

# Organize. Innovate. **Make** Researchers. Elevate your **research** spirit at the COB.

## Announcing the COB's Fall 2024 Research Roundtable Speaker Series

WHERE? ONLINE from 12:15 to 1:45 PM

**Tuesday, September 24, 2024**

**Dr. Aidin Namin**

“The Unanticipated Dynamics of Promoting Crowdfunding Donation Campaigns on Social Media.”  
Loyola Marymount University, LA

**Dr. Kai Haverila**

“Developing and Validating Scales for Trolling Behavior and Trolling Victimization.”  
Concordia University, Montreal, Canada

For both: <https://sunypoly-edu.zoom.us/j/89329247604?pwd=0LJthFgpNgWnaPrB6GcwZ7darfcWQb.1>

Meeting ID: 893 2924 7604/ Passcode: 910166

**Tuesday, October 22, 2024**

**Dr. Boris Bartikowski**

“Fit or Misfit of Culture in Marketing Communication? Development of the Culture-ladenness Fit.”  
KEDGE Business School, Marseille, France

**Dr. Hamid Shirdastian**

“Enhancing Patient Engagement and Adherence via AI-Driven Interactions.”  
Bishop's university, Sherbrooke, Canada

For both: <https://sunypoly-edu.zoom.us/j/85021337396?pwd=D7FlnPnQoZ81toFDS9Rc8lhEPfETDc.1>

Meeting ID: 850 2133 7396/ Passcode: 624529

**Tuesday, November 26, 2024**

**Dr. Nicolas Papadopoulos**

“‘Place’ vs. ‘Country’: Image and Identity in Research and Practice.”  
Carleton University, Ottawa, Canada

**Dr. Maria Petrescu**

“Technology Emancipative and Traditionalist Value in Cross-Cultural Market Segmentation.”  
Embry-Riddle Aeronautic University, Worldwide Campus, Daytona Beach, FL

For both: <https://sunypoly-edu.zoom.us/j/86001588846?pwd=b9ia9ykfb8LK8D3X4HENbpwpwHLXza.1>

Meeting ID: 860 0158 8846/ Passcode: 906145

