

From the Editor's Desk

Dear Reader,

This is the February 2026 issue of e-Achieve, the e-Newsletter highlighting faculty research and creative work at RMU. In this issue we present research and creative work accomplishments submitted by our faculty members for the period October 16, 2025 to February 15, 2026. This newsletter does not list grant awards. For additional details, please contact faculty members directly. We are hopeful this newsletter will open avenues for dialogs and research collaborations.

Your feedback is important to us. Please provide us comments and suggestions for improvement. The next issue will be published in May 2026.

Please join R&GA in Congratulating all of our outstanding scholars!

e-ACHIEVE Highlights

- 10 journal papers involving 13 RMU researchers
- 5 research/creative work presentations
- 3 authors of a book or book chapter
- Research collaborations with 5 other universities/organizations
- 7 research/creative work recognitions

Gabe Moreno, Ph.D.

Recipient – President's Distinguished Scholarship Award (2024-2025)

Moreno, Ph.D., is an Assistant Professor of Marketing & Sales in the Marketing Department at Robert Morris University's Rockwell School of Business and serves as Associate Director of the RMU Center for Sales Excellence. Over his nearly five years at RMU, he has developed an active research agenda examining the evolving role of salespeople in complex B2B environments, with a focus on adaptive selling, customer advocacy, and digital transformation.

His work has been published in premier academic outlets, including the *Journal of the Academy of Marketing Science*, the *European Journal of Marketing*, and the *Journal of Consumer Marketing*. Most recently, Gabe received the 2025 College of Business and STEM Research Award, and his scholarship is further recognized through the President's Distinguished Scholarship Award, one of the university's highest honors for faculty research awarded for sustained scholarly excellence and impact.

Please join R&GA in Congratulating Dr. Moreno!



Publications

Research Published or Accepted for Publication in a Journal

Albena Ivanova, (Management, Rockwell School of Business) & J. Kiarlar had their research titled "*Exploring interdisciplinary connections between operations management and history of art through collaborative learning activity*" published in Visual Studies.

C. Syndergaard (Department of Mathematics, Brigham Young University), B. Hartman (Department of Mathematics, Brigham Young University), R. Richardson (Department of Mathematics, Brigham Young University), & **Chris Groendyke** (Mathematics, School of Data Intelligence and Technology) had their research titled "*Clustering County-Level Mortality Curves in the United States*" accepted for publication in the North American Actuarial Journal.

Carianne Bernadowski (Education, School of Education and Social Sciences) had her research titled *“Reflections from the field: Novice teachers reflect on their first year of teaching”* published in the Review of Education Sciences.

Ersem Karadag (Accounting & Taxation, Rockwell School of Business) and M. Madanoglu (Keenesaw State University) had their research titled *“The Paradox of Financial Competence in Tourism SMEs in West Africa: Accounting Knowledge, Gender, and Tax Bribery Risk Ghana and Sierra Leone”* published in the Journal of Hospitality Financial Management.

Gregory Krivacek (Accounting & Taxation, Rockwell School of Business) had his research titled *“Leveraging Student Feedback to Enhance a Blended/Hybrid Model in Intermediate Accounting”* published in the International Journal of Innovative Teaching and Learning in Higher Education.

Holly M. Hampe (Psychology and Health Sciences, School of Health Professions), Diane Frndak (Psychology and Health Sciences, School of Health Professions), & **Carla Conrad** (Psychology and Health Sciences, School of Health Professions) had their research titled *“Exploring the extent to which artificial intelligence (AI) can be used in the completion of community health needs assessment (CHNA)”* in the Journal of Health Administration Education.

Jiyanu Ma (Finance, Rockwell School of Business), **Yun Chu** (Marketing, Rockwell School of Business) and **John Stewart** (Computer and Information Systems, School of Data Intelligence and Technology) had their research titled *“Prediction of abnormal returns on bidding firms in mergers and acquisitions”* accepted for publication in the International Journal of Revenue Management.

Mary Hansen (University of South Carolina) & **Vicki Donne** (Education, School of Education and Social Sciences) had their research titled *“Special Education Teachers’ Post-Pandemic Use of Assistive Technology”* published in the Disability and Rehabilitation: Assistive Technology journal.

Nicole A. Szalla (Nursing, School of Health Professions), **Colleen Sunday** (Nursing, School of Health Professions), K. Lutz, & Lisa Locasto had research titled *“Simulating incivility in the workplace for BSN nursing students”* published in the Journal of Nursing Education.

S. Liu (University of Shanghai for Science and Technology), **Hongguo Wei** (Management, Rockwell School of Business) & P. Deng (Shanghai University of International Business and Economics) had their research titled *“Team artificial intelligence awareness and self-interested unethical behavior: The ethical perspective of resource conservation”* accepted for publication in the Basic and Applied Social Psychology journal.

Presentations

Conference Presentations - Research/Creative Work

Parul Yadav (Computer and Information Systems, School of Data Intelligence and Technology) , **Ivan D’Souza** (Part-Time Faculty, Computer and Information Systems, School of Data Intelligence and Technology) & **Sushma Mishra** (Computer and Information Systems, School of Data Intelligence and Technology) published their research titled *“FedSDMU: A new Paradigm for Healthcare Data Privacy Compliance using Federated Synthesis, Differential Privacy, and Machine Unlearning”* in the proceedings of the 59th Hawaii International Conference on System Sciences (HICSS-59), Hawaii, USA.

Sylvia A. Pamboukian (English and Media Arts, School of Communication and Media) presented her paper titled *“Is K-drama the new Jane Austen?”* at the North American Victorian Studies Association Conference (NAVSA), Washington D.C.

Zhou Yang (Social Sciences, School of Education and Social Sciences) presented her paper titled *“Land value taxation and urban sprawl”* in the 118th National Tax Association Annual Conference, Boston, MA, November 6-8, 2026.

Zhou Yang (Social Sciences, School of Education and Social Sciences) presented her paper titled *“Heterogeneous tax reaction functions: New evidence from an AI approach”* at the American Economic Association Annual Meeting (ASSA), Philadelphia, PA, January 3 – 5, 2026

Zhou Yang (Social Sciences, School of Education and Social Sciences) presented her paper titled *“Land value taxation and urban sprawl”* at the American Economic Association Annual Meeting (ASSA), Philadelphia, PA, January 3 – 5, 2026.

Awards

Research/Creative Work Award

No awards in this edition.

Authorships

Author or Co-Author of a Book or a Book Chapter

Hongguo Wei (Management, Rockwell School of Business), S. Liu (University of Shanghai for Science and Technology), & A. Mohammad (MBA Student, RMU) co-authored a chapter titled "*Leading with Compassion or Control? Coaching Lessons from a Confucian Perspective*" in the book *Countering with compassion: A guide to compassionate leadership in and beyond school communities*, published by Routledge.

Jianyu Ma (Finance, Rockwell School of Business) and **Yun Chu** (Marketing, Rockwell School of Business) co-authored a case study titled "*Insights From Firm-Size Analysis Using the Market Model in Mergers and Acquisitions*". Their case is accepted for publication digitally on the award-winning SAGE Research Methods online platform, specifically, in "Sage Research Methods Inclusive Research Methodologies: Case Study".

Editorships

Editor or Co-Editor of a Journal

No editorships in this edition.

Recognitions

Recognition of Research/Creative Work

Christine Holtz (English and Media Arts, School of Communication and Media) had photographic works included in a juried exhibition at the 115x115, Associated Artists of Pittsburgh, Pittsburgh, PA, November 7–December 23, 2025.

Christine Holtz (English and Media Arts, School of Communication and Media) had photographic works included in a juried exhibition at the Handmade Arcade 2025 Holiday Market, Pittsburgh, PA.

Christine Holtz (English and Media Arts, School of Communication and Media) had photographic works included in a juried exhibition at the Pittsburgh Center for Arts & Media Winter Market, Pittsburgh, PA

Christine Holtz (English and Media Arts, School of Communication and Media) had photographic works included as an invited exhibitor at the Throughlines: Mapping Our Worlds (January 17–March 13, 2026)

Parul Yadav (Computer and Information Systems, School of Data Intelligence and Technology) received the “*International Educator of the Year Award*”, Fusion Awards 2025 at the International Conference on Data-Processing and Networking (ICDPN-2025), České Budějovice, Czech Republic, November 7 - 8, 2025

Parul Yadav (Computer and Information Systems, School of Data Intelligence and Technology) was a Keynote speaker on “*Privacy-Preserving AI: Safeguarding Data in the Age of Intelligent Machines*” at the 9th International Conference on Innovative Computing and Communication (ICICC-2026) organized by University of Delhi, New Delhi, in association with the National Institute of Technology Patna and the University of Valladolid, Spain, February 6 - 7, 2026.

Parul Yadav (Computer and Information Systems, School of Data Intelligence and Technology) was an invited speaker on the topic “*Learning without Sharing, Forgetting on Demand: Privacy-Preserving Healthcare Analytics*” in the AI4Health Industry Day 2026, AI in healthcare Conference, Department of Health and Social Services, University of Delaware, United States, January 23, 2026.

Workshops

Workshops Delivered

No workshops in this edition.

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Questions/Comments/Suggestions? Please contact us:

Sushil Acharya

Vice President for Grants, Research, and Global Initiatives

Professor of Software Engineering

acharya@rmu.edu 412-397-4023

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May 2026

**Please submit your
accomplishments by May 15, 2026!**