

# Joseph A. Rosendale, Ph.D.

110 McNally Circle • Indiana, PA 15701 • 724.396.1731 • jarose@iup.edu

## EDUCATION

---

- **Ph.D. in Communication & Instructional Technology** *August 2016*
  - Indiana University of Pennsylvania
    - Dissertation title: *Valuing Non-Degree, Online Training: An Examination of Hiring Managers' Perceptions of MOOCs*
    - 4.0 GPA
  
- **MBA - Master of Business Administration** *May 2020*
  - Clarion University
  - College of Business Administration (*AACSB Accredited*)
  - Scored in 98<sup>th</sup> percentile on ETS-MFT (*highest in capstone class*)
  
- **M.Ed. - Master of Business & Workforce Development** *May 2011*
  - Indiana University of Pennsylvania
  - Eberly College of Business (*AACSB Accredited*)
  
- **Bachelor of Science in General Business Studies** *May 2005*
  - Indiana University of Pennsylvania
    - Focus in Technology Training

## ACADEMIC CAREER EXPERIENCE

---

- Indiana University of Pennsylvania
  - **Associate Professor of Management** (*Tenured*) *Aug. 2020 - Present*
  - **Assistant Professor of Management** *Aug. 2016 – Aug. 2020*
  - **Full-time Instructor**– Department of Management *Aug. 2014 – Aug. 2016*
  - **Full-time Instructor**– Dept. of Tech Support & Training *Aug. 2011 – Aug. 2014*
  - Courses taught and prepared:
    - BCOM-670: Organizational Behavior & Communication
    - BCOM 342: Intercultural Business Communication
    - BCOM-321: Business and Interpersonal Communication
    - BTED-101: Computer Literacy
    - BTST-310: Telecommunications
    - BUSN-101: Business Success Seminar
    - HBUS-101: Contemporary Business Issues
    - MGMT 896: Doctoral Seminar in Management
    - MGMT-613: Advances in Organizational Behavior and HR Management
    - MGMT 311: Human Behavior in Organization
    - MGMT-105: Introduction to Business
  - Advise an average of 60 business-major students per semester
  - Assistant Chairperson – Management Department *Jan. 2020 – Dec. 2021*
  - Academic Standards Officer – Eberly College of Business *Jan. 2022 – May 2022*

## CERTIFICATIONS & LICENSES

---

- PA Teaching Certificate: Business, Computer & Information Technology; K-12
- Series 16 Financial License; A.L.H.
- PA Notary Public
- PA & National Mortgage Producer License

## 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.
- Wilkie, L. & Rosendale, J. A. (2021). Undergraduates' email response expectations and 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 employers' 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 branding: The integral role social media now play. *Florida Communication Journal*, 43(2), 49-59.
- Rosendale, J., & Longcore, A. (2015). On hard versus soft news: A content analysis of reporting by three nationally-televised evening news programs. *Open Journal of Social Sciences*, 3(11), 57-61.
- Rosendale, J., & Leidman, M. B. (2015). Locked-in on our youth: An inquiry into American military recruiting media. *American International Journal of Social Science*, 4(1), 21-28.
- Rosendale, J. (2014). Toward worthy performance: A case study on Western Union's training program. *Performance Improvement Journal*, 53(8), 39-44.
- Rosendale, J. (2014). TIME for moral improvement: A case study of TIME magazine's cover images & digital manipulation of photographs. *Ethics & Critical Thinking Journal*, 14(1).
- Rosendale, J. (2013). Review of: "Ethics in Marketing: International Cases and Perspectives" by P. E. Murphy. *Ethics & Critical Thinking Journal*, 13(4).

- Rosendale, J. (2012). Another trip to Toronto: Ramifications of technological communication in the 21<sup>st</sup> century educational system. *Journal of International Diversity*, 12(4), 44-51.
- Wilkie, L., Romance, K., & Rosendale, J. (2012). Web site usability: Reasons underlying emotions reported by users. *Insights to a Changing World*, 12(2), 130-154.

## **PEER-REVIEWED CONFERENCE PRESENTATIONS**

- “*Integration of Digital Technology for Employment Preparation: On Impact and Practice.*” National Association of Business, Economics and Technology Conference. State College, PA. November, 2023.
- “*Leveraging the Dark Side: Implications and Management of Dark Triad Personality Traits Among Employees.*” Organizational Studies’ Twenty-Second International Conference on Knowledge, Culture, and Change in Organizations. Online. January, 2022.
- “*Creating Value Artificially: Resourcing AI in Organizational Strategy.*” National Association of Business, Economics and Technology Conference. Virtual. October, 2020.
- “*Democratizing Education or Failed Innovation: The Current and Future State of MOOCs.*” The 14<sup>th</sup> CHAIS Conference on Innovation and Learning Technologies. Ra’anana, Israel. February, 2019.
- “*Closing the Skills Gap Through Open-Education Training Programs.*” Northeastern Association of Business, Economics and Technology Conference. State College, PA. November, 2018.
- “*Social Media Goes Corporate: How Organizations are Using New Media to Succeed.*” Laurel Highlands Communications Conference. Indiana, PA. April, 2014.
- “*Ethical Storytelling: Exposing Characters’ Motivations in Children’s Literature.*” Laurel Highlands Communications Conference. Indiana, PA. April, 2014.
- “*Business Communication Using Online Publisher Content or Open Education Resources: Impact on Faculty and Students.*” Sloan-C International Conference on Online Learning. Orlando, FL. November, 2013.
- “*Dynamic Classroom Technology Trends.*” Pennsylvania Career and Technical Education Conference. Lancaster, PA. June, 2012.

## **INVITED LECTURES & WORKSHOP PRESENTATIONS**

- “*Communication strategies for success*” FBLA Regional Competition. Indiana, PA. December, 2022
- “*Talent management and the Impact of Dark Triad Personalities in the Workplace.*” Eberly Working Paper Series. Indiana, PA. October, 2021
- “*Business and Professional Communications in the U.S.*” 5<sup>th</sup> Annual Global Academy of Business Leadership. Indiana, PA. June, 2019.
- “*Communication in the U.S.*” 4<sup>th</sup> Annual Global Academy of Business Leadership. Indiana, PA. June, 2018.
- “*Strategic Communications.*” Eberly College of Business Mini-MBA program. Freeport, PA. October, 2014.

## **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**

- Daniel G. Dieter: “Consumer Perception of Artificial Intelligence in U.S. Healthcare”
  - Successfully defended – July 2021
- Christopher Simone: “Employee Burnout in the Remote Workplace: An Investigation into the Relationship of Remote Employment and Burnout Within Leadership During a Pandemic”
  - Successfully defended – June 2023
- Lubna Shyokhi: “The Relationship Between Performance Appraisal System and Employee Job Satisfaction in Higher Education Institutions in Palestine”
  - Successfully defended – October 2023
- (Chair) Eliot Mastrovich: ““The Dark Triad Phenomenon as it Relates to Organizational Behavior Research in the Wider Realm of Business Studies”
- (Chair) Stacey Vaccaro: “Employee Burnout: Interventions in the Remote Workplace”
- (Chair) Adam Weis: “H2B Visa Workers and Their Impact on Turnover in the Hospitality Field”

## **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 and evaluate applicants’ tenure application in accordance with 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
- **Department of Management Search Committee** – Consultant Spring 2018
  - Reviewed applicants' data for open faculty position and provided recommendations to the committee chairperson
- **Department Marketing Committee** - Member 2011-2014
  - Presented at major-fairs /expos to recruit undecided majors and incoming students
- **Undergraduate Curriculum Committee** – Chair (TS&T Department) 2012-2014
  - Led curriculum revision and review process for department
- **Student Technology Association** – Faculty Advisor 2011-2013
  - Oversaw recruitment, student meetings, fundraisers, and volunteer events

#### **SERVICE TO THE UNIVERSITY**

- University Wide Tenure Committee 2023-Present
- University College Mentor / Business Liaison 2018-Present
- Representative for incoming and transfer student expos 2011-Present
- APSCUF Union Representative Council (presently alternate) 2018-Present
- Faculty Liaison for the Business Living & Learning Community 2013-2021
- One-on-one resume reviewer 2014-2021
- CRM Advise Consulting Team Member 2020
- Summer orientation and transfer student adviser 2015 - 2020
- University Chief Marketing Officer Search Committee Member Spring 2018
- Workshop presenter during the college Career Week 2012-2015
- Informational session presenter for IUP Sutton Scholars program 2014
- Business Etiquette Dinner proctor and table host 2011-2013

#### **SERVICE & ACTIVITIES TO ADVANCE THE PROFESSION**

- Manuscript reviewer for *Development and Learning in Organizations* 2021-2023
- Manuscript reviewer for *World Journal on Educational Technology* 2023
- Textbook reviewer for *Business Communication: A Problem-Solving Approach* 2022
- Manuscript reviewer for *Journal of Business & Technical Communication* 2020
- Manuscript reviewer for *Performance Improvement Quarterly* 2018-2020
- Textbook reviewer for *Business and Administrative Communication, 11<sup>th</sup> ed.* 2017
- Textbook reviewer for *Business Communication: A Problem-Solving Approach* 2016

- 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 2013

### **COMMUNITY- RELATED SERVICE**

- Indiana Youth Hockey Association – Volunteer Coach 2021- Present
- Indiana County Community Action Program – Volunteer 2021-Present
- St. Thomas More University Parish – Volunteer 2020-Present

### **PROFESSIONAL MEMBERSHIPS, WORKSHOPS & AWARDS**

- 2023 Faculty Achievement Award in Scholarship
- “Including and Engaging Students at a Distance” Certificate of Completion with Distinction
- “Creating Community Online” Certificate of Completion
- “Diversity, Equity, and Inclusion” 2022 Summer Academy Completion
- 2022-23 DEI Teaching Circle member
- Member – National Business Education Association
- Lifetime Member - Beta Gamma Sigma Honors Society
- Member - Pi Omega Pi Honors Business Education Society
- Member - PA and National Business Educators Association (PBEA) & (NBEA)
- Highest Honors Member - North America Honors Consortium
- Recipient - 2015 Professor of the Year (By Eberly College of Business Student Advisory Council)
- Recipient - 2011 National Business Education Award of Merit
- Received Type I Writing Designation Certification

### **PROFESSIONAL, NON-ACADEMIC EXPERIENCE**

- **Assistant Manager** - One-Main Financial (*Formerly CitiGroup*) Jan. 2008 – Jan. 2011
  - Provided a supervisory level of oversight for all operational functions including staff sales performance, workload management, and human resource issues
  - Executed strategies for new business development, portfolio management, insurance-product sales, and account retention
  - Managed daily financial product sales against company growth and profitability goals
  - Received numerous awards for exceeding sales targets and excellence in customer service
- **Branch Manager** – HSBC / Beneficial Finance Co. May 2005 – Oct. 2007
  - Directly responsible for managing and overseeing the development and expansion of consumer accounts while ensuring internal compliance and customer service
  - Recruited, coached, and trained employees in financial loan products & credit analysis
  - Completed daily responsibilities including auditing, retention, and risk management
  - Planned, implemented, and led continuous quality improvement initiatives supporting company goals and vision using ethically-sound processes