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September 8, 2009

Dear Colleagues,

Research plays a critical role in ensuring that we deliver lifelong learning opportunities that are challenging and relevant to our diverse student population. Research informs the curriculum and is often inspired by what occurs in the classroom. It puts action behind the concept of our work as teacher-scholar.

I am pleased to announce the release of the 2008-2009 National University Scholar – A Directory of Faculty Research, Scholarship and Creative Activity, which offers rich evidence of the vital work in which our faculty are engaged. We truly value your scholarly contributions and this publication enables the University community to share in the important work performed by our faculty. I wish to acknowledge the Research Council for their leadership and work on this important project.

This year 115 faculty members from each of the six academic schools recorded their scholarly work. There were over 510 entries submitted. The submissions have been organized into the following categories:

- Monographs and Books
- Book Chapters
- Periodicals/Journal Articles
- Conference Presentation/Proceedings and Workshops
- Other Scholarly Activities, including art and literature

We collect scholarship data continuously throughout the year. This application will remain open so that work may be submitted at any time. You may access the directory by logging on to http://216.98.159.192/extranet/scholarship/index.php, select “faculty scholarship directory”, input your e-mail address and your password. And, it goes without saying that I encourage all faculty to submit their work for review.

Thank you for your continued scholarship efforts.

Sincerely,

Eileen D. Heveron, Ph.D.
Provost
Acknowledgments

Many people have contributed to this year’s publication of the National University Scholar: A Directory of Faculty Research, Scholarship, Creative Activity 2008-2009. We wish to extend our appreciation to all who submitted entries and to acknowledge the efforts of the following individuals here.

National University Research Council

Dr. Ismail Sebetan, COLS, Chair
Dr. Joan-Marie Van Tassel, SOMC, Vice Chair
Dr. Mohammad Amin, SOET
Dr. Robyn Hill, SOE
Dr. Michael Maxwell, COLS
Dr. Tom Pollard, COLS
Dr. Roland Fleck, COLS
Dr. Mohammed Nadeem, SOBM
Dr. Connie Fajardo, SOBM
Dr. Charles Tatum, COLS

General Editors

Dr. Ismail Sebetan, COLS
Dr. Mohammad Amin, SOET
Dr. Robyn Hill, SOE
2009 National University Research Award Nominee

Prof. Maureen O’Hara, Ph.D.
Professor and Chair of Psychology Department
College of Letters & Sciences

I. Monographs & Books

O’Hara, Maureen

II. Chapter in Books

O’Hara, Maureen

IV. Conference Presentation/Proceedings and Workshops


V. Other Scholarly Activities

O’Hara, Maureen


I. Monographs & Books

O’Hara, Maureen

Hanish, Shak

II. Chapter in Books

Boggs, Carl

Hanish, Shak

O’Hara, Maureen

Photinos, Christie

Pollard, Tom

Zukas, Alex

III. Periodicals/Journals Articles

Boggs, Carl
Guffey, James

Helbick-White, Gregory

Kelso, Chandrika

Larson, James

Maxwell, Michael

Nguyen, Dzung

Parker, Jan

Pollard, Tom

Serdyukova, Nataliya

Subbotin, Igor
IV. Conference Presentation/Proceedings and Workshops

Campbell, Melinda

Fleck, Roland

Fries, Mason

Hamlin, Jack

Helbick-White, Gregory

Larson, James

Marlaire, Colin

Maxwell, Michael


Montesonti, Frank

O’Hara, Maureen

Parker, Jan

Pollard, Tom

Sebetan, Ismail


Serdyukova Nataliya


Subbotin, Igor


Thorburn, Daniel


Venter, Henry


Zavala, Joseph

Zukas, Alex

Zukas, Lorna

V. Other Scholarly Activities

Baker, Janet

Campbell, Melinda

Day, Michael

Hamlin, Jack

Hanish, Shak

**Maxwell, Michael**

**Montesonti, Frank**

**O’Hara, Maureen**

**Photinos, Christie**

**Sebetan, Ismail**
Sebetan, I. M. (2008, September). Peer Reviewer for Second NU Faculty Scholarship and Research Conference. La Jolla, CA.
Sebetan, I. M. (2008, October). Chair, National University Research Council. La Jolla, CA.

**Subbotin, Igor**
Subbotin, I. Wrote more than a dozen reviews on published articles for two prominent international mathematics magazines Mathematical Reviews (American Mathematical Society) and Zentrallblat fur Matematik (Europe), January, 2009, USA, Germany.
Subbotin, I. Continue the collaborative work with Professors J. Otal (Spain) and L. Kurdachenko (Ukraine) under the Spain National Research Committee grant: Proyecto MTM2007-60994 of Dirección General de Investiga, January, 2009, Spain-USA-Ukraine.
Subbotin, I. Serve as a member (from USA) of the International Award Committee for an annual grant competition for young mathematicians in Ukraine sponsored by The Shevchenko Scientific Society of America, January, January, 2009, USA-Ukraine.

Zavala, Joseph
Zavala, J. (2009, September). Continue to work on Andrew J. Mellon Engaged Diversity Faculty Exchange Program Grant, Morehouse College (GA), Southwestern University (TX) and Rhodes College (TN).

Zukus, Alex

Zukas, Lorna

Serdyukov, Peter
Serdyukov, P. (2008, September). Chair, Second NU Faculty Scholarship and Research Conference, La Jolla, CA.
Serdyukov, P. (2008, October). Chair, National University Research Council. La Jolla, CA.
School of Business and Management

I. Monographs & Books

Fajardo, Consolacion

III. Periodicals/Journals Articles

Fajardo, Consolacion

Mahdavi, Iraj

Mondal, Wali

Nadeem, Mohammed

Simpson, Brian

Smith, David

Zucca, Gary
Browning, Michelle

Corona, Ramon
Corona, R. (2008, September). *Cultural Consideration in Marketing to Latinos.* NU 2nd Faculty Research & Scholarship Conference. La Jolla, California.

Fajardo, Consolacion
Fajardo, C. (2008, September). *Innovative Approaches to Activity-Based Costing (ABC): Time-Driven ABC (TDABC) and Customer Profitability Analysis (CPA).* NU 2nd Faculty Research and Scholarship Conference. La Jolla, California.

Mahdavi, Iraj

Merrill, Gregory

Mondal, Wali

Mueller, Jeffrey

Nadeem, Mohammed
Silverstone, Susan

Smith, David

Young, Forrest

Zucca, Gary

V. Other Scholarly Activities

Corona, Ramon
Corona, R. Chair, Track session “The Global Economic Crisis and International Business” at the 2009 International Conference on the Global Financial Crisis, June 5, 2009, Las Vegas, Nevada.

Fajardo, Consolacion
Fajardo, C. Oct. 18, 2008 Chair (Session 2) and Discussant (Session 7), October, 2008, Global Conference in Business & Economics, Florence, Italy.

Mondal, Wali
Mondal, W. Conference Chair, ASBBS 16th Annual Meeting, February, 2009, Las Vegas, NV.
Mondal, W. Conference Chair, ASBBS 11th International Meeting, September, 2008, Honolulu, HI.

Simpson, Brian
Simpson, B. Visiting Scholar, Social Philosophy and Policy Center, August - December, 2008, Bowling Green State University, Bowling Green, OH.
Smith, David
I. Monographs & Books

Cipani, Ennio

Gallegos, Bernardo

Kramer, Lucinda

Leavitt, Lorraine

II. Chapter in Books

Beyer, Carl

Gallegos, Bernardo

III. Periodicals/Journals Articles

Alpert, Madelon

Barton, Gary
Beyer, Carl

Elder, Donna

Germaine, Ron

Koeller, Marilyn

Padover, Wayner

Richards, Janet

Serdyukov, Peter

Shepherd, Carol

**Smedley, Linda**


**Stowers, Gwendolyn**


**IV. Conference Presentation/Proceedings and Workshops**

**Alpert, Madelon**


**Barton, Gary**


**Beyer, Carl**


Bustillos, Terry

Caywood, Kaydee

Cipani, Ennio

Correira, Rae

Crow, Nedra
Crow, N. & Spencer, L.R. (2008, September). Student and Instructor’s Perceptions of Learning in the Online Format: Results of an Asynchronous Online Focus Group Method. Second NU Faculty Research and Scholarship Conference. La Jolla, CA.

Duckett, Jane

Elder, Donna


Evans, Suzanne


Fabry, Dee


**Germaine, Ron**


**Gilbert, Susan**


**Hill, Robyn**


**Hoban, Gary**


**Hoyo, Harvey**

Koeller, Marilyn

Kramer, Lucinda

Leavitt, Lorraine

Moore, Marilyn

Padover, Wayne


Reynolds, Thomas


Richards, Janet


Scharf, Robert


Schubert, Cynthia


Shaddock, Glee

Shepherd, Carol

Smedley, Linda

Spencer, Lisa
Crow, N. & Spencer, L.R. (2008, September). Student and Instructor’s Perceptions of Learning in the Online Format: Results of an Asynchronous Online Focus Group Method. Second NU Faculty Research and Scholarship Conference. La Jolla, CA.

Stowers, Gwendolyn


Trimble, Floria

Tyler, Clifford


Weegar, Mary


Wheeler, Diana


White, Joseph
V. Other Scholarly Activities

**Anderson, Michael**

**Beyer, Carl**
Beyer, C. (2008, October). Member of Program Committee for American Educational Studies Association Annual Conference, Savannah, GA.

**Cipani, Ennio**

**Crow, Nedra**

**Eldred, Susan**

**Evans, Suzanne**

**Fabry, Dee**
Gallegos, Bernardo


Hill, Robyn


Hill, R. (2008, September). Peer Reviewer for Second NU Faculty Scholarship and Research Conference. La Jolla, CA.

Hoyo, Harvey

Reynolds, Thomas

Schwartz, Stuart

Serdyukov, Peter
Serdyukov, P. (2008, September). Chair, Second NU Faculty Scholarship and Research Conference, La Jolla, CA.


Serdyukov, P. (2008, October). Chair, National University Research Council. La Jolla, CA.

Stowers, Gwendolyn
Stowers, G. (2009, May). Received Rotary Grant to teach and research in Bolivia, Cochabamba, Bolivia.


Sytsma, Cindy
School of Engineering and Technology

III. Periodicals/Journals Articles

Amin, Mohammad

Datta, Arun

Dey, Pradip

Farahani, Alireza

Fu, Peilin

Gatton, Thomas

Romney, Gordon

Uhlig, Ronald

Viswanathan, Shekar

Wyne, Mudasser


IV. Conference Presentation/Proceedings and Workshops

Amin, Mohammad


Bright, Michelle


Cruz, Albert


Dey, Pradip


Elson, Jack

Farahani, Alireza

Gatton, Thomas

Olson, Patrick


**Romney, Gordon**


**Snyder, Rell**


**Uhlig, Ron**


**Viswanathan, Shekar**


**Wyne, Mudasser**


**V. Other Scholarly Activities**

**Amin, Mohammad**

Amin, M. & Dey, P. Received $725 in-kind grant, March, 2009, from the Measurement Science Conference to register for the MSC-09, Anaheim, CA.

Amin, M. & Dey, P. Received $1500 for ASEE/PSW-09, March, 2009, Avalon RF Inc., San Diego, CA.

Amin, M. Served as Conference Chair, March, 2009, American Society for Engineering Education-Pacific Southwest Regional Conference (ASEE-PSW-09), National University, San Diego, CA.

Amin, M. Served as a judge to identify the best student projects from different high schools, April, 2009, at the Greater San Diego Science and Engineering Fair-2009, Balboa Park, San Diego, CA.


**Bugado, John**


**Datta, Arun**

Dey, Pradip
Amin, M. & Dey, P. Received $725 in-kind grant, March, 2009, from the Measurement Science Conference to register for the MSC-09, Anaheim, CA.
Amin, M. & Dey, P. Received $1500 for ASEE/PSW-09., March, 2009, Avalon RF Inc., San Diego, CA.

Farahani, Alireza

Fu, Peilin
Fu, P. Served as International Program Committee Member for the Seventh Asian Control Conference, April, 2009, Hong Kong.
Fu, P. Served as International Program Committee Member for IASTED International Conference on Identification, Control and Applications (ICA 2009), May, 2009, Honolulu, Hawaii, USA.
Fu, P. Served as International Program Committee Member for IASTED International Conference on Control and Applications (CA 2009), March, 2009, Cambridge, United Kingdom.
Fu, P. Served as Reviewer for Chinese Control and Decision Conference, February, 2009, China.
Fu, P. Served as Reviewer for American Society for Engineering Education-PSW Conference, January, 2009, San Diego, CA, USA.
Fu, P. Served as Reviewer for IEEE Transactions on Automatic Control, August, 2008, USA.
Fu, P. Served as Reviewer for Computers and Mathematics with Applications, July, 2008, USA.

Gatton, Thomas
Gatton, T. Committee Member, Review Committee, The 5th International Conference on The Applications: CITSA, Orlando, Florida, USA.
Gatton, T. Conference Moderator and Review Committee Member, ASEE/PSW-2009 Conference, March 19-20, 2009, National University, San Diego, CA.
Gatton, T. Member, Review Committee, American Society of Engineering Education Annual Conference, June, 2009, Austin, TX.
Gatton, T. Plenary Speaker, 11th WSEAS International Conference on Automatic Control, Modelling and Simulation (ACMOS09), May 31, 2009, Istanbul, Turkey.

Viswanathan, Shekar

Wyne, Mudasser
III. Periodicals/Journals Articles

Carver, Lara

Kaye Gehrke, Ellen

Lacourse, Michael

Piane, Gina

IV. Conference Presentation/Proceedings and Workshops

Kaye Gehrke, Ellen

Kelly, Ann
V. Other Scholarly Activities

Kaye Gehrke, Ellen
Kaye Gehrke, E. Academy of Management Reviewer for the Healthcare Division and the Organizational Development Division, October, 2008, San Diego, CA.
Kaye Gehrke, E. Western Academy of Management Reviewer for annual meeting, January, 2009, San Diego, CA.

Kelly, Ann
School of Media and Communication

II. Chapter in Books

Amster, Sara Ellen

III. Periodicals/Journals Articles

Van Tassel, Joan

IV. Conference Presentation/Proceedings and Workshops

Amster, Sara Ellen

Beckwith, Everett

Jaurez, James

Moss, Bettina
V. Other Scholarly Activities

Amster, Sara Ellen