

## Misty Sabol, DBA

Assistant Professor of Marketing, Supply Chain Management, and Analytics

5 H-Index

14 Research Articles

163 Citations

## **Research Interests**

Information Systems Scale Development Statistical Methodologies Innovation and Creativity Technological Innovation
Applied Research

## **Collaborative Capabilities**

Consulting
Digital Tool Development

Microsoft Certification Facilitator Methodological Assessment User Experience Testing & Design Design Thinking



Exploring emerging technology is fun!



Equipping students with the tools they need to be data literate is important!



Helping organizations to solve pressing business problems is a privilege!

## 2023 Industrial Management & Data Systems

"PLS-SEM in Information Systems: Seizing the Opportunity and Marching Ahead Full Speed to Adopt Methodological Updates"

2024
Journal of Economic Interaction
and Coordination

"Innovative Behavior and Interactions in Municipal Innovation Ecosystems"

2023 : Journal of General Management

"Knock, Knock, Who's There? Leader Humor, Leader–Member Exchange, and the Dimensions of Engagement"

2024
Journal of Sustainable Competitive
Intelligence

"Leveraging Artificial Intelligence (AI) in Competitive Intelligence (CI) Research"