

**ROBERT G. INSLEY**

Department of Management  
University of North Texas  
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EDUCATION:

<u>Year</u>	<u>Degree</u>	<u>Major</u>	<u>Institution</u>
1988	Ed.D.	Business Communication & Administrative Services	Northern Illinois University DeKalb, IL
1977	M.S.	Business Education	Bowling Green State University Bowling Green, OH
1974	B.S.	Business Education	Bowling Green State University Bowling Green, OH

PROFESSIONAL EXPERIENCE:

<u>Beginning Date- Ending Date</u>	<u>Position</u>	<u>Organization</u>	<u>Location</u>
8/97 - Present	Associate Professor	University of North Texas	Denton, TX
8/90 - 8/97	Assistant Professor	University of North Texas	Denton, TX
8/87 - 8/90	Visiting Assistant Professor	University of North Texas	Denton, TX
8/84 - 8/87	Assistant Professor	Firelands College (Bowling Green State University)	Bowling Green, OH
8/82 - 6/84	Instructor	Stautzenberger Business College	Bowling Green, OH
8/80 - 5/82	Teaching Assistant/ Teaching Fellow	Northern Illinois University	DeKalb, IL
10/81 - 12/82	Software Quality Reviewer	Zenith Data Systems	Chicago, IL
8/74 - 6/80	Teacher/Coach	Patrick Henry High School	Hamler, OH

## PROFESSIONAL ACTIVITIES:

### Honors:

- Member of AcademicKeys Who's Who in Business Higher Education.
- Division of Student Development Award, Faculty/Staff Award, April 18, 2001.
- College of Business Administration Outstanding Teaching Award, presented by the Council of Business Students at the University of North Texas, April 2000.
- Apple Polishing Award, presented by the UNT Chapter of the Mortar Board on February 9, 2000.
- University Honor Professor - (Awarded by The Student Association of UNT, April 17, 1998).
- Outstanding Teaching Certificate of Recognition, College of Business Administration, presented by The Council of Business Students, UNT, April 22, 1998.
- Member, Beta Gamma Sigma (National Graduate Honorary Fraternity in Business/ Management).
- Member, Delta Pi Epsilon (National Graduate Honorary Fraternity in Business Education).

### Membership in Professional Organizations:

- Association for Business Communication
- Association for Business Communication--Southwest Region

### Offices and Committee Assignments in Professional Organizations:

- Wrote the vast majority of the proposal that resulted in John D. Pettit being appointed to the position of Executive Director of the Association for Business Communication, June 1990.
- Member of Research Topics Committee--Association for Business Communication, 1987-88.

### Consulting:

- Developed & conducted two, eight-hour communication skills workshops for Numed Inc. - April 19 & 20, 2001.
- Developed and conducted two AProposal Writing@ workshops for Neiman Marcus managers, Dallas, Texas (two, 4-hour sessions) - December 2000.
- Wrote four business letters for the president of *A-1 Copier Tec, Inc.*, Roanoke, Texas - 1999.
- Developed and conducted two "Writing Skills" workshops for National Account Managers for United Parcel Services (UPS), Dallas, Texas (seven, three-hour sessions per workshop) - 1995-96.
- Developed and conducted, with Dr. Lou Ponthieu, "Interviewing Skills" workshops for Boeing Electronics, Corinth, Texas (three, ten-hour workshops) - 1989-90.
- Developed and conducted communication seminars for supervisors and managers at the Denton State School (Texas Department of Mental Health and Retardation), Denton, Texas (20 weeks, 4 hours per week) - 1989.
- Developed and taught a two sections of a customized, Small Business Management course for the Ford Motor Company, Sandusky, Ohio (15 weeks, 4 hours per week, each section) and supervised two other instructors - 1985-86.
- Developed and conducted numerous Job Search Skills, Word Processing, and Statistical Analysis workshops for the Continuing Education of Firelands College (Bowling Green State University), Huron, Ohio - 1984-87.

### Areas of Expertise:

Business communication, employment skills (both job hunters and recruiters) , leadership, decision making, stress management, and motivation.

## UNIVERSITY COMMITTEES & COUNCILS:

### Beginning Date-

Ending Date

8/03 – 8/04

### Name of Committee

Teaching Assistant/Teaching Fellow Committee

8/02 - 8/03	Teaching Assistant/Teaching Fellow Committee
8/01 - 8/02	Teaching Assistant/Teaching Fellow Committee
8/00 - 8/01	Teaching Assistant/Teaching Fellow Committee
8/99 - 8/2000	Teaching Assistant/Teaching Fellow Committee
8/98 - 8/99	Teaching Assistant/Teaching Fellow Committee
9/92 - 9/93	Ad Hoc Large Classroom Renovation Committee

SCHOOL/COLLEGE COMMITTEES & COUNCILS:

Beginning Date-

<u>Ending Date</u>	<u>Name of Committee</u>
9/97 - 9/98	COBA Ad Hoc Undergraduate Programs Process Team
9/96 - 9/97	COBA Ad Hoc Undergraduate Programs Process Team
9/86 - 6/87	College-Wide College Council
9/86 - 6/87	College-Wide Computing Committee (Chairman)
9/85 - 6/86	Student Advising Committee

DEPARTMENT/DIVISION COMMITTEES & COUNCIL:

Beginning Date-

<u>Ending Date</u>	<u>Name of Committee</u>
8/03 - 8/04	Department of Management Undergraduate Curriculum Committee
8/02 - 8/03	Department of Management Undergraduate Curriculum Committee
8/01 - 8/02	Department of Management Undergraduate Curriculum Committee
8/00 - 8/01	Department of Management Undergraduate Curriculum Committee
8/99 - 8/00	Department of Management Undergraduate Curriculum Committee
8/98 - 8/99	Department of Management Undergraduate Curriculum Committee
8/97 - 8/98	Department of Management Undergraduate Curriculum Committee
8/96 - 8/97	Department of Management Undergraduate Curriculum Committee
8/95 - 8/96	Department of Management Undergraduate Curriculum Committee
8/94 - 8/95	Department of Management Undergraduate Curriculum Committee
8/93 - 8/94	Department of Management Undergraduate Curriculum Committee
8/91 - 8/92	Department of Management Executive Committee
8/90 - 8/91	Department of Management Undergraduate Curriculum Committee
9/86 - 6/87	Televised Marketing Committee
9/85 - 6/86	Department Retention, Promotion, and Merit Committee (Chairman)
9/85 - 6/86	Accounting Faculty Search Committee (Chairman)

ELECTED DEPARTMENT POSITIONS

Beginning Date-

<u>Ending Date</u>	<u>Name of Position</u>
8/00 - 8/01	Election Judge
8/98 - 8/99	Election Judge
8/96 - 8-97	Election Judge
8/94 - 8/95	Election Judge
8/93 - 8/94	Election Judge
8/89 - 8/90	Secretary
8/88 - 8/89	Secretary

SUPERVISORY RESPONSIBILITIES:

Minor Professor on Ken Bandy's dissertation committee. Ken defended his dissertation in April 2002. (The title: Computer Supported Collaboration: Is The Transfer of Cognitive Structures Mediated by Mode of Communication?)

Coordinator for Business Communication courses offered in the College of Business Administration, Fall 1990 - Present. In addition to curriculum development responsibilities, this role has also required numerous responsibilities associated with supervising teaching assistants, teaching fellows, lecturers, adjuncts, and professors.

Supervised one teaching assistant during Spring and Fall Semesters from Fall 1998 - present for large sections of MGMT 3330 (Communicating in Business).

Assisted Drs. Don Powell and Lou Ponthieu in supervising one teaching assistant Spring 2000, Fall 2000, Spring 2001, Fall 2001, Spring 2002, Fall 2002, Spring 2003, Fall 2003, & Spring 2004 in three mass sections of MGMT 3720 (Organizational Behavior).

Fall 2001 I worked with Department of Management Ph.D. candidate, Arun Madapusi, on his classroom speaking rate and clarity.

Assisted Drs. Don Powell and Lou Ponthieu in supervising two teaching assistants Fall 1999 in three mass sections of MGMT 3720 (Organizational Behavior).

Assisted Drs. Don Powell and Lou Ponthieu in supervising two teaching assistants Spring 1999 in three mass sections of MGMT 3820 (Management Concepts).

Assisted Drs. Don Powell and Carl Swanson in supervising two teaching assistants Fall 1997, Spring 1998, and Fall 1998 in three mass sections each term of MGMT 3820 (Management Concepts).

Minor Professor on Ken Bandy's dissertation committee. Ken is a doctoral candidate in Applied Technology, Training and Development. Ken recently defended his proposal (March 2001).

Minor Professor on Dr. Rod Blackwell's dissertation committee (Dept. of Management). He defended his dissertation in December 1996. (The title: Strategy and Structure in U.S.-Based, Single-Business Multinational Organizations: A Fit Theory Study.)

Minor Professor on Mr. Mark Burk's thesis committee (Communication Department).

Supervised one Special Problems (MGMT 6900, Section 774) Ph.D. student, Business Communication Skills project, Department of Management, Fall 1995.

Served as a faculty mentor to Megan Endres, Ph.D. candidate, Department of Management, UNT, 1994-95 school year.

Supervised one Department of Management Ph.D. student who served as a communication skills assistant for BCIS 4640, Spring 1994, Fall 1994, and Spring 1995.

Supervised one teaching assistant assigned to my mass section of MGMT 3820.008, Spring 1988 and two TAs assigned to my mass section of MGMT 3820.004, Fall 1991.

Student Advisor, Firelands College, Bowling Green State University (Ohio), 1984-86.

Directed Student Internships, Firelands College, Bowling Green State University (Ohio), 1984-86.

Directed Word/Information Processing and Medical Secretarial Certificate Programs, Firelands College, Bowling Green State University (Ohio), 1984-86.

GRANTS & CONTRACTS:

<u>Beginning Date- Ending Date</u>	<u>Title</u>	<u>Agency</u>	<u>Amount</u>
Awarded a Teaching Technology Award, Spring 2000.	Distance Learning Course Dev.	UNT	\$5,000.00
Awarded Undergraduate Instructional Development Grant, Summer, 1996.	Dept. Web Site Devel.	Department of Management, UNT	\$ 8,834.77
Awarded Undergraduate Instructional Development Grant, Summer, 1995.	BCOM 3330 Assessment	Department of Management, UNT	\$ 8,834.77
Awarded Spring, 1995 (Jack D. Becker & Robert G. Insley)	COBA Faculty Initiative Grant	College of Business Administration, UNT	\$ 1,000
Awarded Undergraduate Instructional Development Grant, Summer, 1994.	Restructure BCOM 3330	Department of Management, UNT	\$ 8,834.77
Awarded Undergraduate Instructional Development Grant, Summer, 1993.	Restructure BCOM 3330	Department of Management, UNT	\$ 8,834.77
Awarded Spring, 1993 (Jack D. Becker, Robert G. Insley, & Robert L. Breshears)	Curriculum Innovation Assessment Initiative	College of Business Adm., UNT	\$ 2,650
Awarded June 1991 - June 1996 (Jack D. Becker & Robert G. Insley)	Communication Skills Study	Bombay Corporation / CRT Group	\$ 45,000
Awarded Fall, 1985 (Teresa Morano & Robert G. Insley)	Equipment Grant	Ohio Department of Education	\$100,000

CURRICULUM DEVELOPMENT:

Revised MGMT 3720 (Organizational Behavior) starting Fall 2003 when a new book was adopted.

Revised MGMT 3330 (Communicating in Business) starting Fall 2003 when a new book was adopted.

Revised MGMT 3720 (Organizational Behavior) starting Fall 2002 when a new book was adopted.

Provided to Holly Hutchins a portion of the curriculum for a distance learning section of MGMT 3330 (Communicating in Business). The distance learning section has been offered since Fall 2001.

Revised MGMT 3720 (Organizational Behavior) starting Spring 2000 when a new book was adopted.

Revised MGMT 3720 (Organizational Behavior) Fall 2000 when we added a team learning component.

Revised MGMT 3720 (Organizational Behavior) during Spring & Summer 1999. Began teaching the course in a large classroom, team-based structure Fall 1999.

Revised the structural design of the MGMT 3330 (Communicating in Business) course during Spring & Summer 1999. Moved the course to a combination large classroom/Power Point-based structure combined with a *WebCT* component.

Revised the structural design of the MGMT 3330 (Communicating in Business) course late fall 1998 and on into Spring 1999. Moved the course to a combination large classroom/Power Point-based structure.

Developed three continuing professional education courses (CPE) for distribution on the Internet to CPAs and Financial Planners. (Communicating Effectively: Techniques That Work@ - 8 hour course - April 1998; Communication Skills for Effective Customer Service@ - 4 hour course - June 1998; and Listening Skills@ - 2 hour course - September 1998).

Conducted assessments and made major revisions in the content and structural design of the following UNT courses: MGMT 3330 (Communicating in Business), MGMT 4330 (Administrative Communication), MGMT 5330 (Communication Theory), and MGMT 3820 (Management Concepts).

Conducted an extensive review of BCIS 3615 (The Visual Display of Business Information) during its development phase.

Co-developed, with Dr. Jack D. Becker, a 2.5 hour, multimedia-formatted listening skills assessment/training CD.

Worked with Dr. Jack Becker, Chair of BCIS Department, UNT, on a communication project funded by a grant from the CRT Group, Inc. of Grand Prairie, Texas. (The project involved an analytical investigation of the role and impact of communication skills within the undergraduate curriculum of Business Computer Information Systems at the University of North Texas.) (Fall, 1992)

Developed "Basic Skill Training for Business and Industry" curriculum in the areas of business and business education for the College of Community Services Department, Firelands College, Bowling Green State University (Ohio), 1986.

#### PUBLICATIONS & CREATIVE ACTIVITIES:

##### Refereed:

Becker, Jack D.; Robert G. Insley; & Megan L. Endres. "Communication Skills of Technical Professionals: A Report for Schools of Business Administration." Computer Personnel. (Accepted in 1997. Information on volume, number, date, and page numbers is not available at the time of this entry.)

Ponthieu, Louis D. & Robert G. Insley. "Rethinking the Effects of Small Business Failure." Journal of Business & Entrepreneurship. 8(1) (March 1996): pp. 32-42.

Insley, Robert G., Jack D. Becker, & Robert L. Breshears. "Aligning Business Communication Skills Curriculum to Meet IS Managers' Expectations of IS Graduates." The Journal of Computer Information Systems. Summer, 1996.

Subramanian, Ram; Robert Insley, & Rodney Blackwell. "Performance and Readability: A Response to Jones' Comment." The Journal of Business Communication. 31(3) (June, 1994): pp. 231-33.

Johnson, J. Lynn; Robert Insley; Jaideep Motwani; & Imad Zbib. "Writing Performance and Moral Reasoning in Business Education." Journal of Business Ethics 12 (May, 1993): pp. 33-42.

Subramanian, Ram; Robert Insley, & Rodney Blackwell. "Performance and Readability: A Comparison of Annual Reports of Profitable and Unprofitable Corporations." The Journal of Business Communication. 30(1) (January, 1993): pp. 49-61.

Insley, Robert. "Integrating Style Analysis Software into the Basic Business Communication Course." The Bulletin of the Association for Business Communication LII(4) (December, 1989): pp. 8-11.

### Books

*Communicating in Business in the 21<sup>st</sup> Century*, (Insley & Woodbery), 1<sup>st</sup> Edition, 2003.

### Book Supplements

*Communicating in Business in the 21<sup>st</sup> Century Workbook*, (Robert G. Insley), 1<sup>st</sup> Edition, 2004.

Robert G. Insley. *Student Study Guide - Organizational Behavior: Foundations, Realities, & Challenges*, (Nelson & Quick), 4th Edition, 2003 (completed in 2002).

Robert G. Insley. *Student Study Guide - Organizational Behavior: Foundations, Realities, & Challenges*, (Nelson & Quick), 3rd Edition, 2000.

Robert G. Insley. *Student Study Guide - Behavior in Organizations Study Guide*, (Greenberg & Baron), 1<sup>st</sup> Edition, 2000.

### Companion Web Sites - (Online Study Guides)

Developed the second edition of the companion web site for *Human Resource Management*, 9<sup>th</sup> Edition, Mondy & Noe, Prentice Hall.

Developed the second edition of the companion web site for *Framework for Human Resource Management*, 3rd Edition, Dressler, Prentice Hall.

Developed the second edition of the companion web site for *Labor Relations & Collective Bargaining*, 7<sup>th</sup> Edition, Carrell, Prentice Hall.

Developed the first edition of the companion web site for *A Framework for Human Resource Management*, 3<sup>rd</sup> Edition, Dessler, Prentice Hall.

Developed the first edition of the companion web site for *Managing Human Relations*, 3<sup>rd</sup> Edition, Gomez-Mejia, Balkin, & Cardy; Prentice Hall.

Developed the first edition of the companion web site for *Labor Relations & Collective Bargaining*, 6<sup>th</sup> Edition, Carrell, Prentice Hall.

### Internet Courses

Developed five web-based Continuing Professional Education courses on communication topics for Digital Springs, Inc. (now Pro2Net) from 1998-Present.

### Non-refereed

Editor for the Department of Management Newsletter, August 2001-present.

Effective Listening Techniques. @ International Newspaper Financial Executives Newsletter, April 1999, Vol. V, Issue 8.

"Public Speaking Needn't Be Nerve-Racking." Fort Worth Star-Telegram, February 28, 1997, p. 2C, (phone interview and faxed five pages of suggestions).

"Phone Etiquette Increases Productivity." Fort Worth Star-Telegram, October 4, 1996, p. 2C, (phone interview and faxed four pages of suggestions).

"Convenience, Speed of E-mail at Work." Fort Worth Star-Telegram, July 26, 1996, p. 2C, (phone interview).

Co-developed with Jack D. Becker and Ms. Celina Pinheiro a "listening skills" multimedia software program. Several more communication teaching and assessment programs are planned for development (1995).

Developed detailed proposed guidelines for a COBA Communication Center, Spring 1994.

Co-Authored with Robert L. Breshears & Jack D. Becker. "Students Need Communication Skills." Inside DPMA (A Monthly Newspaper for DPMA and the Information Management Profession--50,000 subscribers). Volume 31, No. 27, pp. 9 & 12, July 1993.

Developed and implemented new instructional units in BCOM 3330 summer, 1993 in the following areas: group communication, multimedia systems, and interviewing.

Completed an extensive comparison of BCOM 3330, COMM 1010, and ENGL 2700, Summer, 1993 to determine curriculum differences and similarities.

Developed four communication skills learning modules for UNT's BCIS 4640 course. The modules address the following topics: group communication & collaborative writing, listening, report writing, and presentation skills. (Each averages 25 pages in length.) (1993).

Co-developed with Jack D. Becker and Robert Breshears, "Communication Assessment Instruments," May through August 1993. The instruments test writing, speaking, nonverbalizing, presenting, and listening skills.

Dauwalder, David. Business Communication, 1990. I contributed a case study dealing with business communication and wrote a business communication tip for a text section entitled "Hot Tips About Organizations, Style, and Mechanics."

Co-authored, with Dr. John D. Pettit, Jr., a proposal which resulted in John being appointed as the Executive Director of the Association for Business Communication. The awarding of the position resulted, in June, 1990, in the relocation of the Association's headquarters from the University of Illinois (Urbana/Champaign) to the University of North Texas. The proposal was written in the summer of 1989.

Inslay, Robert. "A Study of the Effects of Word Processing and Word Processing Experience on the Quality of Business Writing." Dissertation (December 1988) (Northern Illinois University).

Pettit, John D., Jr. "Topics for Business Communication Research." The Bulletin of the Association for Business Communication LI(2) (June 1988): 32-39. (Wrote over 21 percent of the article.)

Developed five computer-assisted instructional software packages for College Learning Achievements Center (Firelands College).

Journal Articles Submitted:

Refereed:

Becker, Jack D.; Robert G. Insley; & Megan L. Endres. "Extending the 1995 Information Systems Curriculum Model to Meet Undergraduate Information Systems Majors' Communication Skills." (Submitted to Data Base.)

Insley, Robert G.; Jack D. Becker; & Megan L. Endres. "The Effects of Customized Communication Skills Training on Undergraduate Information Systems Majors: A Longitudinal Study." (Submitted to The Journal of Business Communication.)

Insley, Robert G.; Jack D. Becker; & Robert L. Breshears. "A Systems Approach for Delivering Communication Skills Instruction and Curriculum: A Field Test for IS Majors." (Submitted to Information & Management.)

Insley, Robert G.; Jack D. Becker; & Megan L. Endres. "Communication Skills of Information Systems Personnel: An Empirical Assessment of Current Skill Levels and Future Expectations." (Submitted to Journal of Management Information Systems.)

Ponthieu, Louis D.; Robert G. Insley; & Sanjib Chowdhury. "Methodological Difficulties in Determining Business Populations for Regional Development: An Archival Analysis." (Submitted to Entrepreneurship & Regional Development.)

Becker, Jack D.; Robert G. Insley; & Megan L. Edres. "Communication Skills of IS Employees: A Report for Our Educational Institutions." (Submitted to the Journal of Systems Management.)

#### Journal Articles in Process:

Becker, Jack D., Robert G. Insley, & Celina Pinheiro. "The Effectiveness of Multimedia-Formatted Computer Assisted Instruction."

Ponthieu, Louis D. & Robert G. Insley. "Methods of Risk Calculation Utilized by Entrepreneurs."

Insley, Robert G. & Rodney Blackwell. "Performance and Readability: A Comparison of Annual Reports of Profitable and Unprofitable Foreign Corporations."

Insley, Robert & Phyllis Flott. "Trends in Business Communication Instruction: 19th-21st Centuries."

Insley, Robert, & J. Lynn Johnson. "The Relationship Between Media Richness and Electronic Communication Technology."

Ponthieu, Louis, & Robert Insley. "Situational Interviewings Impact on the Employee Selection Process."

#### ABSTRACTS, PROCEEDINGS & PAPERS PRESENTED:

##### Proceedings:

Ponthieu, Louis D.; Robert G. Insley; & Sanjib Chowdhury. "Do We Really Know How Many Businesses There Are? An Archival Study of Consistency of Reported Business Population Data." Southwestern Small Business Institute Association Southwest Regional Conference Proceedings, New Orleans, LA, March 12-14, 1997, pp. unknown. (Refereed)

Becker, Jack D.; Robert G. Insley; & Celina Pinheiro. "A Multimedia Learning Module Approach to Communication Skills Enhancement and Assessment." Americas Conference on Information Systems (Association for Information Systems) Proceedings, Phoenix, AZ, August 1996, pp. 838-840. (Refereed)

Becker, Jack D.; Robert L. Breshears; and Robert G. Insley. "A Communication Skills Model for Undergraduate Business Computer Information Systems Majors." Decision Sciences Institute Conference Proceedings, Washington DC, November 1993, Vol. 2, pp. 756-758. (Refereed)

Motwani, Jaideep; Imad Zbib; & Robert Insley. "Moral Reasoning and Written Communication: An Integrative Approach." Association for Business Communication 55th Annual Conference Proceedings, San Antonio, TX, November 1991, pp. 129-135. (Refereed)

Insley, Robert; Ram Subramanian; & Rodney Blackwell. "An Empirical Comparison of Annual Reports of Profitable and Unprofitable Corporations." Southwestern Federation of Administrative Disciplines Annual Conference Proceedings, Dallas, TX, March 1991. pp. unknown. (Refereed)

Papers Accepted for Presentation:

Papers Submitted for Presentation:

Papers Presented:

- "Enhancing Business Communication Training Using WebCT and Distance Education," Presented at the 65<sup>th</sup> Annual Conference of the Association for Business Communication, Atlanta, Georgia, October 20, 2000. (Refereed)
- "Enhancing Business Communication Training Using WebCT." Presented at the 64<sup>th</sup> Annual Conference of The Association for Business Communication, Los Angeles, California, November 5, 1999. (Refereed)
- "Communication Skills Assessment Tools: Challenges to Efficient Administration and Evaluation." Presented at the 62<sup>nd</sup> Annual Conference of The Association for Business Communication, Washington DC, November 15, 1997. (Refereed)
- "The Effects of Customized Communication Skills Training on Undergraduate Information Systems Majors." Presented at The 1997 Annual Research Conference of The Association for Computing's Special Interest Group on Computer Personnel Research, San Francisco, CA, April 4, 1997. (Refereed)
- "Do We Really Know How Many Businesses There Are? An Archival Study of Consistency of Reported Business Population Data." Presented at the Southwestern Small Business Institute Association division of the Southwest Federation of Academic Disciplines Conference, New Orleans, LA, March 14, 1997. (Refereed)
- "A Multimedia Learning Module Approach to Communication Skills Enhancement and Assessment." Presented at the Americas Conference on Information Systems (Association for Information Systems), Phoenix, AZ, August 18, 1996. (Refereed)
- "Rethinking the Effects of Entrepreneurial Failure." (Received Distinguished Paper Award.) Presented at the Southwestern Small Business Institute Association Southwest Regional Conference, San Antonio, TX, March 7, 1996. (Refereed)
- "A Communication Skills Assessment Approach to Supplementing Undergraduate Business Students' Communication Skills Instruction." Presented at the 60<sup>th</sup> Annual Conference of the Association for Business Communication, Orlando, FL, November 3, 1995. (Refereed)
- "Trends in Business Communication Instruction: 1860-2000." Presented at the 58<sup>th</sup> Annual Conference of the Association for Business Communication, Montreal, Canada, October 28, 1993. (Refereed)
- "Equipping Undergraduate Information Systems Majors with Appropriate Communication Skills." Presented at the 58<sup>th</sup> Annual Conference of the Association for Business Communication, Montreal, Canada, October 29, 1993. (Refereed)

- "A Communication Skills Model for Undergraduate Business Computer Information Systems Majors." Presented at the 1993 Annual Meeting of the Decision Sciences Institute in Washington, D.C., November, 1993. (Refereed)
- "A Comparison of Quality in Writing With and Without the Use of a Style Analyzer Computer Program." Presented at the 57th Annual Conference of the Association for Business Communication, New Orleans, LA, November 5, 1992. (Refereed)
- "Multinational/Multicultural Communication: How to Communicate with Middle Eastern Cultures." Presented at the 57<sup>th</sup> Annual Conference of the Association for Business Communication, New Orleans, LA, November 6, 1992. (Refereed)
- "What is the Content of Business Communication Courses Taught in Universities Abroad in Comparison to the Content of Those Taught in Universities in the United States--an Empirical Investigation." Presented at the 56th Annual Conference of the Association for Business Communication, Honolulu, Hawaii, November, 1991. (Refereed)
- "The Effects of Readability Levels on Task Performance: An Empirical Study." Presented at the 55th Annual Conference of the Association for Business Communication, San Antonio, TX, November, 1990. (Refereed)
- "Differences in Persuasion Tactics: A Cross-Cultural Investigation." Presented at the 55<sup>th</sup> Annual Conference of the Association for Business Communication, San Antonio, TX, November, 1990. (Refereed)
- "Moral Reasoning and Written Communication: An Integrative Approach." Presented at the 55th Annual Conference of the Association for Business Communication, San Antonio, TX, November, 1990. (Refereed)
- "International Negotiation: Verbal and Nonverbal Persuasion Tactics." Presented at the Ninth Annual Eastern Michigan University Conference for the Languages and Communication for World Business and the Professions, Ypsilanti, Michigan, April 1990. (Refereed)
- "Integrating Style Analysis Software Into the Basic Business Communication Course." Presented at the Association for Business Communication Southwest Regional Meeting, Dallas, TX, March 1990. (Refereed)
- "An Empirical Comparison of the Readability of Annual Reports of Profitable and Unprofitable Corporations: A Preliminary Study." Presented at the Association for Business Communication Southwest Regional Meeting, Dallas, TX, March 1990. (Refereed)
- "Integrating Computer Graphics Software Into the Business Communication Course." Presented at the Association for Business Communication Southwest Regional Meeting, Dallas, TX, March 1990. (Refereed)
- "The Effects of Word Processing and Word Processing Experience on the Quality of Business Writing." Presented at the 54th Annual Conference of the Association for Business Communication, Las Vegas, NV, November 1989. (Refereed)
- "The Relationship Between Readability and Task Performance." Presented at the 54<sup>th</sup> Annual International Conference of the Association for Business Communication, Las Vegas, NV, November 1989. (Refereed)
- "The Effects of Word Processing on the Quality of Business Writing." Presented at the Delta Pi Epsilon Research Conference, Northern Illinois University, June, 1988 (Non-refereed).
- "Integrating Computers Into the Business Communication Course." Presented at the 59<sup>th</sup> Annual Ohio Business Teachers Conference, Cincinnati, OH, April 1987 (Refereed).

- "Composing Business Communications on Personal Computers and Electronic Typewriters." Presented at the 51st Annual Conference of the Association for Business Communication, Los Angeles, CA, November 1986 (Refereed).
- "Achieving Course Integration and Transition with Electronic Typewriters." Presented at the 58th Annual Ohio Business Teachers Conference, Toledo, OH, April 1986 (Refereed).
- "The Effects of Word Processors on Writing Effectiveness." Presented at a regional Business Education Conference, Sauk Valley Community College, Dixon, IL, April 1982 (Refereed).

#### Participation in Professional Meetings:

Session chair and discussion leader "Organizational Communication/Organization Theory/Organization Development" track for the Southwest Academy of Management Southwest Regional Conference, March 2000, San Antonio, TX.

Moderator, The 1997 Annual Research Conference of The Association for Computing's Special Interest Group on Computer Personnel Research, April 4, 1997, San Francisco, CA.

Track Chair of the "Organizational Communication/Organization Theory/Organization Development" track for the Southwest Academy of Management Southwest Regional Conference, August 1994 - March 1995, Houston, TX.

Moderator, The 57th Annual Conference of the Association for Business Communication, November 1992, New Orleans, LA.

Moderator, The 56th Annual Conference of the Association for Business Communication, November 1991, Honolulu, HI.

Moderator, The 55th Annual Conference of the Association for Business Communication, November 1990, San Antonio, TX.

Moderator, The 54th Annual Conference of the Association for Business Communication, November 1989, Las Vegas, NV.

#### Reviewer for Professional Meetings:

Served as a referee and reviewer for Utah Valley State College's School of Business *Business Journal*. Reviewed one journal articles, Summer 2003.

Served as a referee and reviewer for Utah Valley State College's School of Business *Business Journal*. Reviewed two journal articles, Fall 2002.

Reviewed three research papers for the AOperations/Technology/Innovations/MIS/Quality@ track for the 2002 Southwest Academy of Management Conference.

Reviewed three research papers for the AOperations/Technology/Innovations/MIS/Quality@ track for the 2001 Southwest Academy of Management Conference.

Reviewed three research papers for the AOperations/Technology/Innovations/MIS/Quality@ track for the 2000 Southwest Academy of Management Conference.

Southwest Regional Conference (SWFAD), Association for Business Communication Division, 1996.

Southern Management Association, Strategic Management Track, 1993.

Academy of Management, Southwest Division, Emerging Issues Area, 1992.

Academy of Management, Southwest Division, Association of HRMOB, Organizational Behavior Division.

Workshops/Seminars Attended:

COBA Teaching Enhancement Seminar, hosted by the Department of Management, January 11, 2002.

Attended the 66<sup>th</sup> Annual Conference of the Association for Business Communication, November 8-10, San Diego, California.

Attended Dr. William H. Glick's Distinguished Scholar presentation entitled "Knowledge Management and Pluralism in Management Research," March 30, 2001, UNT.

Attended Dr. Dennis W. Organ's Distinguished Scholar presentation entitled "Why Job Satisfaction Really Matters," February 25, 2000, UNT.

ASolutions 99,@ sponsored by the University of North Texas, February 9, 1999.

ATrends and Forecasts for Electronic Commerce: Real Profits or Virtual Losses,@ sponsored by UNT=s Information Systems Research Center, May 13, 1998.

ACreative Solutions for Attracting and Retaining Key IS Personnel,@ sponsored by UNT=s Information Systems Research Center, April 29, 1998

ABridging the Gender Gap: Effective Communication in the Workplace,@ (UNT), March 24, 1998.

"Future Telephone Technologies," sponsored by UNT's Information Systems Research Center, May 1997.

"Intermediate Power Point Training," Willis Library, Room 136, May 13, 1997.

"Basic Power Point Training," Willis Library (UNT), May 12, 1997.

"The Virtual Organization and New Alliances," sponsored by UNT's Information Systems Research Center February 26, 1997.

"Assessing Teaching Effectiveness Roundtable Discussion," sponsored by the University of North Texas University Forum on Teaching and Learning, February 5, 1997.

"Teaching Technology in the UNT Classroom," sponsored by the University of North Texas Forum on Teaching and Learning, November 9, 1995.

"National Information Infrastructure Videocast," sponsored by the Society for Information Management, Advanced Educational Facility of Southwestern Bell Telephone, Las Colinas, TX, November 17, 1994.

"Second Annual Networking Through The International Community Briefing," sponsored by the Greater Dallas Chamber's International Trade Resource Center, the International Trade Association of D/FW, the Dallas Black Chamber, and the Greater Dallas Hispanic Chamber, World Trade Center, Dallas, TX, May 20, 1993.

"Multimedia Workshop: Focus on Business Applications," sponsored by UNT's Information Systems Research Center, Infomart, Dallas, TX, May 12, 1993.

"Multimedia Solutions for Business," sponsored by Sun Microsystems, Inc., Infomart, Dallas, TX, April 22, 1993.

"Handling Hordes: Teaching Large Classes," sponsored by the UNT's Center for Instructional Services, February 19, 1993.

"Grant Writing Workshop," sponsored by UNT's College of Business Administration, May 4, 1992.

"The Impact of High Technology on Human Resource Management Transformation and Innovations Within the Organization," sponsored by UNT's Information Systems Research Center, May 15, 1991.

"Presentation by Tom Tsurutani, Director of Asia/Pacific Marketing, Rockwell Communication Systems, Rockwell International Corporation," sponsored by UNT's College of Business Administration, International Executive of the Day Program, April 10, 1991.

"Electronic Meeting Rooms: Present and Future," sponsored by UNT's Information Systems Research Center, January 23, 1991.

#### Book Reviews:

Reviewed Lesikar & Flatley's, Basic Business Communication, 10<sup>th</sup> Edition, McGraw-Hill Irwin, (entire textbook), February 2003.

Reviewed Nahavandi & Malekzadeh, Organizational Behavior, 2d Edition, Prentice Hall, Business Publishing Division, (entire textbook), February 2000.

Reviewed George & Jones, Organizational Behavior, 2d Edition, Prentice Hall, Business Publishing Division, (entire textbook), January 2000.

Timm & Stead, Communication Skills for Business and Professions, 2nd Edition, Prentice Hall, Business Publishing Division, (entire book), January 1999.

Author Unknown, Networking to Get the Job You Want, (workbook/multimedia package), 1st Edition, South-Western College Publishing, (entire book), March 1999.

Guffey, Mary Ellen, Business Communication: Process & Product, 3<sup>rd</sup> Edition, South-Western Publishing Company, (five chapters and table of contents), September 1998.

Author(s) unknown, Business Communication, 1<sup>st</sup> Edition, South-Western Publishing Company, (Proposal: nine chapters and detailed table of contents), June 1998.

Author(s) unknown, Managing Communication, First Edition, South-Western Publishing Company, (Proposal: prospectus, detailed table of contents, and three sample chapters), March 1998.

Author(s) unknown, Electronic Business Communication: A Strategic Approach, First Edition, South-Western Publishing Company, (Proposal: prospectus, detailed table of contents, and three sample chapters), March 1998.

Author(s) unknown, Strategies for Managerial Writing, First Edition, South-Western Publishing Company, (Proposal: prospectus, detailed table of contents, and three sample chapters), March 1998.

Lesikar, Raymond, Basic Business Communication, 7th Edition, Irwin/McGraw Hill (entire book), April/May 1997.

Author unknown, Introduction to Business, South-Western College Publishing, (three chapters and table of contents), November 1995.

Gatewood, Ferrell, and Taylor, Management: Comprehension, Analysis, and Application, 1st Edition, Austen Press (entire book), June-July 1994.

Author unknown, Real-World Business Communications, Wadsworth Publishing Company, (three chapters), January 1993.

Ober, Scot, Contemporary Business Communication, (entire book), April 1991.

Lesikar, Raymond, Basic Business Communication, 5th Edition, Richard D. Irwin, Inc., (entire book), April 1991.

Baird, Post, & Mahon, Management, 2nd Edition, Harper & Row Publishers, Inc., (contrasted the book with two other management textbooks), February 1990.

Hoy, Hellriegel, & Slocum, Principles of Management, 6th Edition, Addison-Wesley Publishing Company, (ten chapters and table of contents), January 1990.

Ruch, William V. & Maurice L. Crawford, Business Communication, 1st Edition, Merrill Publishing Company, (overview of entire book with specific review of five topic areas), November/December 1989.

Gibson & Hodgetts, Organizational Communication, 2nd Edition, Harper & Row Publishers, Inc., (overview of entire book with specific review of three chapters), January 1989.

Lesikar, Raymond V. & John D. Pettit, Jr., Business Communication--Theory and Application, 6th Edition, Richard D. Irwin, Inc., (chapter 21), 1989.

Author unknown, Effective Business Communication, Houghton Mifflin Company, (fives chapters and table of contents), December 1989.

Daft, Richard L., Management, The Dryden Press, (entire 22 chapter book, student study guide, transparencies, and instructors' manual/resource guide), 1988.

Fearon, Ruch, Renter, Wieters, & Reck, Fundamentals of Production/Operations Management, 3rd Edition, West Publishing Company, October 1987.

#### Invited Presentations - University:

"Careers in Management," Rick Dwinnell's Careers Exploration Class (UNT), November 2002 (30 minutes).

"Careers in Management," Rick Dwinnell's Careers Exploration Class (UNT), April 2002 (30 minutes).

"Careers in Management," Rick Dwinnell's Careers Exploration Class (UNT), November 14, 2001 (30 minutes).

"Careers in Management," Rick Dwinnell's Careers Exploration Class (UNT), November 13, 2001 (30 minutes).

"Careers in Management," Rick Dwinnell's Careers Exploration Class (UNT), December 7, 2000 (30 minutes).

"Communication Skills & Stress Management," Beta Alpha Psi (Accounting Fraternity) Workshop (UNT), in the process of scheduling for sometime this fall (Fall 1999), (45 minutes).

"Careers in Management," Rick Dwinnell's Careers Exploration Class (UNT), November 1999 (30 minutes).

"Careers in Management," Rick Dwinnell's Careers Exploration Class (UNT), March 31, 1998, (30 minutes).

"Careers in Management," Rick Dwinnell's Careers Exploration Class (UNT), April 1, 1997, (30 minutes).

"Careers in Management," Rick Dwinnell's Careers Exploration Class (UNT), November 18, 1997, (30 minutes).

"Careers in Management," Rick Dwinnell's Careers Exploration Class (UNT), November 12, 1997, (30 minutes).

"Effective Resumes," COBA Professional Leadership Program (UNT), April 17, 1997, (90 minutes).

"Employment Interviewing and Resume Writing Skills," Beta Alpha Psi (Accounting Fraternity) Recruiting Seminar (UNT), March 12, 1997, (45 minutes).

"Employment Interviewing and Resume Writing Skills," Beta Alpha Psi (Accounting Fraternity) Recruiting Seminar (UNT), February 15, 1996, (45 minutes).

"Employment Interviewing and Resume Writing Skills," Beta Alpha Psi (Accounting Fraternity) Recruiting Seminar (UNT), March 24, 1995, (45 minutes).

"Employment Networking," University of North Texas Hispanic Business Students Association, February 15, 1995, (75 minutes).

"Employment Interviewing Skills," University of North Texas Library Information Sciences Student Association, November 16, 1994, (45 minutes).

"Business Communication Curriculum in UNT's College of Business Administration," COBA Advisory Board, September 23, 1993, (15 minutes).

"Managing Two-Career Families," UNT School of Merchandising and Hospitality Management (Professional Development Seminar), May 1992, (60 minutes).

"Managing Two-Career Families," UNT School of Merchandising and Hospitality Management (Professional Development Seminar), November 1991, (60 minutes).

Invited Service Presentations - Community:

"Communicating Effectively," Boy Scouts of America--Mikanakawa Lodge 101, Dallas, TX, November 16, 1996, (60 minutes).

"The Battle of the Little Bighorn," Denton Kiwanis Breakfast Club, Denton, TX, December 15, 1993, (45 minutes).

"Keyboarding: From Typewriters to Computers," Woodrow Wilson Elementary School (Mrs. Gonzale's Third-Grade Class), Denton, TX, January 1991, (30 minutes).

"Stimulating Creative Thinking in Business," Annual Banquet of the Denton Area AICPA, Denton, TX, November 1987, (45 minutes).

Other Service - University:

Reviewed MGMT 3330 (Communicating in Business) under the direction of Dr. Suzanne LaBrecque, Associate VP for Academic Affairs as part of a university-wide assessment of core curriculum. The review culminated in an assessment report which was submitted to the Provost's Office, January 2003.

Served on the review team that evaluated UNT's Department of Communication Studies, Spring 2000.

Developed and conducted Department of Management Appreciation Reception, Fall 2001.

Served as a judge for several MGMT 4940 team presentations.

Reviewed 16 resumes for Dr. John Baen's FINA 2770 business students.

Have written numerous recommendation letters for students applying for: graduate school, law school, employment positions, scholarships, and the COBA Dean's Professional Leadership Program.

Reviewed numerous resumes (non-classroom work) for UNT students and for parents of students who have been "downsized" from companies following years of service.

Represented the Department of Management, with Dr. Fred Williams, at the 1995 UNT Academic Fair.

Assisted in administering and grading validation and credit-by-exam examinations for MGMT 3820 and MGMT 3330.

Other Service - Community:

Member of the 2003 DISD Long Range Technology Planning Committee (October-November 2003).

Member of the 2002 DISD Progress Committee to oversee the expenditure of the approximately \$193 million package approved by the voters in September 2002. Membership will run through 2005.

Ongoing member of the Parent Council at the First United Methodist Church, Denton, TX. (Served as communication committee chair, assistant volunteer coordinator, etc.).

Work at numerous functions at the First United Methodist Church, Denton, TX. (Dinners, fund raisers, mission trips, etc.)

Was a member of the Citizens' Advisory Committee for the 2002 Denton Independent School District Bond Election. (The approximately \$193 million package was approved by the voters on September 14, 2002.)

Member of the Fall Carnival Committee, Sam Houston Elementary School, Denton, Texas, Fall, 1999, 2000, & 2002.

Worked numerous Sam Houston Elementary School Fall Carnivals.

Member of my community homeowner=s association committee.

Coordinated a portion of the fund raising effort for the Denton Area Girls= Softball League, Spring 1999.

League Commissioner for the Future Stars Basketball League (Girls' Division - K-6th grade), Denton, TX, 1997-98.

Held and continue to hold memberships in elementary, middle, and high school PTAs, as well as orchestra, band, and athletic booster clubs.

Worked numerous Woodrow Wilson Elementary School Fall Carnivals.

Assisted in setting up and worked the Denton Breakfast Kiwanis Club tent at the Denton Spring Jazz Festival, May 1995. (Funds donated to the Children's Miracle Network).

Cookie Manager for one of my daughter's Girl Scout Troops, 1993.