

## Sweety Law

Sweety Law is a professor in the department of marketing and entrepreneurship at California State University East Bay. Her research interests are in organizational strategy and communication management with special interest in innovation diffusion, organizational culture, technology and change, and behavior change. Invited contributor to many book chapters and winner of top papers, her work has been published in leading journals including *Active Learning in Higher Education*, *Journal of Communication*, *Higher Education Studies*, *Business Education Innovation Journal*, *Journal of Workplace Learning*, *Journal of Business Leadership*, *International Journal of Agile Systems and Management*, *Academy of Marketing Studies Journal*, *International Journal of Information Systems and Supply Chain Management*, *International Journal of Liability and Scientific Enquiry*, *Journal of Development Communication*, *Gazette*, and *Inter/Sections*. Her work is often cited including by Singhal and Rogers in "Entertainment-Education-A Communication Strategy for Social Change" (1999) and "[Combating AIDS: Communication Strategies in Action](#)" (2003). Her continued interest in applied research stems from her philosophy to 'make a difference'.