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Editor's Forward to Volume 18 Number 1

This issue of the *Journal of Business Administration Online* continues the work of rebuilding the *JBAO*'s catalog of academic investigation that has been our hallmark in past years. We hope that you find the latest works published here of interest. We welcome your formative feedback and constructive comments as always.

The *JBAO* is committed to being an outlet for scholarly work in business administration and related fields, and we hold ourselves accountable for publishing work that has received peer review and feedback, and which reflects the current state of inquiry into issues that affect us, the marketplace, our students and other constituencies.

We continue to solicit manuscripts from scholars from diverse backgrounds. In this issue:

Dr. Bundrick begins this issue by using collegiate football strategy within the context of game theories that have applications in the fields of economics and personal lives.

Dr. Borchers uses a *Wall Street Journal* video as a classroom discussion focus for supply chain management, but this pedagogical technique has larger applications for similar practice in all Business course areas.

Dr. Wei examines the link between innovation outcomes and work/family conflicts with respect to personal- and firm-level coping resources used to alleviate negative effects on creativity and problem-solving capabilities.

Dr. Rosener compares various types of advertising on websites to maximize impact on consumer engagement finding subtle but real differences between them.

Dr. Pennington sifts through the legal issues regarding when and how public officials can restrict access to social media by members of the public using a review of the case of *Lindke v. Freed*.

Drs. Easterling, Wilson and Graham tackle the perennial problem of developing students into professionals especially as it relates to an active job search strategy.

And Drs. Randles, Gardner and Zhang propose two tools in a knowledge chemistry approach to organizational knowledge management using Dretske's internal maps theory (knowledge requirements fulfillment analysis).

We hope that you enjoy reading this latest issue of the *Journal of Business Administration Online*. The next issue is scheduled for December 2024, and the call for papers can always be found online at our website: <https://www.atu.edu/business/jbao/>

Until then, we welcome your manuscripts, but we also encourage you to volunteer as a reviewer. We promise to not overwork you, and the experience is always rewarding.

Stephen Jones, Editor
Journal of Business Administration Online
Arkansas Tech University