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e-Newsletter

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Recap of Fall Social Science Division Meeting, October 16 & 17, 2024

The Fall Social Science division meeting focused on engaging undergraduate students, planning virtual events, and new ideas for the newsletter and updating the website. The group also addressed leadership positions, conference presentations, and strategic planning for the organization.

Action Steps were:

- Jennifer and Ethan to organize and implement a 6-month series of virtual events/master classes for the Social Science division
- Tiffany, Leslie, and Jeanetta to assist Jennifer and Ethan with the social media and virtual event planning
- Christopher to contact Lindsey Currie regarding the Faculty Awards Committee responsibilities
- Dee, Tiffany, and Jeanetta to create a promotional piece for recruiting doctoral students and early-career faculty to become Social Science division representatives
- All members to provide feedback to Jeanetta about improving the annual leadership meeting
- Volunteers to contact Dee to help update the Social Science Division CUR website

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Report from CUR Councilor:

Jeanetta Sims noted that a working group was established to strengthen and improve the annual leadership meeting, and Jeanetta requested input from the attendees to enhance the meeting. Dee encouraged everyone to give feedback to Jeanetta on the annual leadership meeting.

Research Spotlight

CUR Social Science Division President, Doreen Sam, and Representative, Mary Rickard, with co-author Arura Sadavysian, received the Best Paper Award for the Case Study track at the Atlantic Marketing Association Conference.

The Social Sciences Division of the Council on Undergraduate Research provides networking opportunities, activities, and resources to assist administrators, faculty members, students, practitioners, mentors, and others in advancing undergraduate research.



Abstract - This case study examined public quantitative data to determine if gentrification was occurring in under-resourced areas of the Metro Atlanta, Georgia, area. The study area's population consists of a primarily elderly, impoverished population in a large metropolitan city in Georgia. The case study was conducted based on concerns from a nonprofit organization's leadership that unethical salespeople were preying on the area's under-resourced population, enticing residents to give up their family homes for values significantly below market value. A team of academic researchers consisting of two marketing professors, a geography professor specializing in Geographic Information Systems (GIS), an MBA graduate student, and three undergraduate research teams designed the study and used a multiple data collection approach to collect data from various government databases. The case study findings showed that although gentrification might have occurred, it did not directly result from unethical or manipulative marketing practices. Other possible causes were identified. Research limitations occurred as the researchers could not interview residents to gain their stories. This study is valuable as it demonstrates the value of scientific research on critical societal issues and provides helpful information for practitioners so that resources can be directed appropriately."

Upcoming Opportunities and Deadlines

NCUR 2025 will take place April 7-9, 2025, in Pittsburgh in partnership with Duquesne University and the Pittsburgh Council on Higher Education. The submission window opens September 10, 2024.

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<https://www.cur.org/who/governance/divisions/socsci/>