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Social Science Division e-Newsletter

Enriching and advancing society through undergraduate research, scholarship, and creative inquiry. CUR Vision 2023

Welcome from the New 2023 Social Science Division Chair



This is my first year as Chair of the Social Science Division. I look forward to working with all of you. I am a first-generation college student. I earned my Ph.D. in Philosophy of Business, Marketing in 2005. I retired from Georgia College & State University College of Business in October 2021 and East Tennessee State University in 1994. A few of my accomplishments: I was the first Coordinator for the newly created Office of Mentored Undergraduate Research and Creative Endeavors at Georgia College & State University in 2012 until I left the position at the end of May 2022. As Coordinator, I developed new programs and moved MURACE to a position where MURACE became an AURA winner in 2020. I have taught and mentored over 300 marketing group experiential research projects and directed multiple individual research studies since 2005. Much of the research that I mentored was presented at NCUR, discipline-specific conferences, presented to clients, and/or published in journals. One of my undergraduate mentees presented his research in Kos, Greece, where he was asked what his focus was in his Ph.D. I have also conducted marketing research studies with students in Spain. I have taken multiple students to NCUR, made travel arrangements, and accompanied students from across our campus to multiple NCUR Conferences. I co-founded the Posters at the Georgia State Capitol and Chaired it for three years. I served as President of the Georgia Undergraduate Research Council and was instrumental in rebranding the organization. I co-authored the 2014 & 2016 "Mentored Undergraduate Research Handbook" editions. I have worked with a colleague from Oklahoma to create the first poster presentation awards for undergraduate research at the Marketing Management Association. I have published multiple journal articles and conference proceedings on undergraduate research. I have and continue to serve on journal editorial boards and as a journal and conference reviewer. I am currently actively publishing and presenting my research. I did not leave the academe without a great emotional struggle. However, I stepped away after losing several family members, including a daughter, to COVID and weighing the risk to other family members. I hope to return to the academe soon. It is my pleasure and honor to serve each of you as the Social Science Division Chair.

Definition of Undergraduate Research: “Undergraduate research, scholarship, and creative inquiry is fundamentally a pedagogical approach to teaching and learning. With an emphasis on process, CUR defines undergraduate research as A mentored investigation or creative inquiry conducted by undergraduates that seeks to make a scholarly or artistic contribution to knowledge.” CUR 2023

Who Are We?

Leslie, Cecil, Jennifer Edwards, Mario Gonzalez-Fuentes, Brian Lagotte, James LaPlant, Femi Odebiyi, Elizabeth Perry-Sizemore, Anne Price, Mary Rickard, Doreen (Dee) Sams, Elisa Sobo, Carol Strong, and Tiffanie Turner-Henderson.

Where are We Located Geographically?

Nacogdoches, Texas | Stephenville, Texas | San Antonio, Texas | Lawrence, Kansas | Valdosta, Georgia (2) | Lithuania | Lynchburg, Virginia | Valdosta, Georgia | Milledgeville, Georgia (2) | San Diego, California | Monticello, Arkansas | Charlotte, North Carolina

Opportunities for Social Science Division Representatives

Immediate Needs

- Someone to become the Vice Chair to fill in for the Chair if she is not available.
- Secretary to manage the newsletter.
- Please send me a recent photo for our website.
- Bios to share in future newsletters.
- Articles about UR that you want highlighted.

Future Needs

NCUR 2024 Abstract Reviewers/Volunteer Portal Opens – August 8, 2023
First Social Science Division Meeting – October 2023

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