



**The Rhetoric of the Importance of
Regional Conferences in
Undergraduate Program:
A qualitative analysis on the
impact, persistence, and student
achievement in learning**

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Understand the thriving purpose and impact of student participation in regional conferences and research.

Focuses on understanding the need for incorporating research and participation in regional conference in undergraduate curricula.

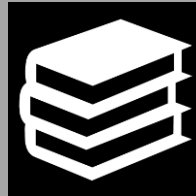
Impact on holistic learning and employment.

Purpose of the Study

Educational Research



“Research is a combination of both experience and reasoning and must be regarded as the most successful approach to the discovery of truth” (Borg, 1963, as cited in Cohan, Manion, & Morrison, 2000).



Educational research can be defined as a ‘purposeful and systematic’ enquiry ‘to solve a problem, illuminate a situation or add to our knowledge’ (Mutch, 2005, pp. 14) ‘by the discovery of non-trivial facts and insights’ (Howard & Sharp, 1983, as cited in Bell, 2005, pp.



‘In relation to the improvement of education policy and practices, with a commitment to broader dissemination of research findings beyond publication in high status, international, refereed journals’ (Lingard & Gale, 2010, pp. 31).

Trigger for this Research Proposal



The student leaders of Enactus create and implement community empowerment projects around the globe. The experience not only transforms lives, it helps students develop the kind of talent and perspective that are essential to leadership in an ever-more complicated and challenging world. The following projects are examples of entrepreneurial action.



Enactus is an international organization that connects student, academic and business leaders through entrepreneurial-based projects that empower people to transform opportunities into real, sustainable progress for themselves and their communities.

Guided by academic advisors and business experts, the student leaders of Enactus create and implement entrepreneurial projects around the globe. The experience not only transforms lives, it helps students develop the kind of talent and perspective that are essential to leadership in an ever-more complicated and challenging world.



enactus

Enactus was originally founded in the United States in 1975 and the U.S. is now one of 37 countries from around the world that operates an Enactus program. The U.S. operates as a division of Enactus and with 404 universities and 10,183 student participants, it represents the single largest country operation.

Enactus will be a great experience for students. Students will have a tremendous learning outcome through the process of competition and learning at Enactus. They will be able to innovate through individualization and collaboration of ideas and make an impact in the business world.



Awards/Scholarships



Fellowship



Networking



Career Fair

Hypothesis and Research Questions

H1: There is a positive relationship between student research participation and holistic learning.

- **RQ1: What are the characteristics and advantages of research based learning?**

H2: There is a mutual benefit in the cross-over for both schools and industries. research based student to a new graduate hire in the industry.

- **RQ2: What are the advantages of communicating and learning in depth through conferences and how will this impact employment?**

Significance of the Study

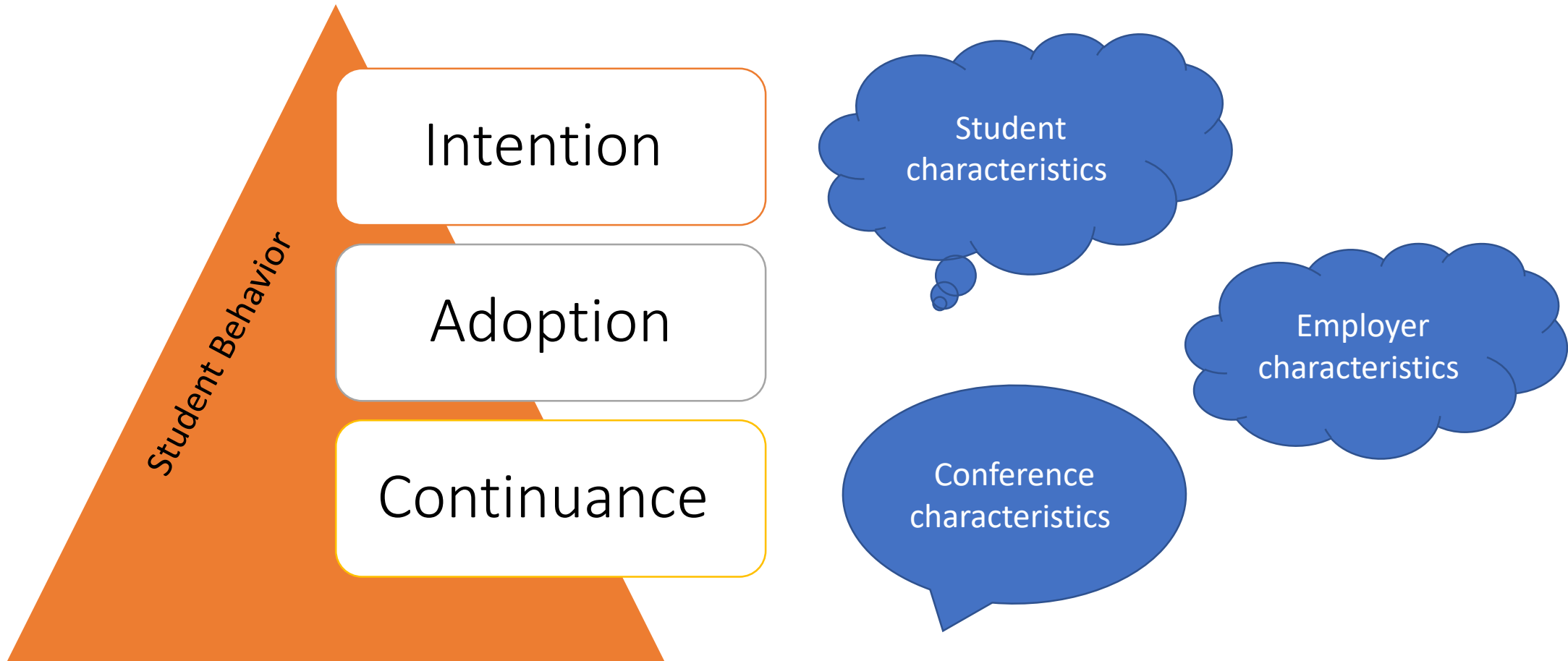
Will help understand the perceptions and practices of the undergraduate students enrolled in the four year degree university:

- the importance of research for undergraduate students
- the extent to which they have benefited in both their academic and professional life, during and post graduation.

Will provide useful insights into:

- Embedding research and participation in conferences in undergraduate curricula.

Research Framework



Source: Online Consumer Behavior Model

Assumptions / Limitations

Contextual:

- The research is based on responses from a sample of undergraduate students and their mentors/advisors Lynn University, a private university and therefore, the conclusions drawn will or cannot be generalized.

Subjectivity:

- While efforts will be made to minimize subjectivity of responses from the target population, it cannot be totally avoided.

Research Methodology



Individual
Interviews



Semi-structured
observations &
Field Notes



Other Sources



Over-view of the Study

Type of Research:

- **Predominantly Qualitative**

Source of Sample:

- **Lynn University, Boca Raton, FL**

Subjects:

- **Undergraduate students**

Sample Size:

- **10 to 15 Individuals**

Data collection Methods:

- **Individual Interviews (primary), Relevant documentation (Secondary)**

Time Frame:

- **2 Weeks**

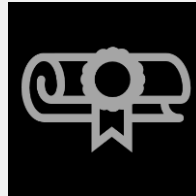
Research Setting – Lynn University

- Lynn University is an American independent, non-profit, coeducational, residential university in Boca Raton, Florida.
- The university is accredited by the [Commission on Colleges of the Southern Association of Colleges and Schools](#) to award [associate's](#), [baccalaureate](#), [master's](#), and [doctoral degrees](#).
- Lynn University offers undergraduate and graduate curricula built on individualized attention and an international focus.
- The university enrolls more than 2,000 students representing nearly all 50 U.S. states and approximately 90 nations in four academic colleges and three specialty programs.
- Lynn offers more than 25 undergraduate degrees and 10 graduate degrees through its four colleges.
- The Hannifan Center for Career Connections provides a number of services to employers to assist in connecting with students and Lynn alumni for jobs and internships.

Selection Criteria



All participants will be older than 18 years with no known mental or physical disabilities.



Undergraduate students from the College of Business and Management at Lynn University



Mentors/Advisors from the College of Business and Management at Lynn University

Data Collection Tools and Procedures - Interviews

Primary data collection instrument for this study

- Individual interviews and semi-structured observation
 - *complemented by*
- extensive one-on-one interviews with the student group and the mentor/advisor separately

Secondary data

- Data sourced from documents from various sources either direct or online relevant to the study

Interview Plan and Interview Process

Seeking the approval from the IRB committee at Lynn University and the Ross College of Education.

Emailing each interviewee to set up a mutually convenient time on Lynn University campus.

Interview to begin with an introduction to the research topic and an explanation on the researcher's role and background information on the study.

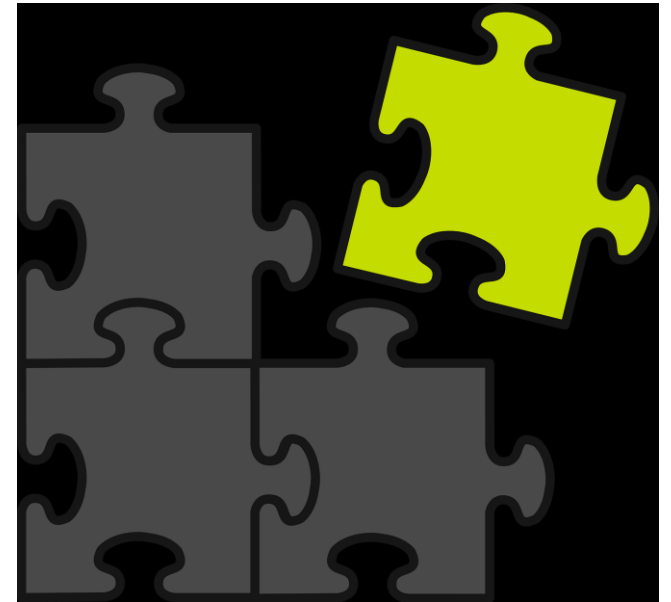
Seeking participants' approval for their participation in the research study.

Interviews to have majority of open-ended questions, qualitative in nature to understand the perceptions of students and their chairs with a few qualitative questions.

Technical Difficulties

- Lack of student and advisor persistence
- Lack of Statistics knowledge, a major constraint for quantitative studies

Perceived Challenges (Basis for Interview)



LYNN
UNIVERSITY

Thank you

Questions?