





Faculty Member Contact Information

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Contact Info	
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Department	Management and Marketing

2 Unfunded URCA Assistant

	This position is ONLY open to students who have declared a major in this discipline.	M
	This project deals with social justice issues.	
	This project deals with sustainability (green) issues.	
	This project deals with human health and wellness issues.	
	This project deals with community outreach.	
X	This mentor's project is interdisciplinary in nature.	I

Are you willing to work with students from outside of your discipline? If yes, which other disciplines?

- Yes, my project is truly interdisciplinary

How many hours per week will your student(s) be required to work in this position?

(Minimum is 6 hours per week; typical is 9)

- 8

Will it be possible for your student(s) to earn course credit?

- No

Location of research/creative activities:

- FH 2126

Brief description of the nature of the research/creative activity?

The present project seeks to explore the influence of AI technology in the field of marketing, with a particular focus on understanding its role in driving charitable donations. Specifically, the study investigates how AI-driven tools and technologies are utilized to enhance donation campaigns and their impact on donor behavior. The project aims to examine whether AI assistance in marketing communications increases the likelihood of donations and to analyze how AI influences both the emotional and rational decision-making processes of potential donors. Furthermore, it seeks to determine whether AI technologies facilitate more effective engagement with donors or potentially hinder authentic connection in the donation process.

Brief description of student responsibilities?

Assistants will help with a final literature review, and writing drafts that summarize their articles. The assistants will also be involved in designing and developing surveys. The assistants will help with organizing data and literature.

URCA Assistant positions are designed to provide students with *research or creative activities* experience. As such, there should be measurable, appropriate outcome goals. What exactly should your student(s) have learned by the end of this experience?

By the end of the semester, the student will have learned to conduct a literature search and review.

The student will have an understanding of the academic research process and be able to understand and grasp journal articles.

The student will also be exposed to the ideation process through a literature search.

The student will have also learned to develop surveys for academic research.

Requirements of Students

If the position(s) require students to be available at certain times each week (as opposed to them being able to set their own hours) please indicate all required days and times:

- While the student can work on their own time, the student will be asked to meet each
- week. The hours of the meeting can be flexible.

If the location of the research/creative activities involves off campus work, must students provide their own transportation?

- It does not require any off campus work.

Must students have taken any prerequisite classes? Please list classes and preferred grades:

- N/A

Other requirements or notes to applicants:

- N/A