NCCiT

2023

15-16 NOV

1st Annual Virtual Fall
National Conference on Creativity, Innovation,
and Technology

NCCiT Announcements

The **2023 National Conference on Creativity, Innovation, and Technology (NCCiT)** contains approximately 55 presenters from 13 different states, including, California, Illinois, Florida, Georgia, Kentucky, Maryland, Massachusetts, New York, North Carolina, Pennsylvania, Texas, Utah, and Virginia. There are also two international presenters from Belgium and India. The conference acceptance rate was approximately 78%. Papers ranged from business, DEI, and Education to IT, Cyber Security, Organizational Trends, Artificial Intelligence, Leadership, and Ethics.

NCCiT is committed to identifying and honoring distinguished contributions made by its members each year. NCCiT Co-Presidents select these awards. This year NCCiT is excited to honor five (5) members for their distinguished contributions to the conference. They are *Jane Brooker, Tracey Hulen, Andrew Mangle, Heather Morgan, and Helen MacLennan.* **Congratulations**! NCCiT is grateful for your distinguished contributions.

NCCiT Co-Presidents would like to thank all the Track Chairs for all their efforts, support, and contributions. **We also like to especially recognize Michalina Hendon for her support via the Pillar of Support Award.**

All paper awards and service contribution awards will be formally recognized in the closing ceremony at the end of the conference. Additionally, there will be three additional "Best Presentation" awards that will be given out to presenters who received high accolades regarding the delivery of their presentation and/or the information presented.

NCCiT Announcements

NCCiT is committed to identifying and honoring quality scholarly submitted annually to the conference. Each full paper undergoes a double-blind peer review, and those papers submitted by the deadline are considered for the award. The top-ranked papers are forwarded to the Executive Conference Board for their recommendation.

This year's Full Paper Awards go to the following Papers:

<u>Overall Best Paper Award:</u>
Large Language Models for Phishing and Spam Detection: A BERT Approach

Honorable Mention Awards:
Graduate Student Investigator: Best Practices for Human Research Protections within Online Graduate Research

Measuring Emotional Intelligence Influences on Organizational Citizenship Behavior: Examining Gender's Role of Transformational Leadership in Higher Education

<u>Innovative Best Paper Award:</u>
Leveraging DEI as a Defensive Strategy in Cyber Intelligence and Security

<u>Graduate Student/Ph.D. Paper Award:</u>
Attitudes, Trust and Intention to Adopt Artificial Intelligence: The Moderating Influence of Ethnicity

Honorable Mention Award:
Development of Conceptual Models to Enhance the Technology Threat Avoidance

Opening Keynote Speaker

Katherine O'Connor

Microsoft

Lead Manager, Senior Data Capacity Analyst, and Security Architect for Microsoft

Katherine (Katie) O'Connor grew up in Pennsylvania and attended Indiana University of PA, receiving a BA in Criminology focusing on Pre-Law in 2013. Faculty at IUP was instrumental in her exposure to technology conferences in the Pittsburgh area at that time. She then graduated from Columbia Law School in 2016, with an interest in Women in Technology. She worked in different levels of Cloud Computing while living in Manhattan for eight years, moving from legal global issues with Cloud Computing to attaining a supervisory position, managing project teams building clouds. Her company was sold to Nintendo during the summer of 2020, and she moved to Google in the Fall of 2020. Since the summer of 2022, she has worked as a Lead Manager, Senior Data Capacity Analyst, and Security Architect for Microsoft. She has engaged in her career path remotely since March 2020. Over the last two years, Katie has gone to her high school to expose students to App and Website development.

Closing Keynote Speaker

Ken Williams

Ken Williams is a husband, father, nationally recognized trainer, speaker, coach, and consultant in leadership, instructional equity, and school culture. Ken has served as a classroom teacher, assistant principal, and school principal. He is the author of the award-winning book Ruthless Equity - Disrupt the Status-Quo and Ensure Learning for ALL Students. Through his company, Unfold The Soul, Ken is skilled in joining the why of the work to the how of the work. He is known for his powerful and engaging combination of "heart, humor, and hammer" and has a passion for helping leaders transform their campus from "THAT school" to "THEE school.

2023 IBPA Benjamin Franklin Silver Award Winner

WARNING:

While his style is inspirational and motivational, Ken is a status-quo disruptor, warm demander, and an unapologetic identifier of elephants in the room. His lens is firmly fixed on maximizing educator talent to ensure grade-level or better learning for every student.

When not working, Ken is often "running errands for no reason" in a 1975 Oldsmobile Delta 88 Royale convertible. He's an avid bowler, a lover of classic films, documentaries, and old-school R&B and hip-hop music.

Ken also derives joy from creating memories with family and close friends. Ken was born in Brooklyn, raised in Queens, and currently lives in Atlanta with his wife Nicole, son, Adam, daughter, Mia, and damn dog, Murphy.

ken@unfoldthesoul.com • unfoldthesoul.com

To learn more about Ken's work, scan the code:

Day 1 - Wednesday November 15, 2023

Official Welcome Address from the Co-President's @ 7:45am -8:00 am

Loreen Powell, Marywood University
Ronda Mariani, Commonwealth University – Bloomsburg Campus

OPENING KEYNOTE SPEAKER SESSION - Room2 @ 8:00am-8:30am

Moderator & Session Chair: Margaret O'Connor, Commonwealth University – Bloomsburg Campus

Katherine (Katie) O'Connor, Lead Manager, Senior Data Capacity Analyst and Security Architect for Microsoft

Session 1: Room 1 @ 8:30am – 9:45am
BUSINESS CAREER ISSUES

Session Chair: Helen MacLennan, Lindsey Wilson College

Challenges Women Face While Balancing Professional and Maternal Jobs
Krista Troiani, Penn State University
Tina S. Krolikowski, Carlow University

Investigation of Interpersonal Competencies in Early-Career Mutual Insurance Professionals
Jane Brooker, Alvernia University
Nicholas King, Alvernia University
Session 2: Room 1 @ 9:45am – 11:00pm

Session 2: Room 1 @ 9:45am – 10:45am
ETHICS IN BUSINESS & RESEARCH

Session Chair: Caroline Fitzpatrick, Alvernia University

Ethical Marketing and the Effects on Consumer Behavior
Emily Dreyfus, Commonwealth University – Bloomsburg Campus

Data Ethics and Human Research Protections in the Evolving Spaces of Research with Ubiquitous Technologies
Robin Throne, Western Governors University

Day 1 -Wednesday November 15, 2023

Session 3: Room 1 @ 11:00 am – 11:30 am
PROCEEDING INFORMATION

Loreen Powell, Marywood University
Ronda Mariani, Commonwealth University – Bloomsburg Campus

LUNCH BREAK 11:30AM - 12:30 PM

Session 4: Room 1 @12:30pm – 2:15pm
INNOVATIVE TEACHING HIGHER EDUCATION

Session Chair: Emily Dreyfus, Commonwealth University – Bloomsburg Campus

Building Open Educational Practices (OEPs) and Open Educational Resources (OERs) for Social Justice & Equity in Higher Education
Caroline Fitzpatrick, Alvernia University

Beyond Conventional: Pioneering AI-Driven Assessments in Higher Education
Melanie Wiscount, University of Illinois -Gies College of Business

Attitudes, Trust and Intention to Adopt Artificial Intelligence: The Moderating Influence of Ethnicity
Ahmed Lee, Saint Leo University
Helen MacLennan, Lindsey Wilson College
Dale Mancini, Saint Leo University

Session 5: Room 1 @ 2:25pm – 3:35pm
INFORMATION TECHNOLOGY

Session Chair: Ahmed Lee, Saint Leo University

The Need for Remote Access Connectivity with ERPs
Jae Hoon Choi, North Carolina Agricultural and Technical State University

Data Governance Dilemmas: Healthcare in the Analytics Era
Yucheng Chen, Commonwealth University, Bloomsburg Campus
Gwendolyn Powell, North Pocono School District

DINNER BREAK 3:35PM - 5:15PM

Day 1 - Wednesday November 15, 2023

Session 6: Room 1 @ 5:15pm – 6:30pm
DIVERSITY, EQUITY AND INCLUSION

Session Chair: Lawrence C. Kilgus, Northern Tioga School District

Every Student Deserves a Gifted Education - 5 Shifts to Nurture Each Student's Unique Strengths, Passions, and Talents
Brian Butler, The Answer's In The Room Educational Consulting, BKB, LLC

Establishing High Quality Authentic Social Emotional Learning (SEL) within the Elementary Setting: Supporting the Needs of All Learners
Tracey Hulen, T.H. Educational Solutions
Ann Bailey Lipsett, Lipsett Learning Connection

Session 7: Room 2 @ 6:30pm –8:00pm
INFORMATION TECHNOLOGY & SECURITY

Session Chair: Riem Abdelazim, Marywood University

Leveraging DEI as a Defensive Strategy in Cyber Intelligence and Security
Helen MacLennan, Lindsey Wilson College

Large Language Models for Phishing and Spam Email Detection: A BERT Approach
Oluwatomisin Arokodare, Georgia Southern University
Hayden Wimmer, Georgia Southern University

Noopolitik and Prospects of Care in the Security Philosophy of David Ronfeldt (RAND)
Robert Drury King, Centre Leo Apostel, Free University of Brussels

Post Quantum Cryptography Readiness: A Framework and Review of Public Laws and Literature
Loreen Powell, Marywood University

DAY 2: Thursday, November 16, 2023

Day 2 Welcome Reception–9:00 am – 9:15 am
Loreen Powell, Marywood University
Ronda Mariani, Commonwealth University – Bloomsburg Campus

Session 8: Room 1 @ 9:15 am – 9:45am
RESEARCH ETHICS

Session Chair: Melanie Wiscount, University of Illinois -Gies College of Business

Current Trends in Best Practices for Human Research Protections within Online Graduate Research
Robin Throne, Western Governors University
Michalina Hendon, University of Cumberlands

Session 9: Room 1 @ 9:45am – 11:30am
INNOVATIVE TEACHING & TECHNOLOGIES

Session Chair: Lijuan Sun, Commonwealth University – Bloomsburg University

Embracing Innovation in Marketing Education: Transforming Pedagogy in a Dynamic Landscape
Heather Morgan, Kennesaw State University

Tools of the Future: Generative Artificial Intelligence in Classroom Pedagogy
Ronda Mariani, Commonwealth University – Bloomsburg Campus

Innovative Techniques in Online Learning: A Deep Dive into Yellowdig's Gamified Community Platform
Melanie Wiscount, University of Illinois -Gies College of Business

LUNCH BREAK 11:30AM - 12:00PM

DAY 2: Thursday, November 16, 2023

Session 10: Room 1 @ 12:00pm – 1:00pm
CYBER SECURITY AND SYSTEM RESILIENCY

Session Chair: Karina Fernandez, Florida International University

Zero-Knowledge Proofs: Foundations, Real-World Applications, and Use Cases
Andrew Mangle, Bowie State University

Development of Conceptual Models to Enhance the Technology Threat Avoidance Theory (TTAT) Framework
Jeffrey Nickle, University of Cumberlands
Michalina Hendon, University of Cumberlands

Session 11: Room 1 @ 1:00pm – 2:30pm
ORGANIZATIONAL BEHAVIOR AND HUMAN RESOURCE MANAGEMENT

Session Chair: Robin Throne, Western Governors University

Measuring Emotional Intelligence Influences on Organizational Citizenship Behavior: Examining Gender's Role of Transformational Leadership in Higher Education
Karina Fernandez, Florida International University

Importance of Leadership's to Understand Digital Accessibility in the Workplace
Kyle Fromert, Accenture Federal Services

Virtual Community Citizenship Behavior: A Social Relational Perspective
Tung (Francis) Cu, North Eastern Illinois University

DAY 2: Thursday, November 16, 2023

Session 12: Room 1 @2:30pm – 3:30pm
INFORMATION TECHNOLOGY

Session Chair: Tung (Francis) Cu, North Eastern Illinois University

Exploratory Analysis of Correlation between Personality Traits and the Success of Computing Major Transfer Students
Sherrene Bogle, California State Polytechnic University
Shebuti Rayana, The State University of New York (SUNY) at Old Westbury
Palvi Aggrawal, University of Texas at El Paso
Claire McDonald, University of Texas at El Paso
Xiwei Wang, North Eastern Illinois University
Yun Wan, University of Houston
Kay Vargas, California State Polytechnic University
Victor Diaz, California State Polytechnic University

Understanding Human-Machine Teaming for Autonomous Technology
Jiyoon An, Fayetteville State University

DINNER BREAK 3:30PM - 4:00PM

Session 13: Room 1 @ 4:00pm – 6:00pm
IT IN EDUCATION & CREATIVE LESSONS

Session Chair: Loreen Powell, Marywood University

How will generative AI policies intersect with academic freedom and what are the implications for higher education stakeholders?
Christopher "Allan" Hubbard, Lindsey Wilson College - School of Graduate Business and Technology
Dr. Steve Hallman, Lindsey Wilson College - School of Graduate Business and Technology

The Dynamic Transformations of the K-12 Education
Daniel Powell, North Pocono School District

DAY 2: Thursday, November 16, 2023

Positive Use of Smartphones in the Secondary Classroom
Lawrence C. Kilgus, Northern Tioga School District

What to Expect in The Day to Day Role of a Rural K-12 Superintendent in 2023: Potential Challenges and Responsibilities
Daniel Powell, North Pocono School District

Session 14: Room 1 @ 6:00pm – 7:00pm
CLOSING KEYNOTE SPEAKER

Moderator & Session Chair: Tracey Hulen, T.H. Educational Solutions

Kenneth Williams, Author of Ruthless Equity

Session 15: Room 1 @ 7:00pm – 7:30pm
CLOSING REMARKS & AWARDS

Full Paper Awards: Best Paper Award & Honorable Mention Awards, Innovative Paper Award & Honorable Mention Award, Best Graduate Student/Ph.D. Paper Award & Honorable Mention Award.

Best Presentation Awards: Three (3) awards to be announced regarding the best delivery and information at the conference.
Distinguished Service & Support Awards

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Thank you for joining us!
See you next year!
www.nccitconnect.com