











**Business Students and Technology Integration:
Factors That Influence Student's Satisfaction and Self Efficacy**

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Dr. Suman Niranjana – Research Mentor

ABSTRACT

INTRODUCTION

CONCEPTUAL MODEL

DEMOGRAPHICS (n = 280)

CONTRIBUTION

LITERATURE REVIEW

REFERENCES

TECHNIQUES

Variable	Frequency	Percentage
Gender		
Male	145	51.8%
Female	135	48.2%
Age		
18-24	180	64.3%
25-34	80	28.6%
35-44	15	5.4%
45-54	5	1.8%
55-64	5	1.8%
65+	0	0%
Year Level		
Freshman	100	35.7%
Sophomore	80	28.6%
Junior	70	25.0%
Senior	30	10.7%

Variable	Number
Academic Self-Efficacy	15
Online Learning	15
Self-Efficacy	15
Academic Support	15
Satisfaction	15
Self-Efficacy	15



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The Antecedents of Financial Understanding and Independence

Briana Bennett - Savannah State University
Dr. Suman Niranjana - Research Mentor
Conceptual Model Hypothesized



Abstract

This study includes a sample of 200 surveys utilizing a Structural Equation Model technique as the research method. There are six constructs which include: financial education, financial planning, financial motivation, financial decision, financial literacy, financial understanding, and financial independence. Findings show that financial education, planning, resilience, and education in an effort to educate financial literacy skills to financial understanding which will lead to more assertive and efficient decisions in the monetary context.

Sample Size

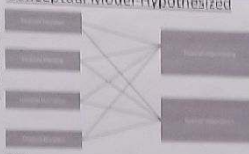
- The data used and collected for this study was collected from students attending Savannah State University as well as family and friends of researchers.
- Two hundred fifteen (215) questionnaires were applied, two hundred ten (210) participants answered and two hundred (200) participants completed the instrument.
- Resulting in a response rate of ninety three (93) percent. As seen in table the participants in the study were of varying age and ethnicity.

Demographic characteristics (n=200)

Gender	Count	Percentage
Male	89	44.5%
Female	111	55.5%

Race	Count	Percentage
African American (Black)	118	59%
Caucasian (White)	43	21.5%
Asian	11	5.5%
Hispanic (Black)	5	2.5%
Hispanic (White)	11	5.5%
Native American	3	1.5%
Other	5	2.5%

Age	Count	Percentage
18-23	34	17%
24-29	79	39.5%
30-35	41	20.5%
36-41	10	5%
42-47	11	5.5%
48-53	8	4%
54-59	7	3.5%
60+	8	4%



CFA

A Confirmatory Factor Analysis (CFA) was performed to assess the discriminant validity of the model. The following table demonstrates the results obtained. The revealed six constructs can be significantly measured by their scale and. Overall, the results indicated that our hypothesized measurement items provided an acceptable fit for the data.

Item	Factor Loading	Item Variance	Item Error Variance	Item Reliability
FE1	0.871	0.757	0.243	0.871
FE2	0.744	0.553	0.447	0.744
FE3	0.893	0.797	0.203	0.893
FE4	0.777	0.604	0.396	0.777
FE5	0.754	0.569	0.431	0.754
FE6	0.73	0.533	0.467	0.73
FE7	0.901	0.812	0.188	0.901
FE8	0.744	0.553	0.447	0.744
FE9	0.893	0.797	0.203	0.893
FE10	0.777	0.604	0.396	0.777
FE11	0.754	0.569	0.431	0.754
FE12	0.73	0.533	0.467	0.73
FE13	0.901	0.812	0.188	0.901
FE14	0.744	0.553	0.447	0.744
FE15	0.893	0.797	0.203	0.893
FE16	0.777	0.604	0.396	0.777
FE17	0.754	0.569	0.431	0.754
FE18	0.73	0.533	0.467	0.73
FE19	0.901	0.812	0.188	0.901
FE20	0.744	0.553	0.447	0.744
FE21	0.893	0.797	0.203	0.893
FE22	0.777	0.604	0.396	0.777
FE23	0.754	0.569	0.431	0.754
FE24	0.73	0.533	0.467	0.73
FE25	0.901	0.812	0.188	0.901
FE26	0.744	0.553	0.447	0.744
FE27	0.893	0.797	0.203	0.893
FE28	0.777	0.604	0.396	0.777
FE29	0.754	0.569	0.431	0.754
FE30	0.73	0.533	0.467	0.73
FE31	0.901	0.812	0.188	0.901
FE32	0.744	0.553	0.447	0.744
FE33	0.893	0.797	0.203	0.893
FE34	0.777	0.604	0.396	0.777
FE35	0.754	0.569	0.431	0.754
FE36	0.73	0.533	0.467	0.73
FE37	0.901	0.812	0.188	0.901
FE38	0.744	0.553	0.447	0.744
FE39	0.893	0.797	0.203	0.893
FE40	0.777	0.604	0.396	0.777
FE41	0.754	0.569	0.431	0.754
FE42	0.73	0.533	0.467	0.73
FE43	0.901	0.812	0.188	0.901
FE44	0.744	0.553	0.447	0.744
FE45	0.893	0.797	0.203	0.893
FE46	0.777	0.604	0.396	0.777
FE47	0.754	0.569	0.431	0.754
FE48	0.73	0.533	0.467	0.73
FE49	0.901	0.812	0.188	0.901
FE50	0.744	0.553	0.447	0.744
FE51	0.893	0.797	0.203	0.893
FE52	0.777	0.604	0.396	0.777
FE53	0.754	0.569	0.431	0.754
FE54	0.73	0.533	0.467	0.73
FE55	0.901	0.812	0.188	0.901
FE56	0.744	0.553	0.447	0.744
FE57	0.893	0.797	0.203	0.893
FE58	0.777	0.604	0.396	0.777
FE59	0.754	0.569	0.431	0.754
FE60	0.73	0.533	0.467	0.73

One-Way ANOVA testing Procedure for the Categorical Variable Gender (n=200)

Gender	FE	FM	FD	F	p-value
Male	0.889	0.889	0.889	0.889	0.889
Female	0.889	0.889	0.889	0.889	0.889
Total	0.889	0.889	0.889	0.889	0.889

Means, Standard Deviation, Zero-correlation, and Reliability Estimates

Variable	Mean	SD	FE	FM	FD	FE	FM	FD
FE	3.535	0.889	1.000					
FM	3.535	0.889	0.000	1.000				
FD	3.535	0.889	0.000	0.000	1.000			
FE	3.535	0.889	0.000	0.000	0.000	1.000		
FM	3.535	0.889	0.000	0.000	0.000	0.000	1.000	
FD	3.535	0.889	0.000	0.000	0.000	0.000	0.000	1.000

One-Way ANOVA - Categorical Variable Race (n=200)

Race	FE	FM	FD	F	p-value
African American (Black)	3.535	3.535	3.535	3.535	3.535
Caucasian (White)	3.535	3.535	3.535	3.535	3.535
Asian	3.535	3.535	3.535	3.535	3.535
Hispanic (Black)	3.535	3.535	3.535	3.535	3.535
Hispanic (White)	3.535	3.535	3.535	3.535	3.535
Native American	3.535	3.535	3.535	3.535	3.535
Other	3.535	3.535	3.535	3.535	3.535

One-Way ANOVA - Categorical Variable Age (n=200)

Age	FE	FM	FD	F	p-value
18-23	3.535	3.535	3.535	3.535	3.535
24-29	3.535	3.535	3.535	3.535	3.535
30-35	3.535	3.535	3.535	3.535	3.535
36-41	3.535	3.535	3.535	3.535	3.535
42-47	3.535	3.535	3.535	3.535	3.535
48-53	3.535	3.535	3.535	3.535	3.535
54-59	3.535	3.535	3.535	3.535	3.535
60+	3.535	3.535	3.535	3.535	3.535

Limitations of the Study Include:
- Less than 10% of participants were African American.
- Age 60% of participants were between age 24-29.
- Gender: 55% of participants were female.





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in the Private Sector: Local Businesses
Angie Serrano
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Employee Motivation:
The Role of Intrinsic Rewards in the
Organizational Employee Motivation Process

Independent Variable	Dependent Variable
Autonomy	Employee Motivation
Competence	Employee Motivation
Relatedness	Employee Motivation

METHOD OF MEASUREMENT AND ANALYSIS

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Work in a Digital World:
The Influence of a Computer-Mediated Environment on
Work-Related Outcomes

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Work in a Digital World:
The Influence of a Computer-Mediated Environment on
Work-Related Outcomes

Student Services
COBA Phone
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COBA Motivation - Factors Leading to Increased Motivation Versus Decreased Motivation
Savannah State University, 3219 College Street, Savannah, GA 31404

Abstract
The purpose of this research is to determine the relationship between organizational commitment and the likelihood of a turnover. Motivation is a necessary condition for organizational commitment to be successful. The purpose of this research is to determine the relationship between organizational commitment and the likelihood of a turnover. The purpose of this research is to determine the relationship between organizational commitment and the likelihood of a turnover.

Introduction
The most common reason for turnover is dissatisfaction with the organization. This dissatisfaction can be caused by many factors, including low pay, lack of advancement opportunities, and a lack of recognition. The purpose of this research is to determine the relationship between organizational commitment and the likelihood of a turnover.

Literature Review
The purpose of this research is to determine the relationship between organizational commitment and the likelihood of a turnover. The purpose of this research is to determine the relationship between organizational commitment and the likelihood of a turnover.

Research Model
The research model shows the relationship between organizational commitment and the likelihood of a turnover. The model includes variables such as organizational commitment, turnover, and motivation.

Hypothesis
The hypothesis of this research is that organizational commitment is positively related to the likelihood of a turnover. The hypothesis is that organizational commitment is positively related to the likelihood of a turnover.

References
A list of references used in the research, including articles and books on organizational commitment and turnover.

Contact Information
Information about the researcher, including name, email, and phone number.



Building Directory

Howard Jordan Building Directory

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Ward, Stephanie
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Antecedents of Distracted Driving: Role of Cognitive Failures

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¹ College of Business Administration - Savannah State University ² North Carolina A&T State University ³ University of West Florida

Abstract
The present study examined the antecedents of distracted driving, specifically the role of cognitive failures. The study was conducted using a survey of 200 college students. The results showed that cognitive failures were a significant predictor of distracted driving. The study also found that cognitive failures were mediated by cell phone use and social media use. The study has implications for the development of interventions to reduce distracted driving.

Methodology
The study was conducted using a survey of 200 college students. The survey included questions about cognitive failures, cell phone use, and social media use. The data was analyzed using structural equation modeling.

Hypothesized Model
The hypothesized model shows that cognitive failures predict distracted driving. Cell phone use and social media use mediate the relationship between cognitive failures and distracted driving.

CFA Factor Analysis
The CFA factor analysis results are shown in the table below.

Item	Factor 1	Factor 2
1. I often forget things	0.85	0.05
2. I often lose things	0.82	0.08
3. I often get lost	0.78	0.12
4. I often forget names	0.80	0.10
5. I often forget dates	0.75	0.15
6. I often forget times	0.72	0.18
7. I often forget places	0.70	0.20
8. I often forget people	0.68	0.22
9. I often forget events	0.65	0.25
10. I often forget tasks	0.62	0.28

Sample
The sample consisted of 200 college students from Savannah State University.

Motivation
The study was motivated by the need to understand the antecedents of distracted driving.

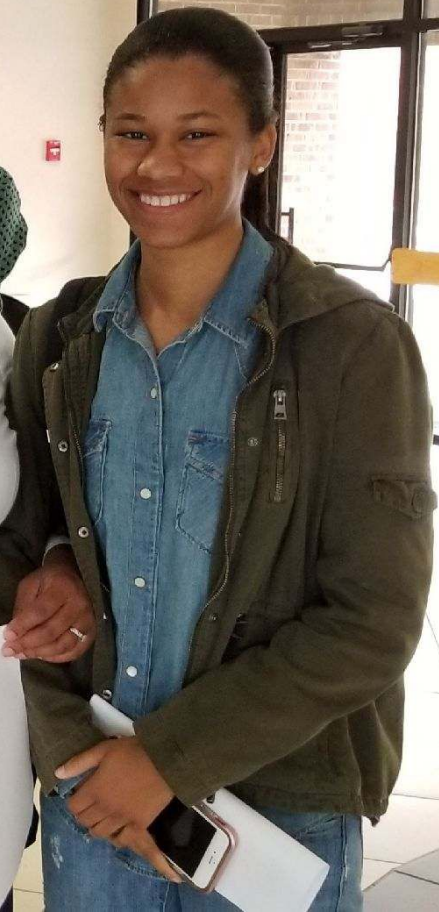
Introduction
Distracted driving is a major cause of traffic accidents. Understanding the antecedents of distracted driving is important for the development of interventions to reduce distracted driving.

Literature Review
The literature review discusses the antecedents of distracted driving, including cognitive failures, cell phone use, and social media use.

Measures
The study used several measures, including a cognitive failures scale, a cell phone use scale, and a social media use scale.

Results
The results showed that cognitive failures were a significant predictor of distracted driving. Cell phone use and social media use mediated the relationship between cognitive failures and distracted driving.

Future Work
Future work should focus on the development of interventions to reduce distracted driving.



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SAVANNAH STATE UNIVERSITY
The Attainment of Ethical Understanding and Independence: A Case Study

Abstract
The study includes a sample of 200 students who were surveyed before and after the course. The results show that students who completed the course had a higher understanding of ethical issues and were more likely to report unethical behavior. The study also found that students who completed the course were more likely to report unethical behavior in the workplace.

Sample Size
The data used in this study was collected from 200 students who were surveyed before and after the course. The data was collected from 100 students who were surveyed before the course and 100 students who were surveyed after the course.

Demographic Characteristics

Characteristic	Before	After
Gender		
Male	50	50
Female	50	50
Age		
18-24	100	100
25-34	0	0
35-44	0	0
45-54	0	0
55-64	0	0
65-74	0	0
75-84	0	0
85-94	0	0
95-104	0	0
105-114	0	0
115-124	0	0
125-134	0	0
135-144	0	0
145-154	0	0
155-164	0	0
165-174	0	0
175-184	0	0
185-194	0	0
195-204	0	0

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Howard Jordan Building Directory
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Departmental Faculty

Brentford, Shauntia	423
Brown, Ulysses J., III	160
Buller-Lamar, Sherita	130
Chambers, Nicole	124
Chen, Hua-Yuan	135
Farhang, Hark	204
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Santoro-Harris, Cheyenne	
Shannon, Eric	
Taney, Suzanne	
Veitchakul, Jack	
Wang, Guoqiang	
Wu, Jia	
Wu, Jia	
Wu, Jia	



COBA Motivation: Factors Leading to Increased Motivation Versus Decreased Motivation

Abstract
The purpose of this study was to explore the factors that lead to increased motivation versus decreased motivation. The study included a sample of 100 students who were surveyed before and after the course. The results show that students who completed the course had a higher understanding of ethical issues and were more likely to report unethical behavior. The study also found that students who completed the course were more likely to report unethical behavior in the workplace.



Keywords
Motivation, Factors, Increased, Decreased

References

Additional Information





When Worlds Collide: The Influence of a Corporation's Political Advertisement on Voters


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Abstract

This paper investigates citizens' reactions to how customer behavior, beliefs, and needs are "targeted" by the advertiser's political advertising and how these consumers change when moral issues are being addressed.

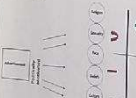
Social judgment theory suggests that exposure to political advertising campaigns encourages people to "adopt" or adjust their feelings about related social targets.

The essence of the concept is that negative reactions to political advertising will color attitudes toward other forms of advertising.

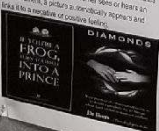


Motivation

Block or previous research (Condit) (1986) discovered that consumers spend hundreds of dollars each day on advertising. The average consumer spends more than \$100 each year on advertising. This search for advertising effectiveness is not just for the sake of advertising, but also to decide the precise relevance of the content.



Societal advertising is a powerful marketing tactic. This has been proven to work for small companies as well as large. Unlike because it's not always obvious, easy to implement, and not always effective. Advertising also a different approach to help consumers to buy better or smarter. This is why advertising is considered a marketing strategy. The concept of advertising is not a new one. It has been around since the beginning of time. When the customer sees an advertisement, it can be a marketing strategy. It can be a marketing strategy. It can be a marketing strategy.



Literature Review

Research has found that: (a) advertisements are deeply woven into the fabric of American culture; both drawing and selecting commonly held perceptions and beliefs; and (b) advertisements have a major role in such shaping and narrowing society" (Mason, 2004).

Advertising is typically used to favourably position the company on key issues and to ultimately create a favorable public image... incorporating political stances have often been the main-stream advocacy advertising in that they are aimed at sparking great controversy" (Barben & Kim, 2007).

"These advertisements are innovative and thus spark interest, as they are different from what society is accustomed to experiencing" (Warben & Kim, 2007).


Conventionally, it is easy to use connected screens to seek diverse political content and discuss issues with other users via social media, which may increase interpersonal discussions, engagement, and online and offline political participation" (Tan & Cheng, 2017).

Social judgment theory encourages consumers to compare their feelings and attitudes towards minimal advertisements to political advertisements (Yip and Pater, 2017).



The social judgment theory to describe an individual's involvement in a particular issue through to create an attitude (Tajfel & Turner, 1985).

The "black sheep" theory partially manipulating the degree to which individuals contrast their judgment of a moderately discrepant message, and observe the changes in attitudes that follow this contrast (Turner, Oakes, & Oakes, 1994).

From that case on the first and second studies, the "Black Sheep Effect" (Lee, 2015). The Black Sheep Effect is when organization is going to do things differently that went outside the norm of society.



Case Studies

Demographics

The data was collected from residents in Savannah, GA and Savannah State University students. There were 150 participants in Savannah, GA and Savannah State University students. The data for the research was collected over a five-week period through an online survey site. As participants in the study were volunteers, the information look approximately 15 minutes to complete during participation. Table 1 shows the demographic information of the participant who varied from age, gender, and who watched the 2017 Super Bowl.


Correlation Analysis

Variable	Mean	SD	Min	Max
Motivational Effectiveness	4.50	1.00	1.00	5.00
Voter Confidence	4.20	1.00	1.00	5.00
Voter Commitment	4.10	1.00	1.00	5.00
Organizations Advertisement Effectiveness	4.30	1.00	1.00	5.00
Organizations Advertisement Persuasiveness	4.40	1.00	1.00	5.00

One-Way Anova

Variable	MS	DF	SS	MS	DF	SS
Motivational Effectiveness	1.00	1	1.00	1.00	1	1.00
Voter Confidence	1.00	1	1.00	1.00	1	1.00
Voter Commitment	1.00	1	1.00	1.00	1	1.00
Organizations Advertisement Effectiveness	1.00	1	1.00	1.00	1	1.00
Organizations Advertisement Persuasiveness	1.00	1	1.00	1.00	1	1.00

Proposed Analysis



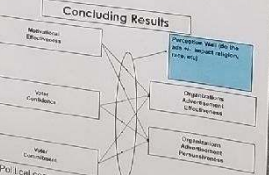
How each sub-construct is related to Cognitive and Effective Response

Political Advertisement Effectiveness—when the voter/consumer understands the company's ad message a positive relationship is created with motivational effectiveness, voter confidence, and voter commitment. There will still be positive effect on intentions to vote.

Political Advertisement Persuasiveness—when the message is received the voter/consumer is positively persuaded to side with the organization's message. This will create a positive relationship on how they view the organization and how they involved with creating the message.

Consumer staying power is important to organizations. When the consumer feels that the message doesn't impact their perception will they have a positive understanding of the message and renewed interest to vote.

Concluding Results





Political consumerism is a complex issue that permits deliberations of social, economic and political issues in society.

Organizations want to align with the right cause to elevate and differentiate its brand but it shouldn't come at the cost of consumer satisfaction.

The perception of the political stance shouldn't show favoritism but rather to issues that society is ready to talk about.

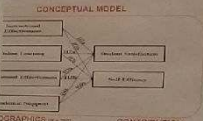
When the argument of change is made that some people think do not like them but because of the advertisement content.

Political Efficacy

Savannah State University

CONCEPTUAL MODEL



CONTRIBUTION

Advertising and consumer research are important and essential for understanding the behavior of consumers. The research in this area is important for understanding the behavior of consumers. The research in this area is important for understanding the behavior of consumers.

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Barben, K., & Kim, J. (2007). Advertising and consumer research: A review of the literature. *Journal of Business Research*, 60(1), 1-10.

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