumers associate with the brand. This is followed by an analysis of what the company projects via their website. The goals of the website and the types of content that are provided for customers is also discussed. The brand's target audience is discussed in detail with an emphasis on how the audience will be reached using social media marketing. A focused and thorough competitive analysis is then included. A summary review is then detailed, followed by the identification of social media metrics and how they relate to the effectiveness of the company's website. Finally, a conclusion and recommendations section is included in which the consultant makes recommendations for the brand based on their current use of social media marketing and where, within that marketing, the brand is lacking and in need of improvement.

Joselyn Peoples

Master of Business Administration (M.B.A.)

Faculty Advisor: Dr. Diane Holtzman

Analysis of Social Media Marketing for BarkBox

This paper analyzed the social media marketing strategies utilized by BarkBox. The project is completed from the perspective of a marketing consultant. To begin, the company's mission, goals, and overall vision of their website are carefully looked at from various perspectives. BarkBox's target audience is then reviewed in order to determine the most efficient marketing tactics required to reach the demographics included in the target audience. A competitive analysis is completed to identify how BarkBox is positioned in the dog subscription box market. Social media metrics are used to assess how effective the company is in reaching its target audience as well as achieving its overall goals. After thoroughly researching BarkBox's website and various social media pages, positive features are outlined, and recommendations are made for improving the company's strategies as a whole.

Keith Rinaldi

Master of Business Administration (M.B.A.)

Faculty Advisor: Dr. Diane Holtzman

Adidas Analysis of Social Media Marketing

My research project is on Adidas and their social media marketing as well as analyzing their website. The goal of my project is to gather enough information about the company, their current social media marketing, and their current website to offer suggestions and potential new ideas they can use to improve their website as well as their social media marketing. Some factors I will use to make my

recommendations for new ideas include Adidas's current social media marketing, their target audience, information from a competitive analysis of the company, various social media metrics, and a review of the company's website to see what areas they could improve on and any new features or additions to the website that could improve Adidas's marketing.

This project will give me valuable experience not only analyzing a company's marketing tactics and identifying areas that could use improvement but also identifying the areas the company does well in and possibly expanding on those. This project will also be beneficial because social media marketing is extremely important, with technology and social media being more and more integrated into everyday life. I plan on focusing on how the company uses their social media accounts to promote their websites and products and what they can do to bring more traffic to their website through their social media accounts.

Kelsie Nowak

Master of Business Administration (M.B.A.)

Faculty Advisor: Dr. Diane Holtzman

Analysis of Social Media Marketing for MAC Cosmetics

This report intends to analyze the social media marketing tactics of MAC Cosmetics. The purpose of this report is to create a comprehensive picture of the strengths, weaknesses, opportunities, and threats to the current social media strategy and provide recommendations for future strategies. It identifies the target audience, competitors in the market, and promotional placement for the brand. The recommendations will include metrics to be used for measuring social media marketing campaign success.

Kieran Connolly

Master of Business Administration (M.B.A.)

Faculty Advisor: Dr. Diane Holtzman

Generations in the Workplace

The current workforce is the most diverse workforce that America has ever seen. There are five generations in the workforce today; Silent Generation (born between 1928-1945), Baby boomers (born between 1946-1964), Generation X (born between 1965-1980), Millennials (born between 1981-1996), and Generation Z (born between 1997-2012). With such a wide array of workers in the workforce, managers have found it extremely difficult to find a universal way to manage them. I will explain characteristics of the millennial generation that I am apart of as well as the baby boomer generation that I see myself working with the most in the workforce outside of millennials.

Kristen Acacia

Master of Business Administration (M.B.A.)

Faculty Advisor: Dr. Diane Holtzman

Analysis of Social Media Marketing for the American Heart Association

This research project studied the social media marketing for the American Heart Association, a nonprofit organization. The research included review and analysis of their website, target audience and competitors. The goal of this research is to offer recommendations to improve the American Heart Association's online marketing, communication, and outreach to the targeted populations through their web presence.

Kylie Owens

Master of Business Administration (M.B.A.)

Faculty Advisor: Dr. Diane Holtzman

Analysis of Social Media Marketing for Starbucks

Starbucks is a leading name in the coffee shop industry with powerful brand recognition. This is largely due to the company's ability to properly identify its target market and implement appropriate marketing strategies. The purpose of this paper is to examine the effectiveness of Starbucks' current marketing strategies through their company website and social media platforms. This paper also sets out to provide recommendations for Starbucks to implement into future marketing strategies.

Martina Tuohy

Master of Business Administration (M.B.A.)

Faculty Advisor: Dr. Diane Holtzman

Social Media Marketing Analysis of the Girl Scouts

The Girl Scouts of the United States of America's social media marketing strategies are analyzed from their website and social networking sites. The strategic marketing objectives are to create brand awareness to increase membership, retain current members, and engage with the target audience. The target audience is comprised of girls in Kindergarten through High school and their parents or guardians. The best social media platforms are recommended, along with suggestions on reaching, attracting, and engaging with the target markets. The most effective social media metrics are discussed to assess the marketing plan's effectiveness on the website and social media platforms. The Girl Scouts is a 501 (c)(3) IRS tax-exempt nonprofit organization providing girls with the opportunity to work in an all-girls only environment on teams working on community service activities, exploring the environment by taking trips, and other subjects of interest and activities. At girl scouts, girls will experience activities in a unique way, not just in an education setting, that will encourage leadership skills on the pathway of a lifetime adventure to a successful future. Effective social media marketing will ensure the organization's long-term survival among competitors such as the Boy Scouts of America and 4-H.

Mattheus Zemel

Master of Business Administration (M.B.A.)

Faculty Advisor: Dr. Diane Holtzman

Generations in the Workplace

Based on research and reading, this paper was written to discuss how is it possible for managers to manage various generations in the workplace. This paper was focused on my generation, the Millennials, and what characteristics from the generation that I share and do not share. During the paper it was also discussed how to manage individuals from a separate generation as well as how I would manage these individuals.

Matthew Schaaf

Master of Business Administration (M.B.A.)

Faculty Advisor: Dr. Diane Holtzman

Analysis of Social Media Marketing for Coca-Cola

This research project evaluates the social media marketing tools of Coca-Cola. By researching their company websites and using extended research I will evaluate the tools that they use and the success that comes from them. This presentation will take viewers through introduction, target market, competitor analysis, summary, and consideration sections to greater enhance my research.

Michael Schluter

Master of Business Administration (M.B.A.)

Faculty Advisor: Dr. Diane Holtzman

Gatorade Social Media/Digital Marketing Audit Results

The purpose of this research is to identify the social media and digital marketing tactics by a billion dollar brand, Gatorade and analyze and describe these processes in depth. From the tactics used and from my analysis, I will create an audit that can be applied to Gatorade in order to improve their marketing efforts on social media and in a digital space.

Morgan Bobo

Master of Business Administration (M.B.A.)

Faculty Advisor: Dr. Diane Holtzman

[Dove](#) (click for presentation)

I conducted research on Dove, a beauty care company that has made it their goal to only promote what real beauty looks like. The purpose of my research was to analyze Dove's website and establish how well they present themselves to their consumers. After a thorough analysis, I formed my own recommendations as to what the company should correct going forward.

Nicole Carey

Master of Business Administration (M.B.A.)

Faculty Advisor: Dr. Diane Holtzman

Generations in the Workplace: Managing as a Millennial

The purpose of this research was to analyze generations in the workplace. There are currently 5 generations in the workplace today. In a managerial role, managing your own generation may be easier than managing an employee of another generation. That is why it is important to be able to identify with your generation, and also understand the characteristics and work ethics of other generations as well. Though each generational cohort has their own ideas and values, understanding the differences and similarities can help a manager succeed.

Nicole Howarth

Master of Business Administration (M.B.A.)

Faculty Advisor: Dr. Diane Holtzman

An Analysis of Lululemon's Social Media Marketing Efforts

Social media has become such an influential and essential tool. Not only it is used for social networking, but it is also an excellent way a company or organization can use this platform to advertise their brand as well as their products. The purpose of this research is to highlight and analyze areas of the marketing efforts of a business via their social media strategy. The business selected for this project is Lululemon Athletica. Since their inception in 1998, Lululemon, a high-end retailer of athletic and athleisure wear with merchandise such as shirts, yoga pants, and accessories, for example, has since been expanding their brand awareness among the domestic market, and has recently expanded into the international market as well. Lululemon has a strong presence on social media, which continues to create a safe space for their current and prospective customers while simultaneously bringing a sense of community and culture to their brand. This presentation will illustrate just how healthy their social media strategy is and will demonstrate their continuous efforts towards their current and future success.

Nusera Neha

Master of Business Administration (M.B.A.)

Faculty Advisor: Dr. Diane Holtzman

Analysis of Social Media Marketing for Krave Beauty

Krave Beauty is an up and coming skin care brand that has rapidly increased their reach and reputation in a market that is already hard to penetrate. In such a fast-paced market, the brand has managed to gain customer loyalty and carve out a position for themselves in this fast-paced industry with constantly changing trends. This project will take a closer look into the company's social media marketing techniques by breaking down several different aspects of their brand development such as website layout and brand styling, in terms of what kind of image the company is trying to portray. The project also looks at the company's social media activity and level of engagement with their followers on different social media platforms, target audience and what Krave Beauty has done to reach this audience, as well as how the company compares to competitors within the market. Taking all of these factors into consideration, the project analyzes how the company has managed to break into the market

and compete with already established brands until now as well as offer insight into their overall social media technique and ways the company can improve.

Sage Del Valle

Master of Business Administration (M.B.A.)

Faculty Advisor: Dr. Diane Holtzman

Generations in the Workplace: A Technical Perspective

This project serves to highlight generational differences, and reflect upon how a personalized managerial approach can create an inclusive workplace environment. In particular, I will be including a personal reflection as to which stereotypes I identify with as a millennial, and how stereotypes can be used strategically. As founder of a software development agency, incorporating differing generational cohorts has proven to be an incredible strength as our products encompass the perspectives and experiences of multiple generations. The premise of this project is to educate and disband harmful stereotypes, while inspiring managers to uncover the resourcefulness that each individual brings with their generation.

Sara Marques

Master of Business Administration (M.B.A.)

Faculty Advisor: Dr. Diane Holtzman

Generations in the Workplace

For this assignment I researched topics about generations in the workplace. I had also watched a Ted Talk on generations in the workplace by Leah Georges which was very informational and somewhat relatable to my life. Based off my research that was conducted, I had written a research paper about how generations types affect the workplace. Based on my own generation cohort (Gen Z), I identified some characteristics within that generational cohort. I had described some similarities and differences I found between myself and the generation cohort characteristics.

I follow my findings with an example of how I have similar characteristics compared to the generation cohort I am in. Then I give an example of how I am different compared to the generation cohort characteristics I am in. My next task was explaining how I would manage an employee that was in a different generation cohort than me. I go over in detail how I would manager someone in the baby boomer generation while in the workplace. I also go over the characteristics of the baby boomer generation cohort just to compare how different or alike they are to my generation.

I end my research with a conclusion stating that it does not matter what generation someone is in. I believe generation labels should not exist because you cannot lump a group of people together especially with a huge age gap of 30 to 40 years. Generations should not exist in the workplace because they only cause issues that can easily be avoided.

Sarah Walsh

Master of Business Administration (M.B.A.)

Faculty Advisor: Dr. Diane Holtzman

Nature EnerQi Social Media Consulting Project

My project is on Nature EnerQi a small health and wellness cafe in my local community. They opened in the midst of the pandemic and have been struggling to increase their customer base. They are a tea shop with a variety of exotic tea options as well as bubble tea. They also provide food options. Focused primarily on healthy alternatives to typical cafe food. They carry treats such as black bean brownies, energy balls, and other vegan gluten-free, and more. They also have a lunch menu which is Asian inspired with vegetarian options available. Anything that needs to be cooked or baked is cooked using a steamer, air fryer, or pressure cooker. The reason I chose this company is that I believe social media is a vital tool for the success of small businesses. I believe I can use this project to offer some guidance and information to the owner that he may not have thought about before. In this project, I have evaluated how the company currently uses their social media and evaluate how I believe they can improve the use. I identify their target audience and how best to market to those individuals. I also identify competitors and what type of threat they pose to the cafe. Lastly, I will help the company set KPI goals and how to best use the data to evaluate growth.

Sophia Marziello

Master of Business Administration (M.B.A.)

Faculty Advisor: Dr. Diane Holtzman

The Boys and Girls Club of Philadelphia

To analyze the social media marketing platforms of the nonprofit, the Boys and Girls Club of Philadelphia. For instance, measuring how effective their website and social media pages are in promoting their cause and overall company mission. Furthermore, expressing what the nonprofit advocates for and the importance the firm has in modern-day society.

Thomas Baird

Master of Business Administration (M.B.A.)

Faculty Advisor: Dr. Diane Holtzman

Jung Typology, Personality, and Management

There are a great many factors that determine the effectiveness of any one person to take on responsibilities and to pursue or maintain a management position. In this presentation the categorization of personalities, known as the Jung Typology, is used to examine what the traits associated with a given typology are that have an influence on the capabilities of a manager of that personality type, as well as how a manager of that typology may interact with an employee of another type.

Thomas Baird

Master of Business Administration (M.B.A.)

Faculty Advisor: Dr. Diane Holtzman

A Social Media Marketing Analysis of the McDonald's Corporation

This presentation takes a look into The McDonald's Corporation's main website, analyzing common marketing tactics that consumers like to see on websites, including the content and information provided there. Comparisons are made to common competitors, like The Wendy's Company and The Burger King Corporation, and potential recommendations are offered to the business in order to maximize the benefits of website visitation by consumers for the company.

Treron McBride

Master of Business Administration (M.B.A.)

Faculty Advisor: Dr. Diane Holtzman

Generations in the Workplace

The purpose of this research project is to discover different generations in the workplace and how those generations would impact the organization differently. This research project consisted of articles on the topic of generations and their preferences/tendencies working. In the workplace, there are several different generations in the working environment, working towards a common goal. As a manager, it is important for them to understand these different generations to help lead them accordingly. Understanding these generations and their tendencies will help managers lead their employees uniquely in a way that they are more effective with their managing approaches. Based on the research and readings, I wrote a research paper outlining this topic. The research paper includes the topic of managing various generations in the workplace, the characteristics of my generation and which one specific trait matches with my personality, and which characteristics that did not match mine from the generational cohort. Next, the paper transitions to an explanation on how to manage an employee in my generational cohort and how to manage an employee from a different cohort.

Master of Science in Nursing (M.S.N.)

Aimee Klock

Master of Science in Nursing (M.S.N.)

Faculty Advisor: Dr. Kristen Patterson

Racial and Ethnic Disparities in Maternal Health

Racial and ethnic disparities in healthcare are stark and persistent in the United States and are seen significantly through maternal health. Expanding efforts and strategies to address racial and ethnic disparities in maternal health must remain as a national priority and includes coordination of improving all levels of healthcare. The purpose of this study is to provide a better understanding of the disparities in maternal health through the current literature. By determining these barriers, it can assist in implementing prevention strategies to ensure that all women have access to equal treatment and high quality maternal care. A non-experimental, cross-sectional qualitative study approach was conducted. Two widely known scholarly tools were used to generate a survey, which was provided to women of

childbearing age. Data was collected and analyzed to view individual and social determinants and their relation to outcomes of pregnancy, complications, and mortality.

[Link to poster](#)

Amanda Rickley

Master of Science in Nursing (M.S.N.)

Faculty Advisor: Dr. Kristen Patterson

Prevention of Adolescent Obesity through a Smartphone App

One-third of children and adolescents in the United States are considered obese or overweight. Approximately 75% of adolescents aged 12-17 own a smartphone in the US. This proposed research intends to implement a smartphone app for obese or overweight adolescents to decrease body mass index (BMI) and improve self-esteem. Both male and female adolescents aged 14-18 years old who are medically diagnosed as obese or overweight will be the population studied. A smartphone app named Get you Smart On will be implemented and monitored over a 6-month period. BMI and self-esteem will be measured at the beginning of the study and again 6-month after the smartphone app was implemented. The involvement of both the parents and school nurses will be encouraged to help educate, monitor physical activity, and encourage an improvement in dietary practices of obese or overweight adolescents with the use of a smartphone. The researcher will use quantitative findings to gain a better understanding of the use of a smartphone app that will help decrease adolescent obesity and improve overall self-esteem.

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Angela Mangaro

Master of Science in Nursing (M.S.N.)

Faculty Advisor: Dr. Kristen Patterson

Barriers to Compliance in Care in Heart Failure Patients

Readmission rates for heart failure patients result in increased cost, a decline in the patient condition, and an increase in mortality rates. It is hypothesized that this patient population has a poor adherence to compliance with their care. This proposed research intends to identify barriers in care in heart failure patients from both the health care provider and the patient. Heart failure patients are required to comply with daily medications and a strict change in lifestyle behaviors to monitor the progression of the disease and increase their positive outcomes. Barriers to care included improper education, health illiteracy, psychological factors, physiological factors, comorbidities, patient/provider relationships, and socioeconomic factors. Better education to increase the patient's understanding of heart failure, treatment protocols, and the importance of follow-up care will have better outcomes for compliance. This proposed research intends to identify potential barriers to compliance in care for heart failure patients. The sampling plan includes a questionnaire to assess barriers to compliance in care to all providers who treat heart failure patients and to all patients who have been diagnosed with heart failure. This questionnaire will be dispersed via convenience sampling in print and digital form. The qualitative findings will be used to help providers gain a better understanding of barriers to compliance

in care for heart failure patients.

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Anna Maria McGehean, BSN, RN

Master of Science in Nursing (M.S.N.)

Faculty Advisor: Dr. Kristen Patterson

Nurse Burnout and Compassion Fatigue: Mental and Emotional Self-Care

Nursing, the largest and trusted health care profession, is seeing a departure and decline of nurses at the bedside. Though resilient, nurses work in an emotionally challenging environment. Feeling overworked and underpaid, nurses are reporting the inability to meet their patient's needs and commitment to their profession. Occupational job stressors such as heavy workloads, unpredictable work environments, long demanding shifts, and nursing shortages are only some of the factors that are mentally and emotionally affecting nurses. Nursing burnout and compassion fatigue affects all types of health care professionals. To date, most studies found are qualitative in nature. Suggesting quantitative studies be recommended to analyze and prepare for future prevention programs. This proposed research intends to address nursing occupational stressors, their negative effect to the nursing profession, and self-care techniques to reduce occupational stressors, burnout, and compassion fatigue. Utilizing the Maslach Burnout Inventory Self-Survey, a 22-item survey, the nurse's emotional exhaustion, depersonalization, and a low sense of personal accomplishments are measured and evaluated. The potential findings for this proposal will be used to help nurses gain a better understanding of occupational stressors and how reducing them using self-care techniques can have a positive effect to nurse practices and their mental and emotional health.

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Brittany Iveson

Master of Science in Nursing (M.S.N.)

Faculty Advisor: Dr. Kristen Patterson

An Education Program to Reduce Role Strain in Family Caregivers of Cancer Patients

The care and treatment of cancer patients (CPs) has recently transformed into primarily home care provided by untrained relatives and significant others. Family caregivers (FCGs) are expected to deliver skilled nursing care that typically is provided by professional healthcare providers. Research has indicated that FCGs are often offered inadequate information regarding the CP's disease process and symptom management. This proposed research intends to reduce the negative effects associated with inadequate preparation and education of informal providers of CPs. Role overload can develop from this knowledge deficit and increased demand to fulfill specialized tasks FCGs are not prepared to perform. Role overload has been studied as a factor contributing to role strain and consequently a decrease in the quality of life of FCGs of CPs. This phenomenon has prompted the development of a quantitative study to determine if education about disease and symptom management will reduce role strain in FCGs of CPs. Role strain will be numerically scored using the Zarit Burden Interview and analyzed by means of a pre- and post-test method. Rejection of the null hypothesis denotes that an education intervention will reduce role strain in FCGs of CPs. The quantitative findings will be used to help providers gain a better

understanding of role strain in FCGs and promote improvement in the quality of care of FCGs of CPs.

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Caitlyn Frizziola

Master of Science in Nursing (M.S.N.)

Faculty Advisor: Dr. Kristen Patterson

Barriers to Complementary Alternative Medicine

Complementary alternative medicine (CAM) has progressively shown an increase in use by patients over the years. Globally, the use of CAM has been accepted due to its benefits, such as improving patients' overall physical health, improving the moods of patients, and healing therapies for diseases. In the United States, chronic disease is a significant health issue impacting the population and increasing healthcare expenditure. The integration of CAM offers better outcomes in the treatment of chronic diseases. The use of CAM is widespread and forms a vital part of the healthcare system in the United States which includes massage, homeopathic medicine, yoga, acupuncture and chiropractic care. Despite its increasing use in patients, CAM faces a range of barriers. This proposed research aims to assess the barriers to CAM and their effects on the utilization of integrative health coaches in managing chronic disease. While the literature focuses on the benefits of CAM in treating chronic diseases, little has been done to provide a detailed understanding of why it has not been fully integrated into medical practice today. This research aims to fill this gap by providing a detailed analysis of the factors that hinder CAM's use in the primary care setting.

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Cathleen Sellitsch

Master of Science in Nursing (M.S.N.)

Faculty Advisor: Dr. Kristen Patterson

Providers' Perceptions on Managing Patients with Post-Stroke Depression

A cerebrovascular accident (CVA), also known as a stroke, is defined as the interruption or reduction in blood flow to the brain tissue, depriving it of oxygen and vital nutrients needed for its function. Within minutes, brain cells will die from lack of oxygen, making stroke a medical emergency that requires rapid intervention. In the United States, someone has a stroke every forty seconds and it is the fifth leading cause of death. Physical and cognitive deficits that result from a stroke can lead to feelings of anxiety, hopelessness, and post-stroke depression. Post-stroke depression (PSD) is associated with emotional stress, social isolation, sleep disorders, poor rehabilitation outcomes and increased mortality. This proposed research intends to investigate the providers' comfort level in identifying and managing their patients with PSD. Current literature supports the prevalence of PSD, its effects on patients, and multiple forms of disease management; however, there is little data concerning the provider's perspective on PSD. The purpose of this research study will be to assess the provider's comfort level in diagnosing post stroke depression and the perceived barriers to post-stroke depression diagnosis. This proposed quantitative research study will include physicians and advanced practice nurses working in the primary care setting with the adult population. A questionnaire using a 5-point Likert scale will be used for data collection. The quantitative findings will be used to gain a better understanding of

providers' perceptions of PSD management.

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Elizabeth Ann Fogler

Master of Science in Nursing (M.S.N.)

Faculty Advisor: Dr. Kristen Patterson

[Parental Influence in Prevention of Obesity in Elementary School Children](#) (click for presentation)

It is believed that if the rate of pediatric obesity continues as projected, the life expectancy of this generation will be shorter than their parents. Obesity is already a burden on healthcare in the United States. It is estimated that the US spends \$214 billion dollars dedicated to obesity, a cost that is projected to rise exponentially in the future. Current literature has demonstrated that prevention is the key to reducing obesity incidence, and therefore should be a topic of future research. The goal of this paper is to determine if parental perception influences childhood obesity incidence. This study is a cross sectional quantitative study that uses a pre-established likert scale survey with a few additional questions on their child's current height and weight. 200 surveys will be sent out to each county in New Jersey for a total of 4,200 participants. Each participant was chosen randomly through a computer-generated system. Data collected will be analyzed by SPSS to determine if there is a statistically significant difference in the parental perception and children's BMI. This study will help schools determine the guidelines necessary to allow for children to be successful in health initiatives and therefore reduce obesity incidence.

[Link to poster](#)

Jamie L. Theno

Master of Science in Nursing (M.S.N.)

Faculty Advisor: Dr. Kristen Patterson

Influenza Vaccine Hesitancy, Attitudes, and Behaviors Among Patients in Southern N.J.

Immunization is thought to be one of the most important innovations in human history, offering a cost-effective and efficient method to drastically reduce the spread of communicable illnesses. Diseases that used to wreak havoc on civilizations, such a polio, now pose minimal risk. Nevertheless, despite this success, reluctance to vaccinate is growing among individuals and parents in developed countries. The World Health Organization (WHO) has termed this phenomenon vaccine hesitancy (VH). Recognizing VH in communities and developing interventions to address it will be critical to combatting this looming threat, especially now as humanity finds itself amidst a global COVID-19 pandemic. Because the current influenza season has the potential to place a burden on an already taxed health care system, the proposed research intends to assess a measure of influenza vaccine hesitancy in Atlantic County, N.J. Demographic data and Influenza Vaccine Hesitancy Scale responses will be collected from a sample of adult patients in multiple ambulatory care settings. It is expected that findings from this study could be utilized to increase understanding regarding influenza vaccine hesitancy, identify key determinants or high-risk groups, and provide insight for efforts to improve immunization coverage in southern N.J.

[Link to poster](#)

Kimberly Williams

Master of Science in Nursing (M.S.N.)

Faculty Advisor: Dr. Kristen Patterson

Knowledge of Postpartum Anxiety Among Primary Healthcare Providers

Postpartum mood disorders are a serious health concern that may affect 10-20% of all women. This proposed research intends to bring attention to the diagnosis of postpartum anxiety (PPA). PPA is a postpartum disorder that is commonly undiagnosed or often confused with postpartum depression. Postpartum anxiety leads to higher levels of maternal suicide and infanticide than other postpartum disorders. By educating primary healthcare providers (HCP) on PPA and the importance of screening it is predicted that improved education on PPA for HCP will lead to better outcomes for patients experiencing PPA.

This proposed quantitative research study focuses on educating primary healthcare providers on the diagnosis of postpartum anxiety. Participants will include a convenience sample of primary HCP from the Atlanticare Physicians' Group after IRB approval is obtained. They will be provided with a 20-minute pre-recorded presentation on PPA; including signs and symptoms, current screening, diagnosis, and treatment followed by a 20 question Likert scale. This study tests the hypothesis that primary healthcare providers' knowledge of postpartum anxiety will increase after receiving education specific to postpartum anxiety by assessing their attitudes regarding treating patients with PPA using the Postpartum Anxiety Attitude Questionnaire. Further suggested research should focus on the development of a screening tool specific to this diagnosis. The qualitative findings will help providers gain a better understanding.

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Megan Doucette

Master of Science in Nursing (M.S.N.)

Faculty Advisor: Dr. Kristen Patterson

Socioeconomic Status and Health Care Misuse: A Research Proposal

Urban areas tend to have a higher population of indigent, undocumented citizens and those with lower socioeconomic status. This creates an influx of consumers in the emergency department (ED) and has created an imbalance of proper care attainment within our country. This has also created a large monetary burden on society. Through the assistance of grounded theory, this research proposal aims to gain a better understanding of the homeless population's personal perceptions of their own self-limitations in regards to healthcare. A qualitative research study is proposed to be performed on the "frequent flyer" population of a local urban medical center with whom incur care within the ED on almost a daily basis. Through surveys and interviews, the researcher hopes to reflect a more pertinent understanding of their seemingly ambiguous nature of health care misuse. This shall allow nurses and other health care workers to have a better understanding of these perceived barriers. With this knowledge, nurses can then facilitate these social determinants into proper means of healthcare attainment and pursue a reform that stems from the lived experience.

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Roma John

Master of Science in Nursing (M.S.N.)

Faculty Advisor: Dr. Kristen Patterson

End of Life Care

End of life care is failing to align with the patient's preferences. Lack of communication between patient's family members and health care providers has been shown as a barrier to quality end of life care for the patient. It is hypothesized that caregivers of the patients have less satisfaction with end of life care and experience if there is less education from health care providers. This proposed research intends to investigate this phenomenon by conducting a qualitative study. A survey method will be used to interview the caregivers of patients that have died within twelve months. The survey will measure the level of communication/education with caregivers and the level of satisfaction. The qualitative findings will help providers gain better understanding of quality end of life care for patients and their caregivers.

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Samantha O'Brien

Master of Science in Nursing (M.S.N.)

Faculty Advisor: Dr. Kristen Patterson

Establishing Quality-of-Life and End-of-Life Views: Before it is Too Late

End-of-life (EOL) is just as much a milestone as birth, yet it is very rarely planned or discussed. People create birth plans and but rarely plan for their end-of-life. One problem may be that there is a lack of initiation or guidance for such discussions and decisions. The Theory of the Importance of Initiating End-of-Life Discussions highlights the possible cause-and-effect of discussing the wishes of patients in the outpatient setting versus when they are face-to-face with mortality. This theory also explains the previous barriers to conversation and how they can be overcome. This proposed research is to examine whether or not early planning for EOL care alleviates the stress of the patients, the family members, and the healthcare professionals. Participants be surveyed to assess their feelings about EOL how they define quality of life. The proposed research study will determine participants' readiness to discuss EOL with a healthcare professional. The findings will be used to help providers gain a better understanding of what their patients want. This will support or refute the hypothesis that early EOL discussions will decrease the amount of futile care provided in the hospital.

Keywords: early end of life conversations, advanced directive, goals of care

[Link to poster](#)

Taylor Robertozzi

Master of Science in Nursing (M.S.N.)

Faculty Advisor: Dr. Kristen Patterson

Importance of Education in Ostomy Patients

The creation of an ostomy results in a life changing event that may impair one's quality of life. To provide the patient with the most optimal outcome, they must be properly educated on all aspects of an ostomy. These topics include, avoidance of surgical site infections, pain management, dietary

modifications, life-style changes, early ambulation, incentive spirometry, follow-up appointments and the services and support available to them. Education can potentially jeopardize their post-operative outcome. It is important that ostomy patients feel comfortable with caring for and adapting to their ostomy and to make that happen, sufficient education must be provided.

The purpose of this study is to examine the impact of education on a patient undergoing ostomy surgery. The sample will include a small group of 50 people who have undergone ostomy surgery within the previous 30 days. The aim is to understand a patient's perspective on how they are coping with their ostomy and if they feel they were properly educated and prepared for the changes they have endured post-operatively. This study will provide healthcare employees to understand areas needed for improvement.