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**Reginald Bell, Ph.D.**  
Associate Professor  
Accounting & Finance & MIS  
College of Business  
[rbell@pvamu.edu](mailto:rbell@pvamu.edu)

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## Professional Interests

### Research Interests

Business Communication Pedagogy, Instructional Methodology, Small Group, Learning and Instruction, Managerial Communication, Business Ethics

### Teaching Interests

Teaching Business Communications Subjects

## Academic Background

Ph.D. University of Missouri at Columbia, Columbia, Missouri, Business Education, 1997

Other Purdue University, West Lafayette, Indiana, Visiting Scholar, 2000

M.B.A. Lincoln University of Missouri, Jefferson City, Missouri, General Business Management, 1991

B.A. Lincoln University of Missouri, Jefferson City, Missouri, English, 1990

## Memberships

Association for Business Communication

Beta Gamma Sigma

Delta Mu Delta since 1990

Delta Pi Epsilon since 1993

National Business Education Association

Phi Delta Kappa since 1993

## SkillsPersonal

Small group and dyadic instructional methods, Socratic method, Peer learning

## Computer Skills

SPSS 15.0, Microsoft Office

## Work Experience

### Academic Experience

Associate Professor of Business Communication, Prairie View A&M University (September, 2008 - Present). Teaching business communication 3303, managerial communication 5203, and entrepreneurship and small business management 3333.

Assistant Professor of Business Communication, Prairie View A&M University (September, 2002 - September, 2008). Teaching all undergraduate Business Communication and graduate level Managerial Communication courses. I also teach other courses, advise students and serve on committees.

Limited-term Lecturer, Purdue University (May, 2001 - 2002). Taught six sections of the Basic Course on public speaking and one course on Speech Communication for Technology Majors. .

## Non-Academic Experience

### National

Director of Customer Care, Socket Internet Services (1998 - 2001). Managed sixty-five persons in technical support, billing and inside sales. Had eight direct reporting supervisors. Annual budget was approximately \$6.0 million.

## Consulting

2012: Spectra Energy, Effective Oral Presentation Skills, I delivered a full-day workshop teaching effective oral presentation skills.

## Paid Service

2006: Center for International Business Education, Lead a team teaching workshop for a second year for business education professionals seeking continuous professional education credits (CPE), along with Dr. Rahim Qauzi. Received strong evaluations from participants.

2005: Center for International Business Education, Lead a team teaching workshop for business education professionals seeking continuous professional education credits (CPE), along with Dr. Rahim Qauzi. Received strong evaluations from participants.

## Courses Taught

**Courses from the Teaching Schedule:** BUSINESS COMMUNICATIONS, Small Business Management

### **Courses taught, but not in the Schedule:**

Managerial Communication (graduate level) 5203, Business Communication 3303, Human Relations in Organizations, Introduction to Business 1013, Principles of Management 3103, Basic Communication 114, Speech Communication for Information Technology Majors 315, Principles of Marketing 3103, Entrepreneurship and Small Business Management 3333

## Other Teaching Activities

### Other Teaching Activities

2003 - Other Teaching Activities. Received the Dean's Excellence in Teaching Award

## Intellectual Contributions:

### Refereed Articles

Bell, R. L. (2012). An empirical investigation of communication content in reputable management journals. *Business Studies Journal*, 4 (1), 21-44.

Bell, R. L. (2012). Communicating strategy at the technical core. *Supervision Magazine*, 73 (10), 3-7.

Bell, R. L. & Bodie, N. D. (2012). Delegation, authority and responsibility: Removing the rhetorical obstructions in the way of an old paradigm. *Journal of Leadership, Accountability and Ethics*, 9 (2), 94-108.

Chong, H. G. & Bell, R. L. (2012). Does hierarchy exist among the refereed accounting journals? *International Journal of Business and Public Administration*, 9 (3), 60-77.

Bell, R. L. & Bodie, N. D. (2012). Leaders as catalysts for organizational change: How popular press business books address the topic. *Journal of Organizational Culture, Communication and Conflict*, 16 (1), 49-70.

Choudhury, D., Mishra, S., Guyot, W. M., Meier, R. J., & Bell, R. L. (2012). The impact of social and demographic variables on ethical decision making: exploratory study. *International Journal of Business and Public Administration*, 9 (3), 126-144.

Bell, R. L. & Martin, J. S. (2012). The relevance of scientific management and equity theory in everyday managerial communication situations. *Journal of Management Policy and Practice*, 13 (3), 106-115.

Bell, R. L. (2012). Three facets for communicating managerial trustworthy behavior. *Supervision Magazine*, 73 (11), 16-20.

Bell, R. L. (2012). Using practical ethics to improve customer service on the frontline. *Supervision Magazine*, 73 (8), 3-6.

Bell, R. L. (2011). Addressing employees' feelings of inequity: Capitalizing on equity theory in modern management. *Supervision Magazine*, 72 (5), 3-6.

- Bell, R. L. & Joyce, M. S. (2011). Comparing business faculty's salaries by rank and gender: Does AACSB accreditation really make a difference? *Academy of Educational Leadership Journal*, 15 (2), 19-40.
- Bell, R. L. (2011). Is your speech filled with um? 3 tips to eliminate filled pauses from your professional presentation. *Supervision Magazine*, 72 (10), 10-13.
- Bell, R. L. (2011). Managing the prodromal crisis situation: Two techniques to avoid turning a surge into a mega-tsunami. *Supervision Magazine*, 72 (2), 3-6.
- Bell, R. L. (2011). Reminding managers to motivate and communicate: A primer on the basic operations in the work of the manager. *Supervision Magazine*, 72 (8), 7-10.
- Bell, R. L. (2011). Teaching present-day employees the value of scientific management. *Supervision Magazine*, 72 (6), 5-8.
- Fulk, H. K., Bell, R. L., & Bodie, N. D. (2011). Team management by objectives: Enhancing developing teams' performance. *Journal of Management Policy and Practice*, 12 (3), 17-26.
- Bell, R. L., Guyot, W., Meier, R. J., & Martin, M. H. (2011). The power of religion, upbringing, certification, and profession to predict moral choice. *Journal of Legal, Ethical and Regulatory Issues*, 14 (1), 1-24.
- Opara, E. U. & Bell, R. L. (2011). The relative frequency of reported cases by information technology professionals of breaches on security defenses. *International Journal of Global Management Studies Professional*, 3 (2), 15-28.
- Guyot, W., Meier, R. J., & Bell, R. L. (2011). Using business students' precepts to predict ethical decision making. *Journal of Business and Leadership: Research, Practice, and Teaching*, 7 (1), 76-91.
- Engel, C. J., Bell, R. L., Meier, R. J., Martin, M. H., & Rumpel, J. H. (2011). Young consumers in the new marketing ecosystem: An analysis of their usage of interactive technologies. *Academy of Marketing Studies Journal*, 15 (2), 23-44.
- Bell, R. L. & Chong, H. G. (2010). A caste and class among the relative frequency of faculty's publications: A content analysis of refereed business journals. *Journal of Leadership, Accountability and Ethics*, 8 (1), 65-89.
- Chong, H. G., Bodie, N. D., & Bell, R. L. (2010). A factor analysis of student responses and perceptions of ethical conduct in business. *International Journal of Education Research*, 5 (1), 25-38.
- Quazi, R., Bell, R. L., & Bryant, M. (2010). A job creation grants program: A plan for putting people back to work. *Competition Forum*, 8 (2), 270-278.
- Bell, R. L. & Ramdass, R. (2010). A model for reprimanding unproductive workplace behaviors. *Supervision Magazine*, 71 (3), 3-6.
- Bell, R. L. (2010). A three step process to save troubled employees from themselves. *Supervision Magazine*, 71 (11), 3-6.
- Bell, R. L. & Shane-Joyce, M. P. (2010). Communication practices of managers and the predictability of uncivil communication in response. *International Journal of Business and Public Administration*, 7 (2), 37-51.
- Lee, B. B., Quddus, M., & Bell, R. L. (2010). Doctoral programs in accounting and intellectual contributions of accounting faculty at non-doctoral institutions. *Academy of Educational Leadership Journal*, 14 (4), 127-138.
- Bell, R. L. (2010). Getting the most from your frontline workers: A rule of thumb for observing and rewarding good behavior. *Supervision Magazine*, 71 (10), 9-12.
- Fulk, H. K. & Bell, R. L. (2010). Not everyone sees technology the same way: How project managers can improve their interactions with stakeholders. *Supervision Magazine*, 71 (12), 8-12.
- Bell, R. L., Rahman, S., Sutanto, P. W., Till, A., Desselle, B. R., Munir Quddus, (2010). Perception of encounters with disrespectful students: Comparing administrators' and business faculty's views. *Business Studies Journal*, 2 (2), 1-20.
- Opara, E. U., Bryant, M., & Bell, R. L. (2010). Some common practices in relation to breaches in information technology security: Does stiffening access reduce risk? *International Journal of Global Management Studies Professional*, 2 (2), 33-45.
- Bell, R. L. & Martin, J. S. (2010). Techniques for writing a reprimand: How to modify the behavior of a rule breaker at work. *Supervision Magazine*, 71 (4), 8-12.
- Bell, R. L. (2010). The relative frequency of faculty's publications: A content analysis of refereed business journals. *Academy of Educational Leadership Journal*, 14 (2), 59-84.
- Stark, J., Rumpel, J. H., Meier, R. J., & Bell, R. L. (2009). A three campus comparison of bundled cellular telephone features and the young consumer. *Journal of Business and Leadership: Research, Practice, and*

Teaching, 5 (2), 33-42.

Bell, R. L. (2009). An empirical investigation of communication content in popular press business books. *Business Studies Journal*, 1 (2), 79-96.

Stark, J., Rumpel, J. H., Meier, R. J., & Bell, R. L. (2009). Cellular telephone bundled features and the young consumer. *Competition Forum*, 7 (2), 332-342.

Bell, R. L. (2009). Dialing in to the hidden hierarchy: An analysis of culture as content in popular press business books. *Journal of Leadership, Accountability and Ethics*, 7 (3), 41-60.

Quddus, M., Bell, R. L., Bodie, N. D., Dyck, J., Rahman, S., Reginald Holloway, Bettye R. Desselle, and Ada Till, (2009). Faculty perceptions and encounters with disrespectful student behavior. *Academy of Educational Leadership Journal*, 13 (1), 1-18.

Bell, R. L., Engel, C. J., Meier, R. J., Martin, M. J., & Rumpel, J. H. (2009). Predicting young consumers' usage of electronic social networking devices. *International Journal of Business, Marketing and Decision Sciences*, 2 (2), 16-32.

Bell, R. L., Quazi, R., Guyot, W. M., Martin, P., & Meier, R. J. (2008). Color as predictor of the perceived effectiveness of a supply and demand line-graph. *Southwestern Business Administration Journal*, 8 (1), 57-85.

Bell, R. L., Quazi, R. M., Meier, R. J., & Martin, P. (2008). Comparing business student's perceptions of effective visual aid usage on two college campuses. *International Journal of Education Research*, 3 (1), 14-32.

Bell, R. L. (2008). Hardwiring in students: A deeper understanding of the communication process. *Business Research Yearbook*, 15 (1), 36-41.

Stark, J., Rumpel, J. H., Meier, R. J., & Bell, R. L. (2008). Rural and ethnic young consumers' perceptions of bundled cellular telephone features. *Academy of Marketing Studies Journal*, 12 (2), 1-18.

Bell, R. L. & Martin, J. S. (2008). The promise of managerial communication as a field of research. *International Journal of Business and Public Administration*, 5 (2), 125-142.

Bell, R. L., Guyot, W. M., Martin, P., & Meier, R. J. (2007). An integrative analysis of Benjamin Bloom's cognitive domain and Bruce Tuckman's developmental model. *Journal of Business and Leadership: Research, Practice, and Teaching*, 3 (1), 116-124.

Jolivet, B., Johnson, C., & Bell, R. (2007). Communication consultancy as buffer in the downsizing environment. *Competition Forum*, 5 (1), 87-96.

Bell, R. L., Martin, P., & Meier, R. J. (2007). Detecting mean differences among business majors regarding their perceptions of effective visual aid usage. *International Journal of Education Research*, 2 (1), 1-18.

Baughman, P., Williams, L., Oatis, T., & Bell, R. L. (2007). Effective managerial communications for the technical core. *International Journal of Business and Public Administration*, 4 (1), 1-16.

Bell, R. L. (2007). The manager's role in financial reporting: A risk consultant's perspective. *Business Communication Quarterly*, 70 (2), 222-226.

Bell, R. L., Liang-Bell, L. P., & Desselle, B. R. (2006). Business communication students learn to hear a bad speech habit. *Journal of College Teaching and Learning*, 3 (2), 67-74.

Bell, R. L. & Quddus, M. (2006). Helping business students improve as writers. *International Journal of Education Research*, 1 (1), 1-14.

Thibeaux, S., Tillotson, G., Falls, T., & Bell, R. L. (2006). The imposition of diversity: The imposition of diversity training through top down management communication. *Journal of Diversity Management*, 1 (2), 1-12.

Bell, R. L. & Quazi, R. (2005). Student perceptions of effective visual aid usage. *Journal of Business and Leadership: Research, Practice, and Teaching*, 1 (1), 234-244.

Opara, E. U., Soliman, M., & Bell, R. L. (2004). Examining the effects of global business on women using information technology. *Journal of Current Research in Global Business*, 6 (9), 1-6.

Bell, R. L., Quazi, R., & Jasper, J. (2004). Mixed method instruction across business disciplines. *Southwestern Business Administration Journal*, 4 (4), 35-47.

## Refereed Proceedings

### Full Paper

Bell, R. L. (2012). An Empirical Investigation of Communication Content in Reputable Management

Journals. General Business Conference--Sam Houston State University.

## Book

Bell, R. L. & Martin, J. S. (2013). *Managerial Communication: A Functions Approach*. New York: Pearson Higher Education.

## Presentation of Refereed Papers

### International

Bell, R. L. (2012). An Empirical Investigation of Communication Content in Reputable Management Journals. General Business Conference--Sam Houston State University, Huntsville, Texas.

Bell, R. L. & Martin, J. S. (2011). The Practical Uses Of Two Classic Management Theories In Everyday Managerial Communication Situations. Association for Business Communication National Conference, Montreal, Quebec, Canada.

Bell, R. L. & Joyce, M. S. (2010, April). Communication Practices of Managers and the Predictability of Uncivil Communication in Response. International Academy of Business and Public Administration Disciplines, Dallas, Texas.

Bell, R. L. & Ramdass, R. (2010, April). A Model for Reprimanding Unproductive Workplace Behaviors. International Academy of Business and Public Administration Disciplines, Dallas, Texas.

Quazi, R., Bell, R. L., & Bryant, M. (2010, October). A Plan for Putting People Back to Work: A Job Creation Grants Program. American Society for Competitiveness (ASC), Tysons Corner, Virginia.

Bell, R. L. (2009, November). The Relative Frequency of Faculty's Publications: A Content Analysis of Refereed Business Journals. Association for Business Communication National Conference, Portsmouth, Virginia.

Bell, R. L., Engel, C. J., Meier, R. J., Martin, M. J., & Rumpel, J. H. (2009, April). Predicting Young Consumers' Usage of Electronic Social Networking Devices. International Academy of Business and Public Administration Disciplines, Dallas, Texas.

Chong, G. H., Bodie, N. D., & Bell, R. L. (2009, April). A Factor Analysis of Student Responses And Perceptions of Ethical Conduct in Business. International Academy of Business and Public Administration Disciplines, Dallas, Texas.

Bell, R. L. (2008, April). Hardwiring in Business Students: A deeper Understanding of the Communication Process. International Academy of Business Disciplines, Houston, Texas.

Bell, R. L. & Martin, J. (2008, April). The Disciplining of Managerial Communication: Toward Classifying and Defining it as a Business Field. International Academy of Business and Public Administration Disciplines, Dallas, Texas.

Quddus, m., Bell, R. L., Bodie, N. D., Dyck, J. W., Rahman, S., Reginald Holloway  
Bettye Desselle

Ada Till, (2008, April). Faculty Perceptions and Encounters with Disrespectful Student Behavior. International Academy of Business and Public Administration Disciplines, Dallas, Texas.

Stark, J., Rumpel, J. H., Meier, R. J., & Bell, R. L. (2008, November). Cellular Telephone Bundled Features and the Young Consumer. American Society for Competitiveness (ASC), Orlando, Florida.

Baughman, P., Oatis, T., Williams, L., & Bell, R. L. (2007, January). Effective Management Communications for the Technical Core. International Academy of Business and Public Administration Disciplines, Orlando, Florida.

Bell, R. L. & Quazi, R. (2007, May). A Two-Country Study of Business Student's Sensitivity to Colorized Line-Graphs. International Academy of Business and Public Administration Disciplines, Dallas, Texas.

Bell, R. L., Quazi, R., Meier, R., & Martin, P. (2007, May). Comparing Business Students' Perceptions of Effective Visual Aid Usage on Two College Campuses. International Academy of Business and Public Administration Disciplines, Dallas, Texas.

Bell, R. L., Martin, P., & Meier, R. (2007, January). Detecting Mean Differences among Business Majors Regarding Their Perceptions of Effective Visual Aid Usage. International Academy of Business and Public Administration Disciplines, Orlando, Florida.

Jolivet, B., Johnson, C., & Bell, R. L. (2007, November). Communication Consultancy as Buffer in the Downsizing Environment. American Society for Competitiveness (ASC), Tulsa, Oklahoma.

Bell, R. L. & Quddus, M. (2006, April). Helping Business Students Improve as Writers. International Academy

of Business and Public Administration Disciplines, Dallas, Texas.

### **National**

Stark, J., Meier, R. J., Rumpel, J. H., & Bell, R. L. (2009, September). The A Three Campus Comparison of Bundled Cellular Telephone Features and the Young Consumer. Fort Hays State University Business and Leadership Symposium, Hays, Kansas.

Bell, R. L., Guyot, W., Martin, P., & Meier, R. (2007, September). An Integrative Analysis of Benjamin Bloom's Cognitive Domain and Bruce Tuckman's Developmental Model. Fort Hays State University Business and Leadership Symposium, Hays, Kansas.

Allen, B., Johnson, C., & Bell, R. (2006, October). Countering Perceptions of Employer Betrayal During Restructuring with Strategic Usage of Communication Consultants. Association for Business Communication National Conference, San Antonio, Texas.

Baughman, P., Williams, L., Oatis, T., & Bell, R. (2006, October). Effective Managerial Communications for the Technical Core. Association for Business Communication National Conference, San Antonio, Texas.

Bell, R. L., Martin, P., & Meier, R. (2006, March). Reexamining Student Perceptions of Effective Visual Aid Usage. University of Central Oklahoma Southwest Business Symposium, Edmond, Oklahoma.

Tillotson, G., Thibeaux, S., & Bell, R. (2006, October). The Imposition of Diversity Training through Top Down Management Communication. Association for Business Communication National Conference, San Antonio, Texas.

Bell, R. L., Liand-bell, L., & Deselle, B. (2005, October). Business Communication Students Learn to Hear a Bad Speech Habit. Association for Business Communication National Conference, Irvine, California.

Bell, R. L. & Quazi, R. (2005, September). Student Perceptions of Effective Visual Aid Usage. The Fort Hays State University College of Business and Leadership Symposium, Hays, Kansas.

### **Regional**

Bell, R. L. (2009, April). An Empirical Investigation of Communication Content In Popular Press Business Books. General Business Conference--Sam Houston State University, Huntsville, Texas.

Bell, R. L., Rahman, S., Sutanto, P., Till, A., Desselle, B., Munir Quddus, (2009, April). Determining Mean Differences between HBCU and AACSB Faculty Concerning Disrespectful Student Behavior. General Business Conference--Sam Houston State University, Huntsville, Texas.

Bell, R. L. (2008, October). Managing Student Teams in the Business Communication Classroom. Southwestern Business Administration Teaching Conference, Houston, Texas.

Bell, R. L. & Quddus, M. (2005, April). Impact of a Center for Business Communication. Association for Business Communication Regional Conference, Greensboro, North Carolina.

Bell, R. L., Quazi, R., & Jasper, J. (2003, August). Mixed Method Instruction Across Business Disciplines. Southwestern Business Administration Teaching Conference, Houston, Texas.

## **Presentation of Non-Refereed Papers**

### **Local**

Bell, R. L. & Quazi, R. (2004). Student Perceptions of Effective Visual Aid Usage. Prairie View A&M University College of Business, Houston, Texas.

### **National**

Kryder, L., McPherson, B., Bell, R. L., Johansen, J., Nealy, C., R. Jon Ackley, (2006, October). Mentoring: a must for professionals. Association for Business Communication National Conference, San Antonio, Texas.

## **Research Grants**

### **Funded**

2007: Bell, R. L. & Quazi, R., A Two Country Study of Business Student's Sensitivity to a Colorized Line Graph (\$5,000.00), Prairie View A&M University. This study investigates whether business students display significant perceptions of sensitivity changes when color increases in a line-graph, and whether the sensitivity varies across international cultures.

2006: Bell, R. L. & Deselle, B., An Integrative Analysis of Benjamin Bloom's cognitive Domain and Bruce Tuckman's Developmental Model (\$5,000.00), Prairie view A&M University. A study titled, An Integrative

Analysis of Benjamin Bloom's Cognitive Domain and Bruce Tuckman's Developmental Model was funded by the COB. A fall 2006 presentation is required.

### **Pending**

2005: Bell, R. L. & Gordon, K., Center for Business Communication, Hillcrest Foundation. Grant requests \$100,000 for a four year period to help fund day-to-day operation of the Prairie View A&M University College of Business Center for Business Communication

## **Working Papers**

Roebuck, D., Jones, R., Bell, R. L. , & Miller, C. (2013). "Analyzing the Influence of National Culture on Listening".

## **Service:**

### **Service to the University**

#### **Department Assignments**

##### **Member:**

- 2010-2011: Continuing Education
- 2010-2011: Library
- 2010-2011: University Faculty Senate
- 2010-2011: SIFE
- 2010-2011: Beta Gamma Sigma Honor Society
- 2010-2011: Expected to attend/vote in Dept. and COB Meetings
- 2010-2011: Graduate Admissions Committee
- 2010-2011: Graduate Committee
- 2010-2011: Mission, Strategic Planning and Accreditation Comm.

#### **College Assignments**

##### **Chair:**

- 2010-2011: Graduate Committee
- 2010-2011: Library
- 2004-2005 – 2005-2006: Instructional Resources and Responsibilities

##### **Member:**

- 2012-2013: Graduate Committee
- 2012-2013: EMBA Faculty Committee
- 2012-2013: Faculty Composition and Development
- 2010-2011: Beta Gamma Sigma Honor Society
- 2010-2011: Graduate Admissions Committee
- 2010-2011: Mission and Strategic Planning and Accreditation Committee
- 2010-2011: Continuing Education
- 2010-2011: SIFE
- 2008-2009: Graduate Committee
- 2006-2007: Intellectual Contributions Committee (ICC): Served as a member of the COB intellectual Contributions Committee.
- 2006-2007: Intellectual Contributions
- 2006-2007: Student Development
- 2005-2006 – 2007-2008: College of Business Faculty
- 2003-2004: Recruitment and Retention Taskforce
- 2003-2004: Instructional Resources and Responsibilities

## **University Assignments**

### **Chair:**

2010-2011: University Faculty Senate

### **Faculty Advisor:**

2007-2008: College of Business Library Liaison: Working with Ms. Kimberly gay as main point of contact for the COB and the Coleman Library.

2006-2007 – 2007-2008: Faculty Advisor Coordinator (FAC): Representing the COB as liaison with the University College, headed by director Lette Raab.

### **Other Institutional Service Activities:**

2007-2008: Faculty Senate: Representing the COB on the University Faculty Senate.

## **Service to the Profession**

### **Board Member: PRJ Editorial Review Board**

2007 – 2009: Journal of Business and Leadership: Research, Teaching, Practice, Hays, Kansas. Editorial review board for the Journal of Business and Leadership: Research, Teaching, and Practice

### **Chair: Committee / Task Force**

2009: Association for Business Communication Undergraduate Studies Committee, Houston, Texas. I agreed to be the chair for the academic year 2009-2010 for the ABC's Undergraduate Studies Committee.

### **Chair: Conference / Track / Program**

2009: General Business Conference--Sam Houston State University, Huntsville, Texas. First annual General Business Conference scheduled for April 16-18, 2009: Business Communication Research Track Editor.

### **Reviewer - Article / Manuscript**

2010: Journal of Business Ethics, Houston, Canada. Reviewed one article for this journal.

2010: Journal of Leadership and Organizational Studies, Houston, Unknown. Reviewed two articles for 2010 for this journal.

### **Member: Committee/Task Force**

2007: Association for Business Communication Undergraduate Studies Committee, Houston, Texas. Continuing a mentorship program created by the committee.

2006: Association for Business Communication Undergraduate Studies Committee, San Antonio, Texas. The Association for Business Communication Undergraduate Studies Committee will seek new ways to improve the growth and retention of new members to our profession.

## **Service to the Community**

### **Chair of a Committee**

2004 – 2005: Delta Mu Delta, Faculty Advisor

2004 – 2005: Instructional Resources and Responsibilities Committee, Chaired the IRRC for two years. Developed program objectives for all three COB programs, liaisons with university library, and more.

### **Member of a Committee**

2005: Faculty Advisement Coordinator, Liaison with the University College and the College of Business.

2005: Self-Evaluation Report Taskforce, Helped write, edit and revise the College of Business Self-Evaluation Report submitted to the AACSB-International in August 2005.

2003 – 2005: Title III Educator Preparation Committee, Helped the College of Education assist education majors who graduate pass state teacher certification examinations.

### **Other Community Service Activities**



2002 – 2006: Center for Business Communication, Served as faculty coordinator for the operation of the center.

2005: American Marketing Association (AMA) Workshop, Conducted workshops on resume writing for the College of Business undergraduate organization: AMA.

### **Speech / Presentation at a Community Meeting**

2005: Delta Mu Delta Induction Ceremony, Spoke on the topic of A Proposition of Greatness' .

2003: Delta Mu Delta Induction Ceremony., Spoke on the topic of Clean Hands and a Pure Heart,' A phrase borrowed from Mark Van Doren's book, Liberal Education.'

## **Faculty Development**

### **Other Professional Development**

2011: Association for Business Communication National Conference. Many employees (and some of their managers) are unaware that Frederick Winslow Taylor's principles of scientific management underlie their modern work routines. Because of Taylor's principles, employees in manufacturing, home building, and especially fast-food services are trained to be machine-like in certain aspects of the jobs they do for improved efficiency and profitability. For example, fast-food restaurant (i.e., McDonald's or KFC) employees' efficiency is directly related to corporate profits. Unfortunately, present-day managers are not likely to equate the importance of communicating to their employees' the importance of time and motion, in relation to corporate profits. Another classic management theory applicable to managerial communication practices is Equity Theory.

John Stacey Adams' Equity Theory has been a part of the management literature since 1963. Adams asserted that when people feel distress from inequity they will react in three ways. First, they will restrict their inputs to a level they believe is consistent with the outcomes they receive. Second, they will meet with their supervisors to verbally negotiate a better deal--meaning they will struggle to find a balance between work and reward. And/or third, the distress of feelings of inequity will cause some employees to quit the organization. Nevertheless, many managers still do not know how to communicate with employees when employees have feelings of inequity or when their work demands that they be machine-like in certain aspects of process and procedure.

In this article, we take a look at how managers communicate with their employees the value of scientific management and why it is still relevant today. Moreover, we will show managers and business communication educators how they should use communication to address employees' feelings of unfairness. We will present a hypothetical case example that will help make clear the main points of how managers should use communication to teach their present-day employees the value of Frederick Winslow Taylor's principles of scientific management and how to use concepts from equity theory to confront employees' feelings of inequity in a modern business environment. The case will be followed with questions on rhetoric concerning the applicability of these two theories. Montreal, Quebec, Canada.

2010: International Academy of Business and Public Administration Disciplines. The focus of this study was to identify the communication practices of managers today and the impact of these practices on workplace violence. A response rate of 50 percent of managers surveyed was obtained from the participants. The questionnaire contained 13 sections, but due to the wealth of information, only three sections are presented. Another article will follow. This study will include: (1) background of the participants, (2) whether their company had experienced a workplace violence incident, and (3) managerial actions as predictors of a violence incident. The findings reveal several areas of significance. These results led to some important implications for educators at the post-secondary levels as well as for business managers. Dallas, Texas.

## **Honors-Awards-Grants**

### **Award**

2009: Dean's Excellence in Research Award. The prestigious award is also associated with a \$1,000 token of appreciation from the College of Business. Prairie View A&M University.

2009: Won Best Paper Award for Outstanding Business Communication Research, for An Empirical Investigation of Communication Content in Popular Press Business Books. Sam Houston State University's General Business Administration Conference.

2008: Research Award: for 'The Promise of Managerial Communication as a Field of Research' presented at

the IABPAD conference in Dallas, Texas, April. International Academy of Business and Public Administration Disciplines.

2008: Dean's Excellence in Teaching Award. The prestigious award is also associated with a \$1,000 token of appreciation from the College of Business. Prairie View A&M University College of Business.

2007: Research Award: for 'Detecting Mean Differences among Business Majors Regarding Their Perceptions of Effective Visual Aid Usage' presented at the IABPAD conference in Orlando, Florida, January International Academy of Business and Public Administration Disciplines.

2007: Research Award: for 'Effective Managerial Communications for the Technical Core' presented at the IABPAD conference in Orlando, Florida, January. International Academy of Business and Public Administration Disciplines.

2007: Research Award: for 'Comparing Business Students' Perceptions of Effective Visual Aid Usage on Two College Campuses' presented at the IABPAD conference in Dallas, Texas, May. International Academy of Business and Public Administration Disciplines.

2006: Research Award: for 'Helping Business Students Improve as Writers' presented at the IABPAD conference in Dallas, Texas, April. International Academy of Business and Public Administration Disciplines.

2003: Dean's Excellence in Teaching Award. The prestigious award is also associated with a \$1,000 token of appreciation from the College of Business. Prairie View A&M University College of Business.

1992: The Gus T. Ridgel Fellowship was awarded for four years. This generous gift is for African American graduate students pursuing the Ph.D. degree at University of Missouri of Columbia, which covered all tuition and also provided an annual stipend of \$9,000 plus a monthly assistantship of \$1,000 from the major department. All tuition was waived. Gus T. Ridgel Fellowship.

### **Honor**

2008: Inducted into the Prairie View A&M University Chapter of Beta Gamma Sigma on November 13, 2008. Prairie View A&M University Chapter of Beta Gamma Sigma.

2008: Nominated for the President's Teaching Award by the College of Business; received an honorarium of \$50 and a small crystal plaque along with six other nominees. Prairie View A&M University.

### **References**

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