

# Research Matters

*A Monthly Publication of RAE*

## August 2021

### *Notes from Beneath the Blue Awning*

Welcome back, UWF Researchers,

It is so great to see so many of you in person, and to see so many of our students back on campus. In my 16 years here, I've never been so excited about getting a worse parking spot.

As you start turning your attention to your 2021-22 research goals, please evaluate your information at the following:

- **UWF Researcher Interests and Skills (RIS) database.** Review your research keywords ([here](#)), so that you can **add or remove** those keywords to more accurately reflect your current portfolio.
- **ORCID.** **ORCID** (Open Researcher and Contributor ID) provides academic researchers with a unique, persistent identifier that can be used to cite your portfolio, facilitate collaborations, and track your projects. An accurate ORCID makes it easier to find funding opportunities that meet your needs.
- **SciENcv.** **Science Experts Network Curriculum Vitae** is a new tool that helps researchers create profiles in the new biographical sketch format required by the NIH and NSF. If you plan to submit proposals for NIH or NSF funding, you must create an electronic CV using this tool. NSF has a great **step-by-step guide**; do it once and you'll be set for future proposals.
- **ExpertNet.** Florida **ExpertNet** "is a statewide portal of applied research expertise in Florida's universities to provide quick and easy access to university-based resources and expertise to assist in practical solutions for business, industry, and government." There is a good chance that you already have an ExpertNet profile and that your profile is outdated (mine was). Check out MyExpertNet to review the status of your profile, especially if you are interested in being contacted about possible industry collaborations.

Finally, please share any departmental or college research presentations and workshops with us, so that we can post them on our **UWF RAE Research Presentations** calendar. You can let us know via email to [research@uwf.edu](mailto:research@uwf.edu) or by adding that email address to your Google Calendar invitation.



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I hope that each of you stays healthy and is off to a great start of the 2021-22 academic year.

Regards,

Matt Schwartz  
Professor and Assistant VP of Research Administration

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## New publications

The Office of Research Administration and Engagement congratulates the following faculty members, students, and staff members for their recent publications:

- **Dr. Hakki Sevil** and Darius Bethel for their article "**Revisiting Traveling Salesman Problem (TSP): Analysis of GA and SA based Solutions**" in the International Journal of Recent Contributions from Engineering, Science & IT.
- **Dr. Xuan Tran** for the chapters "**Impacts of COVID-19 Vaccines on Tourism Demand and Cultures**" and "**Influence of Industry 4.0 on Asia, Motives, and Cultures in the Post-COVID-19 Era**" in Handbook of Research on Developing Circular, Digital, and Green Economies in Asia.
- **Dr. Helena Allman** for "**Intra-National Cultural Differences in Thinking Styles and the Importance of Technological Product Attributes for Brand Perceptions**" in Handbook on Cross-Cultural Marketing.
- **Dr. Stephen LeMay**, **Dr. James Mead**, **Dr. Richard Hawkins**, Dr. Helena Allman, and **Dr. Felicia Morgan** for their article "**The U Choose Awards: A Marketing Research, Branding, and Community Engagement Project**" in Marketing Education Review.

If you or your students have a recent publication you'd like to see highlighted here, please contact Jeffrey Cassidy at [jcassady@uwf.edu](mailto:jcassady@uwf.edu) and include the researchers' names, the title of the publication, the name of the journal or book in which the publication appears, and a link to the publication or an abstract.

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