

Joseph A. Rosendale, Ph.D.

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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 98th 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
 - **Professor of Management** (*Tenured*) *Aug. 2024 – Present*
 - **Associate Professor of Management** *Aug. 2020 – Aug. 2024*
 - **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 prepared and taught:
 - 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-492: Internship Supervision
 - 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. License
- PA Notary Public
- PA & National Mortgage Producer License

RESEARCH PUBLICATIONS

- Rosendale, J.A., Wilkie, L. & Lowry, W. (2024). On strategic communication during mergers: A pragmatic perspective to improve outcomes. *Development and Learning in Organizations*, 38(5), 1-4.
- Wilkie, L. & Rosendale, J. A. (2024). Efficacy and benefits of virtual mock interviews: Analyzing student perceptions of digital employment preparations. *Journal of University Teaching and Learning Practice*, 21(1).
- 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 21st 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

- (Accepted) "*Insights and Intervention Strategies for Reducing Burnout Among Virtual Employees.*" 1st International Conference of the International Association of Technology and Management. Pittsburgh, PA. May, 2025
- "*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 14th 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, 2024
- "*Global Communication, Business Ethics, and Sustainability.*" Global Academy in Business and Leadership. Indiana, PA. June, 2024.

- *“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.”* 5th Annual Global Academy of Business Leadership. Indiana, PA. June, 2019.
- *“Communication in the U.S.”* 4th 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

- Simone, C., Lipinski, J., & Rosendale, J.A. (Under review). Remote Burnout: Understanding and Mitigating Symptoms in the Virtual Workforce
- Vaccaro, S., & Rosendale, J.A. (Under review). Building Stability in Non-Profit Human Services: Exploring Personality Traits of Middle Managers to Reduce Turnover

DISSERTATION COMMITTEES

- (Chair) Stacey Vaccaro: “Management Personality Traits and the Relationship With Tenure in Human Services”
 - Successfully defended – June 2024
- Lubna Shyokhi: “The Relationship Between Performance Appraisal System and Employee Job Satisfaction in Higher Education Institutions in Palestine”
 - Successfully defended – October 2023
- 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
- Daniel G. Dieter: “Consumer Perception of Artificial Intelligence in U.S. Healthcare”
 - Successfully defended – July 2021
- (Chair) Eliot Mastrovich: “The Dark Triad Phenomenon as it Relates to Organizational Behavior Research in the Wider Realm of Business Studies”
- (Chair) Adam Weis: “H2B Visa Workers and Their Impact on Turnover in the Hospitality Field”
- (Chair) Andrew Colosimo: “Exploring Follower Mindfulness, Well-Being, and Leadership Dynamics: A Replication and Extension Study in North America Incorporating Leader Emotional Contagion”
- Garry Rome: “Unraveling Leadership Models for Managing Name, Image, and Likeness Rights in Collegiate Sports: A Crucial Study for Preserving Team Cohesion and Culture”

ACADEMIC SERVICE (College & Departmental Level)

- **Student Development, Recruitment & Retention Committee** –Dept. Chair *2018-Present*
 - Promote activities and events to improve student success and retention
- **IMPROVE Assessment Initiative** – Dept. Point Person *2021-Present*
 - Design and document indicators for program learning outcomes in conjunction with Middle States accreditation

- **Dept. Tenure & Evaluation Committee** – Member *2022-Present*
 - Verify and evaluate applicants' tenure applications and evaluation materials in accordance with the CBA and UWTC guidelines
- **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
- **Eberly Tech Council** – Department Representative *2019-2023*
 - Plan and advocate for college technology needs related to software, technology grants, and computer lab equipment
- **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

- Institutional Review Board (IRB) Member *2024-Present*
- 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 *2018-2024*
- 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* 2021-2025
- Manuscript reviewer for *Evidence-Based HRM: A Global Forum* 2024
- Textbook reviewer for *Business Communication: Developing Leaders* 2024
- Invited reviewer for *Higher Education, Skills and Work-Based Learning* 2024
- 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, 11th ed.* 2017
- Invited 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
- Indiana Little League Baseball – Volunteer Coach 2025- Present

PROFESSIONAL MEMBERSHIPS, WORKSHOPS & AWARDS

- Outstanding Reviewer Winner in the 2024 Emerald Publishing Literati Awards
- 2023 Faculty Achievement Award in Scholarship
- 2022 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 (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 Citi-Group*) *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 achievement awards for exceeding sales targets and excellence in consumer relations
- **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