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2014 Treatises

TREATISES

- Are you Two Connecting?: Examining Language Styles to Evaluate Organization-Public Relationship Strength
- Brands on the Brain: The Role of Images in Brand Recognition
- Breaking Brand Loyalty: Defining Brand Loyalty Drivers and Marketing Strategies
- Cognitive Biases and Purchase Behaviors: The Effect of 'What Others Think' on Purchase Behavior
- Consumer Behavior and the Microscopic Analysis
- Consumer-Brand Identification in Functional Food Products
- Consumers' Attitudes Towards Traditional Mexican Mercados
- Environmental Workspace Conditions on Job Satisfaction & Productivity: A Case Study
- Improving Communication Strategies To Increase Employee Productivity: A Qualitative Study
- Institutional Influence on Academic Performance in Collegiate Sports: An Examination of Academic Progress Rates (APR)
- Maximizing Advertising Effectiveness: Applying Psychological Theories to Television Commercials
- Psychology and Real Estate Advertising
- Sex Differences in Memory Consolidation and Decision Making in Advertisements
- Short Persuasive Statements and Their Impact on Perception
- Show Me the Money!: Does Money Impact Job Satisfaction and Organizational Commitment?
- Striving for Thriving: Transformational Leadership as a Catalyst in the Workplace
- The Effectiveness of Product Placements in Celebrity Instagram Feeds
- The Impact of Social Media on Small Businesses: A Case Study of Express-Yachts
- The Psychology of Work: Why People Matter
- The Relationship between Organizational Citizenship Behaviors and Customer Expectations: An Analysis in the Supermarket Industry
- Warm the Cockles of Your Heart: The Effects of Temperature and Gender on Résumé Ratings
- Website Change and Marketing Tactics based on the Elaboration Likelihood Model
- Who is Your Future Leader?: A Study of Perceived Differences in Leadership Styles of Men and Women
- Work Team Satisfaction: Does One Size Fit All?
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2015 Treatises

TREATISES

♦ Applying Psychology Theory and Research on Consumer Motivations to the Creation of a Social Media Marketing Plan
♦ Assessing Employment Interview Methods: Virtual versus Face-to-Face
♦ Assessing Organizational Change Readiness. A Qualitative Perspective
♦ Brand Over Brain: Brand Loyalty
♦ Charity Lottery and Prosocial Behavior
♦ Comparing Use of Mobile Phone Apps & Happiness in China vs. U.S.
♦ CSR and Global Consumer Behavior
♦ Dimensions of Self-Concept in Brand and Marketing Strategies
♦ DiSC Styles as Categorizing Variables in a Company’s Job Applicant Evaluation Process
♦ The Effect of Ethnic vs. Mainstream Candy in Perception of Belongingness: The Power of Ambient Identity Cues
♦ The Effects of Music Genre on Brand Personality Perception and Evaluation in Advertising
♦ Fit or No Fit?: Understanding the Dimensions of How Disability is Perceived
♦ Here’s Looking at You: The Effects of Eyeglasses on Jurors’ Perceptions of Expert Witnesses in the Courtroom
♦ I Am Tweeting That!: Understanding Fan Behavior on Twitter
♦ Influence and Communication Through Social Media: The Effect of Media Mavens on Consumer Behavior
♦ It’s Not “About Us,” It’s “About You”: Increasing Job Seeker Attraction Through Organizational Website Information
♦ Learning Experience and Learning Transfer in the Workplace
♦ Millennials and Organizational Change: Measuring Millennials’ Perceptions to Different Types of Organizational Change
♦ Mindset, Self-Efficacy, and Need for Cognition in the Utilization of Learning and Development Programs
♦ A Mixed Methods Approach: Evaluating Appreciative Inquiry’s Perceived Effectiveness at Improving Strategic Planning in a Small Non-Profit Organization
♦ Mother Hens and Queen Bees: The Impact of Mentorship on Women Entering the Workplace
♦ Motivation Strategies and Health Intentions: How Behavioral Science Can Aid Employee Health Programs
♦ Organizational Change Management: A Look at Stress, Resistance and Personal Investment
♦ The Race for Talent: Retaining Millennials with Person-Organization Fit
♦ The Role of Employee Involvement in Improving Employee Performance and Leadership Effectiveness – A Case Study
♦ The Science of Flo: The Role of Recurring Characters in Advertisements
♦ Sneak Peak: Applying 6 Principles of Persuasion to Increase the Appeal of Film Trailers
♦ The Start-Up Struggle: How Can Rapidly Growing Companies Retain Employees?
♦ Status Consumption and Product Package Evaluations: The Role of Self-Monitoring and Materialism in Consumption Tendencies
♦ Unboxing Desire: Psychological Perceptions of Product Packaging and Its Relationship with Consumer Purchasing Behavior
♦ Understanding Alumni Willingness to Help and Invest in USC Startups
♦ VALS: Message-Tailoring to Millennials’ Values and Lifestyles
♦ Warmth and Online Shopping: The Influence of Social Presence and General Action Goals on Purchase Intention
♦ Why Font Style Should Matter to Marketers: An In-Depth Comparison Between Difficult-to-Read Font and Easy-to-Read Font
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2016 Treatises

TREATISES
♦ Like is the New Love: Exploring the Influence of Social Media Celebrities
♦ Millennials as Consumers: Why do they matter? How do they associate to brands and products? How do marketers reach them?
♦ Cyberloafing in the Workplace: Off-Task Management and its Effect on Productivity
♦ The Snowball Effect: Capitalizing on Enterprise Social Media for Success
♦ The Tale of the Hybrid Consumer: A Journey to Brand Loyalty through Brand Personality
♦ Story of a Painted House: Mapping the Relationship between Identity, Brand, and Narrative
♦ How can Organizations Attract Millennials While Decreasing Millennial Turnover?
♦ Building Connections to Consumers: Athletes as Endorsers
♦ He said, not She said?: The Under-Representation of Women in STEM
♦ Job Crafting: Will Millennials Stay?
♦ Buy, Buy, Buy: The Influencing Factors that Create Habitual Purchase Behaviors in Millennials
♦ Leisure: Lazy or the Spice of Life? Joy and Achievement Values Compared Between USA and Spain, at Home and in the Workplace
♦ Can Feedback Save Generation Y: Improving on-the-job training for Generation Y
♦ The Role of Engagement in Retention: An Applied Project
♦ AWE-some Training: Or How to Turn a Group Into a Team
♦ More than Meets the Eye: A Look at Sensory Marketing Through Color and Logos
♦ How Can Businesses Improve Training Efficiency?
♦ Maintaining Customer Loyalty in the Crowded Online Space: How Can Rewards Programs Affect Loyalty?
♦ The Compatibility of Reason and Passion: Perceived Emotional Intelligence and Stress in the Workplace
♦ Staff Sergeant: Roth Staffing Companies as Solution to Veteran Employment Crisis
♦ How Can Tesla Motors Marketers Target Consumers to Propel the Mass Adoption of Electric Vehicles?
♦ Increase Employee Performance and Engagement Through Recognition
♦ The Effect of Social Dominance Orientation on Perceptions of Racially Diverse Advertising
♦ The Struggle of Macy’s: Should We Blame the Weather and the Tourists?
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2017 Treatises

TREATISES

- Evaluation of a Coaching Culture: a Case Study
- Jelser Consulting Project
- Project Dream: Understanding Consumer’s Relationship with Sleep and Energy
- That Color Brings Out the Personality in You: A Look at Colors' Influence on Brand Personality
- Can Peer Coaching Enhance Nonprofit Leadership Development Programs? An Evaluation of Program Effectiveness and Areas for Growth
- Fog of War: A Study on Online Game Company-Player Transparency, Player Satisfaction, and Player Trust
- Gender Gap in Career Positions of Leadership: What Can Be Done?
- Project Dream: Understanding Consumer’s Relationship with Sleep and Energy
- The Impact of Rewards and Incentives on Employee Engagement
- Project Dream: Understanding Consumer’s Relationship with Sleep and Energy
- The Effect of Athlete Endorsers on Consumer Brand Perception
- The Problem with Market Research: Facilitation of Implicit Processes to Predict Consumer Behavior
- The New Playground for Bullies: the Adult Workplace
- What Happens with Product Withdrawal: A Consumer's Perspective
- Effects of Mentoring Student Athletes
- Marketing Based on Human Values: What Product Categories Are Most Influenced By Consumer Values?
- Mannequin Pose and its Effects on Clothing Perceptions
- Gender Gap in Career Positions of Leadership: What Can Be Done?
- The Drive to Work: The Relationship between Commuting and Employee Engagement
- Who Is Jel Sert’s Primary Consumer, and What Opportunities are Available to Increase Sales?
- You Snooze, You Lose: America’s Perception of Sleep
- Minimalist Product Packaging: Effects on Consumer Perceptions of Product Value and Quality
- Buy It or Leave It: The Effects of a New Way Online Beauty Stores Introduce Their Products on Purchase Intention
- Role Ambiguity and its Effect on Employee Engagement
- Do Gamified Surveys Have a Greater Reach on Social Media Platforms Than to Conventional Surveys?