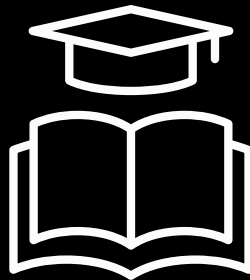


# Northumbria Student Academic Journal

# Special Issue: Student Academic Poster Competition 2025

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Edited by Viviana Chetraru



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## Editorial Note:

Welcome to our first issue of the Northumbria Student Academic Journal, a special issue that highlights the scholarly rigour and creativity of Northumbria students through academic posters.

From the beginning of February to mid-March 2025 we ran a competition for our students, inviting them to share their exciting research and projects through this distinct format. Academic posters are an important part of scholarly communication, allowing researchers to distil complex ideas in a visually engaging and concise manner. The five entries in this special issue showcase the submissions from our competition, and true to our interdisciplinary aim, it features an array of research topics across subjects.

Wika Malkowska reveals significant new insights into the Conservation of Resources theory, through her compelling examination of gender differences between career satisfaction and success predictors using three-wave survey data. Noah Sinclair's thought-provoking combination of design and conservation, raises awareness about the importance of preserving natural spaces in urban landscapes. Navi Mondair presents an illuminating study into the poet John Clare, highlighting why, despite being often overlooked, the poet remains an enduring voice in our modern world. Bao Tran's impactful exploration of branding raises vital questions about the role of corporations and consumers in contributing to smoking culture and its effect on our health. And in his revelatory study, Nithyananthi Senthilkumar illustrates the notable challenges that remote and hybrid work structures pose to the work-life balance of professionals in the IT industry.

We would like to express our heartfelt thanks to our five authors, whose dedication to their academic work made this issue possible. A special thank you also to our editors, Vincent Gaillard and Abby Hilton, for their immense help in the peer review process.

We hope you enjoy this special issue!

Viviana Chetraru, Editor

**Special Issue - Student Academic Poster Competition 2025** (Volume 1 Issue 1 | pages 1-2)

<https://doi.org/10.19164/nusaj.v1i1.1666>



## ***Poster***

# **Uncovering Gender and Temporal Dynamics: Career Resources Impacting Career Success**

**Wika Malkowska**

*Psychology, Northumbria University*

## **Abstract**

This study examines whether the Conservation of Resources theory propositions are supported using three-wave survey data (one month between measurements) of 543 employed individuals, as analysed via Latent Growth Modelling. Subjective career success fluctuated throughout the two months of the study, decreasing in the absence of career resources. Human capital, environmental, motivation, and self-management resources predicted workers' subjective career success over time, but these effects were moderated by gender. Human capital only predicted the objective career success of women, not men. This means that men's subjective and objective success are aligned and predicted by the same resources, whereas women need to mobilise different resources to achieve each type of success.

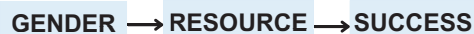
# Uncovering Gender and Temporal Dynamics: Career Resources Impacting Career Success

Wika Malkowska, Dr Vicki Elsey, Dr Laura Longstaff, Professor John Arnold  
wika.malkowska@northumbria.ac.uk

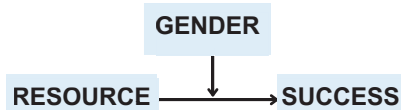
## Introduction

- Global Gender Pay Gap at 14% (PwC, 2023).
- Need to explore what predicts women's and men's objective career success (OCS), as well as subjective career satisfaction (SCS) (Seibert et al., 2024).
- Career resources as predictors of career success have been established (Haenggli & Hirschi, 2020), but not in a full-panel time-lagged design, and not with gender lens (Frear et al., 2019):

### RQ1: Unequal Attribute



### RQ2: Unequal Effect



## Methods

- Quantitative time-lagged online questionnaires.
- Three time-points, one month apart, full-panel design.
- 543 employed women (52%) and men, mean age 40.
- Measures:
  - SCS Inventory (Schockley et al., 2016)
  - Career Resources Questionnaire (Hirschi et al., 2018)
  - OCS - self-reported salary, promotions in current job and career and seniority level
- Control variables:
  - Hours worked per week
  - Tenure in current job
  - Occupation, industry and sector
  - Caring responsibility
  - Age
  - Education level

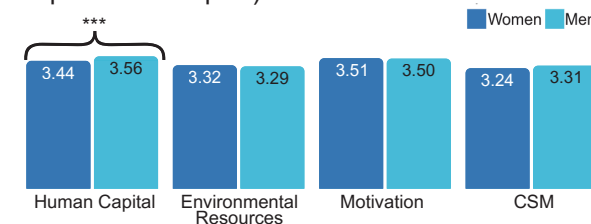
Men's career satisfaction and success predictors are aligned, whereas women must work harder to get both, as they tend to have one or the other.



scan the QR code to access the references and the full paper on OSF

## Results

### RQ1: Unequal Attribute = no support (except Human Capital)



### RQ2: Unequal Effect = support

→ Latent Growth Model to predict SCS

→ Hierarchical regression to predict OCS

	Women	Men
<b>Predictor variables</b>	$\beta$	$\beta$
<b>Step 1 – Controls</b>		
Carer responsibility	ns	ns
Baseline SCS	ns	.20***
<b>Step 2 – Human Capital</b>		
Occupational Expertise	ns	ns
Job Market Knowledge	.14**	ns
Soft Skills	.14**	ns
<b>Variance explained (R2)</b>	<b>.36***</b>	<b>.40***</b>

\*  $p < .05$  | \*\*  $p \leq .01$  | \*\*\*  $p \leq .001$

= All the resources predict men's SCS positively and significantly over time, which in turn leads to higher OCS.

= Women's environment and motivation are the strongest predictors of SCS, while human capital predicts their OCS. Their two facets of success do not occur simultaneously and do not predict each other.

## Discussion

- **Interpretation:** different resources predict women's OCS and SCS, whereas for men the predictors are aligned.
  - For men, resources improve SCS, which in turn, increases OCS.
  - For women, a resource predicts either, but not both.
- **Limitations:** a combination of within-Ss and between-Ss analysis (like RI-CLPM) would be more robust, and is recommended for future research.
- **Implications:** women require more support from their workplace to feel satisfied, and particularly L&D provision of soft skills and job market training.

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<https://doi.org/10.19164/nusaj.v1i1.1667>



## **Poster**

### **Noah's Benches**

Noah Sinclair

*Design, Northumbria University*

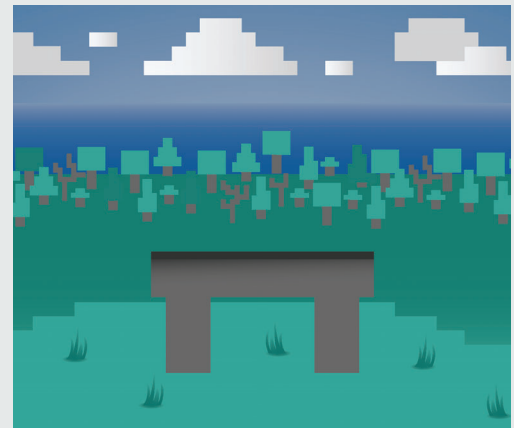
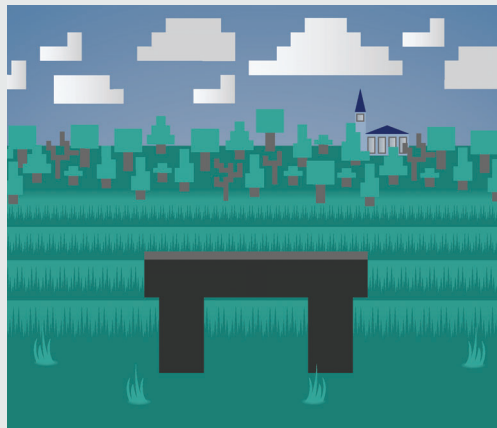
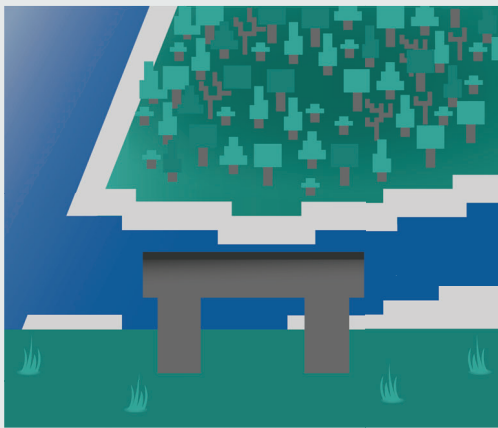
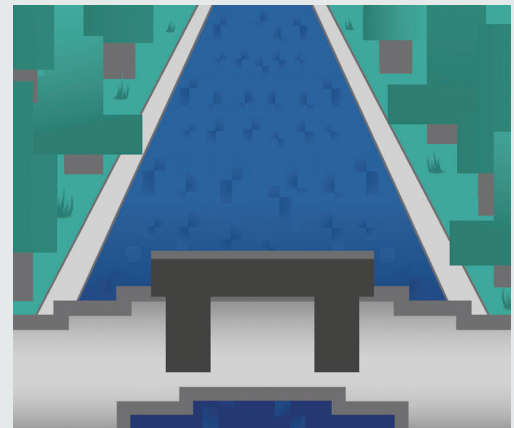
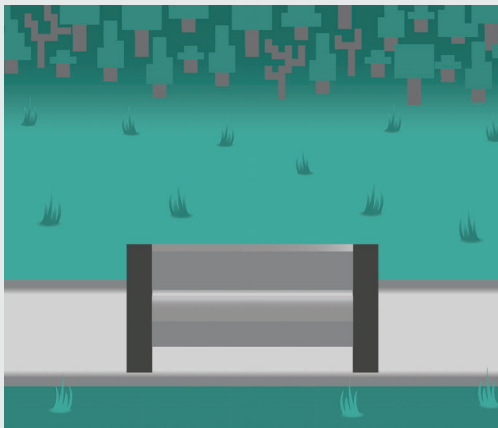
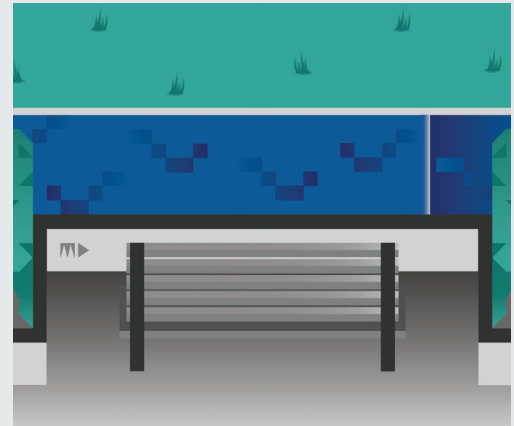
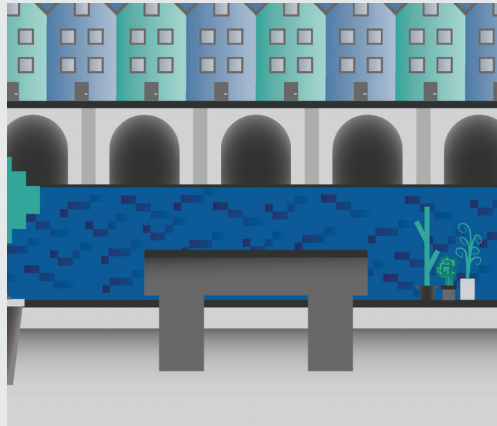
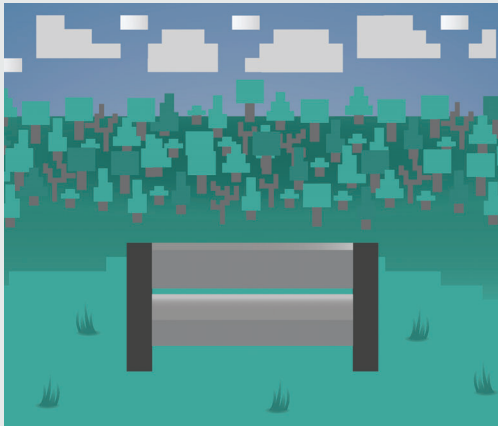
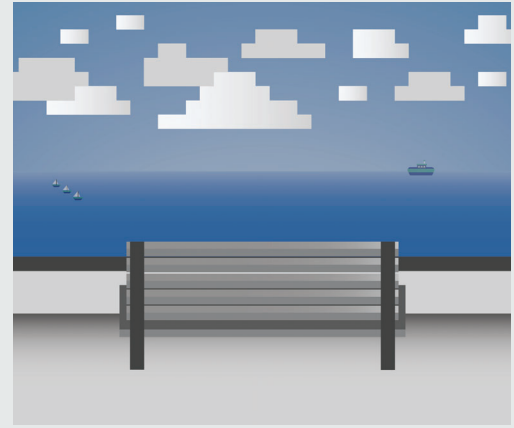
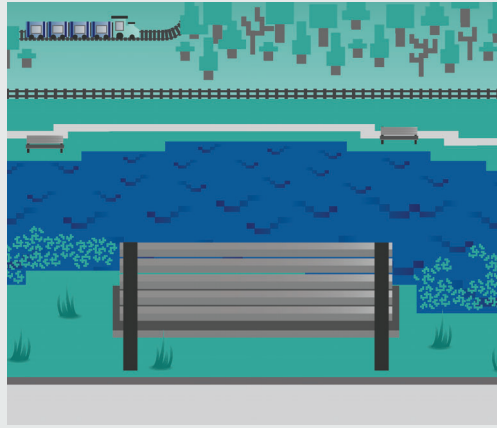
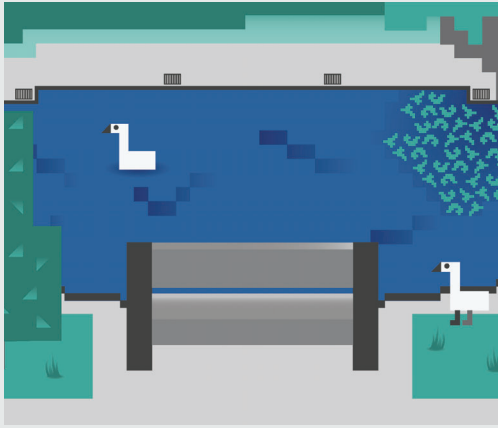
#### **Abstract**

This project features 12 out of 19 unique benches, each inspired by secret, real-life locations across Europe. These installations highlight the crucial need to preserve our natural beauty within the ever-evolving landscape of urban environments. In a fast-paced world, these peaceful spots invite us to pause and reflect, providing necessary moments of quiet amidst the hustle and bustle of city life.

Research suggests that spending time sitting in nature improves both mental and physical health (Hart, 2016). With the constant pressure our environment faces from urban pollution, spaces like these become essential for human well-being. I worry about the future of these locations and fear that they may one day fall victim to development, much like many others before them.

Although I can't disclose the exact locations, I chose each site because they have served as places of peace at different points in my life. For this reason, I have deliberately released only four of the coordinates, as these specific sites are currently protected by local groups and landowners. By highlighting these select installations, I hope to raise awareness about the value of our natural spaces and advocate for their preservation for future generations. Embracing nature within our cities is vital, and we must strive to protect these little oases in our urban landscape. The illustration style I chose reflects how I perceive nature—structured and organized by straight lines with an underlying grid system.

Hart, J., 2016. Prescribing nature therapy for improved mental health. *Alternative and Complementary Therapies*, 22(4), pp.161-163.



Featuring 12 out of 19 unique benches inspired by secret real locations across Europe, these installations represent the importance of preserving natural beauty as part of our ever-changing urban environments. These spots invite you to pause and reflect, creating moments of tranquillity amidst the bustle of city life.

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- 📍 54.978947, -1.610752
- 📍 52.357673, 4.865793
- 📍 54.997926, -1.594802

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## ***Poster***

### **“The Big Seven”: The Romantic “Peasant Poet”**

**Navi Mondair**

*Humanities, Northumbria University*

#### **Abstract**

It would be reasonable to suggest that John Clare has perhaps not attained rightful pride of place alongside his predecessors and contemporaries on the pantheon of Romantic poetry, despite being described as the English equivalent to Robert Burns, and by his biographer Jonathan Bate as the greatest labouring-class poet that the country has ever produced. This academic poster is a complement to the paper ‘A case for the ‘Big Seven’? The “intrinsic merit” of John Clare’s “showing and telling” in Poems Descriptive of a Rural Life and Scenery’. The paper itself is a critical re-introduction to Clare’s first published collection of poetry. Through highlighting specific examples from this first anthology, which was published in 1820 by John Taylor, it explores the inherent literary value of Clare’s verse, notwithstanding the Helpstone-born poet’s extraordinary background and remarkable life story. Moreover, it emphasises the symbolic significance and enduring relevance of Clare’s work for a modern readership and in a contemporary global context. This poster, meanwhile, summarises why it is that John Clare matters in a world which, unfortunately, remains blighted by crippling poverty, a precarious environmental situation, widespread language endangerment through dialect levelling and marginalisation of minority cultures, alongside multiple mental health crises.

**Keywords: romanticism, ecocriticism, environment, environmental writing, poetry**

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## “THE BIG SEVEN”: THE ROMANTIC “PEASANT POET”

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### POEMS DESCRIPTIVE OF RURAL LIFE AND SCENERY – CLARE’S FIRST PUBLICATION:

- Clare’s **first collection of poetry**; published by **John Taylor**, the publisher of **John Keats**
- In the preface, Taylor describes the collection as “**genius**”, as well as “**an extraordinary exertion of his (Clare’s) native powers**”

### JOHN CLARE’S PASTORAL POETRY:

- He revels in the **natural world**, and celebrates **the countryside**
- He laments the **significant changes to the landscape**, which were often caused by **increasing industrialisation**, during



this time (from “Helpstone”: *The vanish'd green to mourn, the spot to see / Where flourish'd many a bush and many a tree? / Where once the brook, for now the brook is gone*)

### CLARE’S MODERN-DAY IMPORTANCE:

- **Environmental writing**: there are **differing ecocritical perspectives** on Clare’s poetry from scholars (Jonathan Bate, and Simon Kövesi)
- **Lexicography and dialectology**: his poetry is **preserving, documenting, and celebrating** words from the **Northamptonshire dialect** of the English language (“beetling”, “bevering”, “crumping”, “drowking”, and “cumbergrounds”)
- **“Intrinsic merit”**: a **quintessential Romantic** who experienced **crippling poverty** throughout his life, Clare writes **powerfully and movingly** about **pain, desolation, and (unrequited) love** (“What is Life?”, “My Mary”, and “True Love”)

### BIOGRAPHY OF JOHN CLARE:

Born in the village of **Helpstone**, near **Peterborough**, on **13th July 1793**, to **Ann Stimson Clare** and **Parker Clare**

**Published four collections of poetry during his lifetime**: *Poems Descriptive of Rural Life and Scenery* (1820), *The Village Minstrel* (1821), *The Shepherd’s Calendar* (1827), *The Rural Muse* (1835)

**Some of his most famous poems are**: “I Am”, “The Badger”, “The Secret”, “I Hid My Love”, “First Love”, “Summer”, and “All Nature Has a Feeling”

Died in **Northampton, Northamptonshire**, on **20th May 1864**



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## ***Poster***

### **Marlboro Belt**

**Bao Tran**

*Design, Northumbria University*

#### **Abstract**

Smoking kills. This project critically examines smoking culture and its impact on consumer behavior. By censoring familiar design elements associated with cigarette advertising, the work challenges the romanticized imagery often used to promote smoking. The bold red-and-white aesthetic, long linked to notions aspirational lifestyles, is subverted to reveal the stark health consequences and the aggressive marketing strategies employed by the tobacco industry. Through this artistic exploration, the piece highlights how branding shapes public perception, particularly among younger demographics, and raises ethical concerns about the normalization of smoking. The project underscores the contrast between the symbolic appeal of cigarette advertising and the harsh reality of tobacco-related harm, encouraging viewers to question the power of visual identity. By distorting these recognizable motifs, the work aims to provoke critical reflection on the responsibilities of both corporations and consumers in addressing the global health crisis linked to smoking. Beyond tobacco critique, the piece invites viewers to reconsider the ethics of visual communication and the social responsibility of designers, how colors, typography, and imagery provokes emotional and psychological responses.

味のある場所

Smoking Kills

FILTER CIGARETTES

Smoking  
Kills

**Special Issue - Student Academic Poster Competition 2025** (Volume 1 Issue 1 | pages 9-10)

<https://doi.org/10.19164/nusaj.v1i1.1674>



## ***Poster***

### **Work-Life Balance in the IT Industries: A Comprehensive Study**

**Nithyananthi Senthilkumar**

*Computer and Information Sciences, Northumbria University*

#### **Abstract**

In the IT industry, particularly experiencing dynamic and demanding operations, the concern about the quality of working life has become a predominant issue. They identified flexible work schedules as a trend that has been changed by COVID-19, leading people to transform from a well-structured work environment to working from home. Working from home has mixed up work and personal life, creating new mental and practical challenges. This research explores the shift to remote and hybrid work, flexibility of remote work on work-life balance in IT, using productivity, well-being, and socio-technical formations. IT professionals, in terms of productivity and flexibility, and, in contrast, some others experience elevated stress levels and isolation. For example, while some of the software developers noted that remote working had enabled them to avoid daily traffic and set flexible working hours, others reported distraction and poor working environments caused by ineffective domestic working stations led to stress on their health. In addition, existing studies reveal that personal preference for remote or office work can largely depend on factors such as family obligations, technical support, and available pro-organizational culture, suggesting that IT workers may require differential support to achieve work-life balance. This study emphasizes the challenges and factors affecting work-life balance in the IT industry.

# Work-Life Balance in the IT Industries: A Comprehensive Study



## A. Introduction

This study aims to investigate work-life balance in the IT industry, identifying key factors, challenges, and potential solutions. It explores remote and hybrid work impacts on well-being, productivity, and job satisfaction.

## B. Objective

- Identify the major factors impacting work-life balance in IT.
- Analyze different work setups (**remote, hybrid and onsite**).

## C. Research Questions

1. How has the transition from onsite to remote and hybrid work patterns affected software professionals' work-life balance?
2. How do remote and hybrid work arrangements impact productivity, job satisfaction, and retention?

## D. Methodology

### Research Design:

Mixed-method approach combining qualitative and quantitative techniques.

### Data Collection:

1. Survey: 20 questions, 10 participants
2. Interviews: Virtual, 6 participants
3. Case Study: 3-day study, 3 work setups, 3 participants

### Data Analysis:

1. Quantitative: Excel, SQL, Power BI, Python (K-means clustering).
2. Qualitative: Thematic and interpretative analysis.

### Ethics:

Confidentiality, informed consent, transparency, and objectivity upheld.

## F. Results

- Low stress enhances well-being (-0.30 correlation).
- Hybrid work models lower isolation and increase autonomy, improving well-being.
- Need for superior organizational support in flexible work arrangements.

## G. Conclusion

- Hybrid models are optimal for balancing productivity and stress. organizations should support to improve work autonomy and collaboration.
- Future implications include defining clearer work-life boundaries and increasing employer support for hybrid work environments.



## E. Analysis

- Structured routines support work-life balance.
- Strong team dynamics enhance employee experience.
- Wellness support contributes to well-being.
- Flexible scheduling improves work-life integration.
- Clear organizational policies reduce role ambiguity.
- Mental health support mitigates stress and burnout.
- Defined work-life boundaries prevent overworking.

## References

Mosquera, P. and Soares, M.E. (2024) 'Dealing with work overload in the IT industry', *Management Decision*, 62(7), pp. 2111-2135.

Chudra, G. and Yohannis, A. (2023) 'Developing IT strategies for the effective remote work using IT balanced scorecard', *IEEE*, pp. 1-6.