

## JAMES SCOFIELD O'ROURKE, IV

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### TEACHING PROFESSOR EMERITUS OF MANAGEMENT AND ORGANIZATION

Eugene D. Fanning Center for Business Communication

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**SCHOLARLY AND TEACHING INTERESTS** (1) Crisis Communication and its use as a principal tool in managing organizations in crisis; (2) Corporate Communication and its integrated functions within large and complex organizations; (3) Change Communication and the processes involved in organizational transformation; (4) Intercultural Communication and its role in establishing the culture of business organizations; (5) Business Writing and Speaking, and the creation of case studies to teach these skills;

### HIGHLIGHTS

**Founded and built the *Eugene D. Fanning Center for Business Communication*.** 1990 to 2017, designed curriculum, hired colleagues, and taught graduate and undergraduate students in the University of Notre Dame's Mendoza College of Business.

**Arthur F. and Mary J. O'Neil Director, Fanning Center for Business Communication 2008-2017.** One of 29 endowed chairs in the business school and 161 throughout the University.

**Founding Director of *The Conference on Corporate Communication*.** From 1997 to 2025, nearly 750 corporate chief communication officers, distinguished scholars and consulting practitioners have met on the Notre Dame campus to discuss best practices and current issues.

**Published 23 college textbooks and professional books, 11 book chapters, 36 refereed articles and 400+ case studies in business and management communication.** The Notre Dame Case Collection in Management and Corporate Communication is the largest of its kind in the English language. Winner of 32 international prizes for editorial direction in case writing.

**External Promotion and Tenure Committee reviewer** for tenure-track faculty at Boston University, Brigham Young University, Cornell University, Emory University, Marquette University, Northwestern University, Southern Methodist University, University of Michigan, University of Nebraska-Lincoln.

## **EDUCATION**

**Syracuse University**, Syracuse, New York

Doctor of Philosophy, Public Communication, The Newhouse School. 1980

**University of Cambridge, Christ's College**, England, United Kingdom

Graduate Student in Nineteenth Century English Literature and History. 1979

**University of New Mexico**, Albuquerque, New Mexico

Master of Arts, Speech Communication. 1973

**Temple University**, Philadelphia, Pennsylvania

Master of Science, Mass Communication. 1970

**University of Notre Dame**, Notre Dame, Indiana

Bachelor of Business Administration, Management. 1968

## **ACADEMIC EXPERIENCE**

**UNIVERSITY OF NOTRE DAME**. Notre Dame, Indiana, 1990-2025.

*Teaching Professor of Management and Organization, Mendoza College of Business*

*Arthur F. and Mary J. O'Neil Chair, 2008-2017*

*Founding Director, Eugene D. Fanning Center for Business Communication, 1990-2017*

Instruct both graduate and undergraduate students of business in writing, speaking, and corporate communication. Design and supervise curriculum in management and business communication across nine degree programs for graduate and undergraduate students of the Mendoza College of Business. From 1990 to 2018, directly supervised four full-time and two part-time faculty members. Regular, full-time faculty member in the Department of Management & Organization. Promoted to *Emeritus* status June 30, 2025.

Served as *Faculty-in-Residence*, University of Notre Dame (USA) in England. Lived and taught at M. K. Fischer Hall, Central London from January through May of 2018. Instructed business students, delivered invited presentations, including colloquia with colleagues in the Confederation of British Industry.

**AIR UNIVERSITY**. Maxwell AFB, Alabama, 1986-1990.

*Military-Media Curriculum Advisor to the Commander*

*Professor of Public Affairs, 1989-1990*

*Associate Professor of Public Affairs, 1986-1989*

Advised the Commander, Air University, and Commandant, Air War College, on all matters related to curriculum and instruction in public opinion, public affairs and media relations. Performed classroom instruction, and developed curriculum in the Air War College, Air

Command and Staff College, Judge Advocate General School, and other schools and centers of the University. Reported to SAF/PA, Office of the Secretary of the Air Force, Washington DC.

**AUBURN UNIVERSITY (AUM).** Montgomery, Alabama, 1986-1990.

*Professor of Communication, Adjunct, 1986-1990*

Instructed undergraduate students in human communication, business and professional communication, public speaking, interpersonal communication, and persuasion.

**DEFENSE INFORMATION SCHOOL.** Fort Benjamin Harrison, Indiana, 1983-1986.

*Professor of Public Affairs, 1983-1986*

*Chief, Policy & Information Division, Public Affairs Department, 1984-1986*

Performed classroom instruction and conducted training in various areas related to public affairs, including public speaking, writing, listening, communication theory, persuasion, media relations and other communication skills. Directly supervised nine instructors.

**INDIANA UNIVERSITY (IUPUI).** Indianapolis, Indiana, 1984-1986.

*Professor of Communication, Adjunct, 1984-1986*

Instructed undergraduate students in fundamentals of communication, interpersonal communication, and business and professional communication.

**UNITED STATES AIR FORCE ACADEMY.** Colorado Springs, Colorado, 1978-1983.

*Associate Professor of English, 1981-1983*

*Assistant Professor of English, 1980-1981*

*Instructor of English, 1978-1980*

Directed Media Instruction and Professional Services Division; supervised intercollegiate forensics, drama productions, broadcasting education, speech education, speech therapy program, and the work of five instructors. Directed the USAF Executive Writing Course. Editor-in-Chief, *Academic Call to Quarters*, and Deputy Assistant to the Dean of the Faculty for Academic Information. Instructor in Modern Irish Literature, Advanced Speech, Technical Writing, Composition and Speech, British Literature, and English Composition.

**UNIVERSITY OF COLORADO (UCCS).** Colorado Springs, Colorado, 1981-1983.

*Associate Professor of Communication, Adjunct*

Instructed undergraduate students in advanced television production, public speaking, and interpersonal communication.

**SYRACUSE UNIVERSITY.** Syracuse, New York, 1975-1978.

*Assistant Professor of Aerospace Studies*

Conducted classroom instruction for freshman and sophomore ROTC students; served as test-control officer, advertising and publicity director, drill team advisor.

**THE COMMUNICATIONS INSTITUTE OF IRELAND.** Dublin, Ireland, 1970.

*Visiting Professor of Communication*

Instructed Educational Television Production, supervised studio productions, proctored examinations, lectured on educational research in television.

**TEMPLE UNIVERSITY.** Philadelphia, Pennsylvania, 1969-1970.

*Graduate Teaching Assistant*

Department of Radio-Television-Film, School of Communication and Theater. Instructor, Introduction to Television Production, and Fundamentals of Communication.

## BOOKS

O'Rourke, J. S. (2024). *The Truth About Confident Presenting*, 3<sub>rd</sub> edition. London, UK: Anthem Press. (1/e, 2008, Upper Saddle River, NJ: Financial Times Press; 2/e, 2019, London, UK: Anthem Press). ISBN: 978-0-13-235496-7. Translated into Arabic, Greek, Mandarin, Marathi, Portuguese, and Tamil.

O'Rourke, J. S. and Smith, J. A. (2023). *Strategic Crisis Communication*. Abingdon, Oxfordshire UK: Routledge. Hardback ISBN: 9781032342610. Paperback ISBN: 9781032342580. Ebook ISBN: 9781003322849. DOI: 10.4324/9781003322849.

O'Rourke, J. S. (2023). *Management Communication: A Case Analysis Approach*, 7/e. Abingdon, Oxfordshire UK: Routledge. (7/e, 2023; 6/e, 2019; 5/e, 2013; 4/e, 2010; 3/e, 2007; 2/e, 2003; 1/e, 2001, Upper Saddle River, NJ: Pearson Prentice Hall). ISBN: 0-13-26714-09. DOI: 10.4324/9781003331490. Translated into Mandarin.

O'Rourke, J. S. (2021). *Management Communication: A Case-Analysis Approach*, 5/e. English Language Edition. Beijing, China PRC: China Renmin University Press. Business Administration Classics. ISBN: 978-7-300-28674-7.

O'Rourke, J. S. (2020). *Notes to Pam from London*. Notre Dame, IN: Breffny Books, Ltd. ISBN: 978-1-7923-4446-6.

Tuleja, E. A. and O'Rourke, J. S. (editor) (2015). *Intercultural Communication for Business*. Indianapolis, IN: GlobeComm Publishing. ISBN: 978-1-4575-3362-4.

O'Rourke, J. S. (2009). *Effective Communication*. London, UK: Dorling Kindersley: The Penguin Group. ISBN: 978-0-7566-5044-5.

Yarbrough, B. and O'Rourke, J. S. (2008). *Leading Groups and Teams*, 2/e. Mason, OH: South-Western Cengage. (1/e, 2002). ISBN: 978-0-324-58417-2.

Sedlack, R. P.; Shwom, B. L.; Keller, K. P.; and O'Rourke, J. S. (2008). *Graphics and Visual Communication for Managers*, 2/e. (1/e, 2003). Mason, OH: South-Western Cengage. ISBN: 978-0-324-58418-9.

Collins, S. and O'Rourke, J. S. (2008). *Managing Conflict and Workplace Relationships*, 2/e. (1/e, 2004). Mason, OH: South-Western Cengage. ISBN: 978-0-324-58419-6.

Tuleja, E. and O'Rourke, J. S. (2008). *Intercultural Communication for Business*, 2/e. (1/e, 2005) Mason, OH: South-Western Cengage. ISBN: 978-0-324-58420-2.

Collins, S. and O'Rourke, J. S. (2008). *Interpersonal Communication: Listening and Responding*, 2/e. (1/e, 2005). Mason, OH: South-Western Cengage. ISBN: 978-0-324-58416-5.

Boulger Karlson, C. and O'Rourke, J. S. (2008). *Writing and Presenting a Business Plan*, 2/e. (1/e, 2006). Mason, OH: South-Western Cengage. ISBN: 978-0-324-30168-5.

Collins, S. and O'Rourke, J. S. (2008). *Persuasion*. Mason, OH: South-Western Cengage. ISBN: 978-0-324-58421-9.

O'Rourke, J. S. (2007). *The Business Communication Casebook: A Notre Dame Collection*, 2/e. (1/e, 2002). Cincinnati, OH: South-Western. ISBN: 978-0-324-54509-8.

O'Rourke, J. S. (2007). *Beginning Your Career Search: A Hands-on Approach to Building Your Career Portfolio*, 4/e. (3/e, 2004; 2/e, 2001; 1/e, 1998). Upper Saddle River, NJ: Prentice Hall. ISBN: 0-13-100802-1.

Collins, S. and O'Rourke, J. S. (2003). *Communication in a Virtual Organization*. Cincinnati, OH: Thomson South-Western. ISBN: 0-324-15256-6.

Boulger, C. and O'Rourke, J. S. (editor) (2003). *e-Technology and the Fourth Economy*. Cincinnati, OH: Thomson South-Western. ISBN: 0-324-15255-8.

O'Hair, H. D.; O'Rourke, J. S.; and O'Hair, M. J. (2001). *Business Communication: A Framework for Success*. Cincinnati, OH: South-Western College Publishing. ISBN: 0-324-01415-5.

O'Rourke, J. S. (editor) (1988). *Reflections in the Dome: Sixty Years of Life at Notre Dame*. Notre Dame IN: Breffny Books, Ltd. ISBN: 0-911187-03-0.

O'Rourke, J. S. (Editor) (1986). *Meeting the Media*. Montgomery AL: The United States Air War College, Air University, U.S. Government Printing Office.

O'Rourke, J. S. (editor) (1985). *Public Affairs Handbook*. Indianapolis IN: The Defense Information School, U.S. Government Printing Office.

Zigerell, J. J.; Portre, T. W., and O'Rourke, J. S. (1980). *Television in Community and Junior Colleges: An Overview and Guidelines*. Syracuse NY: Educational Resources Instructional Clearinghouse.

## CHAPTERS IN BOOKS

O'Rourke, J. S. (2024). Chapter 4: Corporate Reputation and Business Ethics: A Symbiotic Relationship, in McKendree, A. *Business Ethics: A Case Approach*. Dubuque, IA: Kendall Hunt Publishing. ISBN: 9798385107919 (print).  
<https://he.kendallhunt.com/product/business-ethics-case-approach>

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O'Rourke, J. S.; Spangler, J. and R. Woods (2018). Total Integration: Working Across the C-Suite. In R. Bolton and D. Stacks (editors) *The New Era of the CCO: The Essential Role of Communication in a Volatile World*. New York, NY: Business Expert Press. ISSN: 2157-345X (print). ISSN: 2157-3476 (digital).  
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O'Rourke, J. S. (2016). Case Studies. In C. Carroll (editor) *The SAGE Encyclopedia of Corporate Reputation*. Vol. 1, pp. 97-101. Thousand Oaks, CA: SAGE Publications, Inc. ISBN: 978-1-4833-7651-6.  
<https://us.sagepub.com/en-us/nam/the-sage-encyclopedia-of-corporate-reputation/book244532>

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<https://www.amazon.com/Sustainable-Development-Millennium-Compact-Business/dp/0268044295>

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<https://www.goodreads.com/book/show/21031565-the-book-of-management>

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<https://www.abebooks.com/9780792336334/Facing-Public-Interest-Ethical-Challenge-079233633X/plp>

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Miller, R.; Gibbons, R.; and O'Rourke, J. S. (2020). Burberry, Ltd.: Is It Okay to Burn Unsold Goods? *Journal of Organizational Behavior Education*. Vol. 13, pp. 19-28.

- Schiemer, J.; Tawse, N.; and O'Rourke, J. S. (2020). Artificial Intelligence and Intellectual Property: Who Owns Property Created by an Algorithm or a Robot? *Journal of Organizational Behavior Education*. Vol. 13, pp. 29-48.
- Baheti, S.; Moffitt, B.; Pruchnik, W.; and O'Rourke, J. S. (2019). Honda Motor Company: Communication and the Takata Airbag Crisis (A) and (B). *Journal of Organizational Behavior Education*. Vol. 12, pp. 33-50.
- Cook, J.; Patel, R.; and O'Rourke, J. S. (2018). Uber Technologies, Inc.: Accountability in Corporate Culture. *Journal of Organizational Behavior Education*. Vol. 11, pp. 33-50.
- Koehler, D.; Rearick, S.; Schoedel, D.; and O'Rourke, J. S. (2017). Whole Foods Market, Inc.: Damage Control over Product Mislabeling and Overcharging. *Journal of Organizational Behavior Education*. Vol. 10, pp. 39-54 (A); Vol. 10, pp. 55-56 (B).
- Enciso, S.; Milikin, C.; O'Rourke, J. S. (2017). Corporate Culture and Ethics: From Words to Actions. *Journal of Business Strategy*. Vol. 30, Issue: 6, pp. 69-79. Online link to text: <https://doi.org/10.1108/JBS-01-2017-0001>
- Beck, M.; Foster, W.; Kenney, C.; and O'Rourke, J. S. (2017). Airbnb: Crisis Communication in the Sharing Economy. *Journal of Organizational Behavior Education*. Vol 9., pp. 18-32.
- Bodewig, A.; Villella, J.; Wang, H.; and O'Rourke, J. S. (2017). Federation International de Football Association (FIFA): Sponsorship during Scandal (A) and (B). *Journal of Organizational Behavior Education*. Vol. 9, pp. 1-17.
- Carrillo, A; Harville, L.; Portilla, D.; and O'Rourke, J. S. (2015). The Boeing Company: The Grounding of the 787 Dreamliner. *Journal of Organizational Behavior Education*. Vol. 8, pp. 5-18.
- Xie, Y.; Truesdell, K.; and O'Rourke, J. S. (2015). Chobani: Managing Explosive Growth, Aggressive Competition and Threats to Product Quality. *Journal of Organizational Behavior Education*. Vol. 8, pp. 19-32.
- Heatherman, R.; Swanepoel, I.; and O'Rourke, J. S. (2014). Progressive Insurance: Paying a Lawyer to Defend Your Sister's Killer. *Journal of Organizational Behavior Education*. Vol. 7, pp. 51-64.
- Heatherman, R. and O'Rourke, J. S. (2014). Yahoo! A Female CEO and New Mother Forbids Working from Home. *Journal of Organizational Behavior Education*. Vol. 7, pp. 65-78.
- Roper, C.; Samikkannu, D.; and O'Rourke, J. S. (2012). Taco Bell Corporation: Where's the Beef? *Journal of Organizational Behavior Education*. Vol. 5, pp. 1-9.

Cramer, R.; De Lemos, S.; Divel, L.; and O'Rourke, J. S. (2011). Carnival Cruise Lines: Fire Aboard a Stranded Cruise Ship. *Journal of Organizational Behavior Education*. Vol. 4, pp. 64-78.

Marques, D.; Kim, J.; Mikols, J.; and O'Rourke, J. S. (2011). BP and the Gulf Oil Spill (A), *Journal of Organizational Behavior Education*. Vol. 4, pp. 79-92.

O'Rourke, J. S.; Harris, B.; and Ogilvy, A. (2007). Google in China: Government Censorship and Corporate Reputation, *Journal of Business Strategy*. May-June 2007, Vol. 28, No. 3, pp. 12-25.

O'Rourke, J. S.; Bartucci, G.; and Gust, A. (2006). Merck & Co. Inc.: Communication Lessons from the Withdrawal of Vioxx, *Journal of Business Strategy*. July-August 2006, Vol. 27, No. 4, pp. 11-22.

O'Rourke, J. S.; Westby, A.; and Moulton, M. P. (2004). Martha Stewart Living Omnimedia, Inc.: The Fall of an American Icon, *Public Relations Review*. December 2004, 30, 4, 447-457.

Pfeil, M. P.; Setterberg, A. B.; and O'Rourke, J. S. (2003). The Art of Downsizing: Communicating Lay-Offs to Key Stakeholders. *Journal of Communication Management*, Vol. 8, No. 2, pp. 130-141 (12).

O'Rourke, J. S.; Preis, J.; and Lagueux, M. (2001). Bridgestone/Firestone, Inc. and Ford Motor Company: How a Product Safety Crisis Ended a Hundred-Year Relationship. *Corporate Reputation Review*, Vol. 4, No. 3, pp. 2-11.

O'Rourke, J. S. (1998). American Electrical: Managing an Environmental Crisis. *Business Communication Quarterly*, Vol. 61, No. 1, pp. 31-41.

O'Rourke, J. S. (1995). The Ethics of Resumes and Recommendations: When Do Filler and Fluff Become Deception and Lies? *Business Communication Quarterly*, Vol. 58, No. 1, pp. 54-56.

O'Rourke, J. S. (1993). Intercultural Business Communication: Building A Course from the Ground Up, *The Bulletin of The Association for Business Communication*, Vol. 56, No. 4, pp. 22-27.

O'Rourke, J. S. (1993). Ethical Issues in Business Communication: Grading the Work of Non-Native Speakers of English, *The Bulletin of The Association for Business Communication*, Vol. 56, No. 4, pp. 56-57.

- O'Rourke, J. S. (1991). Business Communication and the MBA of the 1990s: Curriculum Innovation for Graduate Students of Business at the University of Notre Dame, *Proceedings of the Midwest Business Teaching Conference*, Vol. 2, pp. 113-118.
- O'Rourke, J. S. (1989). The Media Pool: Is it the Solution? *Military Media Review*, Vol. 16, No. 3, pp. 8-13.
- O'Rourke, J. S. (1989). Briefing the Commander, *Military Media Review*, Vol. 16, No. 2, pp. 2-4.
- O'Rourke, J. S. (1987). Terrorism and the Mass Media, Part II, *Military Media Review*, Vol. 14, No. 4, pp. 20-25.
- O'Rourke, J. S. (1987). Terrorism and the Mass Media, Part I, *Military Media Review*, Vol. 14, No. 3, pp. 6-9.
- O'Rourke, J. S. (1986). The Behaviorist Approach to Persuasion, *Military Media Review*, Vol. 13, No. 2, pp. 20-25.
- O'Rourke, J. S. (1985). Military Leadership for the 1990s and Beyond, *Military Review*, Vol. 61, No. 2, pp. 17-28.
- O'Rourke, J. S. (1983). The Development of Color Television: A Study in the Free-Market Process, *Journalism History*, Vol. 9, Nos. 3/4, pp. 78-87 & 106.
- O'Rourke, J. S. (1982). Is Television in Color Educationally Justifiable? A Review of the Research, *The International Journal of Instructional Media*, Vol. 9, No. 3, pp. 239-247.
- O'Rourke, J. S. (1981). A Little Plain Talk about Television: Are You Sure It's What You're Looking for? *The International Journal of Instructional Media*, Vol. 8, No. 3, pp. 213-220.
- O'Rourke, J. S. (1979). *The San Francisco Chronicle* and the Air Mail Emergency of 1934: The Heisenberg Principle Exemplified in Journalism, *Journalism History*, Vol. 6, No. 1, pp. 8-13.

#### **NON-REFEREED ARTICLES IN PERIODICALS**

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<https://page.org/blog/the-changing-remit-of-the-cco-new-leadership-in-navigating-new-complexity/>

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<https://magazine.nd.edu/stories/so-you-want-to-be-successful-in-business/>

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## CASE STUDIES

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O'Rourke, J. S. *The Art of Listening: Becoming a Better Communicator by Becoming a Better Listener*. 4 pp. Teaching Note # 98-04.

O'Rourke, J. S. *Management Communication and Communication Strategy*. 6 pp. Case # 98-03.

O'Rourke, J. S. *Team Building in the Workplace: Sharing the Responsibility for Success*. 5 pp. Teaching Note # 98-02.

O'Rourke, J. S. (1998). *American Rubber Products Company*. (A) case, 5 pp. (B) case, 2 pp. Case # 98-01.

O'Rourke, J. S. (1997). *American Electrical, Inc.: Managing and Environmental Crisis*. 9 pp. Case # 97-01.

O'Rourke, J. S. (1999). *Old Dominion Trust Company: Preparing for a Public Speech*. 2 pp. Case # 96-02.

O'Rourke, J. S. (1996). *Cypress Semiconductor Corporation: A Stinging Office Memo Boomerangs*. 12 pp. Case # 96-01.

O'Rourke, J. S. (1994). *Lake Edna VA Medical Center: The Case of the MRSA Outbreak*. 6 pp. Case # 94-12.

O'Rourke, J. S. (1994). *Lake Edna VA Medical Center: The Case of the Weekend Kitchen Fire*. 6 pp. Case # 94-11.

O'Rourke, J. S. (1994). *Olive Garden Restaurants Division, General Mills Corporation*. 3 pp. Case # 94-10.

Wilburn, L., and O'Rourke, J. S. (editor) (1994). *Baxter International, Inc.: Corporate Values and the Arab League Boycott of Israel*. 6 pp. Case # 94-09.

O'Rourke, J. S. (1994). *The Ethics of Resumes and Recommendations: When Do Filler and Fluff Become Deception and Lies?* 3 pp. Case # 94-07.

O'Rourke, J. S. (1994). *Spartan Industries, Inc: Communicating an Employee Promotion*. 4 pp. Case # 94-06.

Wigton, K. and O'Rourke, J. S. (1994). *Deerfield Hospital Supply, Inc: Conflict and Cultural Diversity*. 3 pp. Case # 94-05-1.

O'Rourke, J. S. (1994). *Hayward Healthcare Systems, Inc: Conflict and Cultural Diversity*. An alternative verison of issues discussed in *Deerfield Hospital Supply, Inc.* (94-05-1). 3 pp. Case # 94-05-2.

O'Rourke, J. S. (1994). *Excel Industries, Inc.: Closing an On-Site Daycare Center*. (A) case, 5 pp.; (B) case, 2 pp.; C case, 1 pp. Case # 94-03.

O'Rourke, J. S. (1994). *Dixie Industries, Inc.: Gender Equity in a Manufacturing Organization*. 6 pp. Case # 94-02.

O'Rourke, J. S. (1994). *Oak Brook Medical Systems, Inc.: Interpersonal Communication Styles in the Workplace*. 3 pp. Case # 94-01.

O'Rourke, J. S. (1993). *Volvo of North America, Inc.: A Direct Approach to Customer Service*. 2 pp. Case # 93-01.

O'Rourke, J. S. (1992). *Earl's Family Restaurants: A Role-Play Exercise in Listening*. (A) case, 3 pp. (B) case, 3 pp. Role-Playing Exercise # 92-05.

O'Rourke, J. S. (1992). *Sequoia Medical Supply, Inc.: Communication and Accounts Collections*. 6 pp. Case # 92-04.

O'Rourke, J. S. (1992). *Waukegan Materials, Inc.: Communication and Employee Recognition Programs*. 2 pp. Case # 92-03.

O'Rourke, J. S. (1992). *Great Lakes Garments, Inc.: Communicating Layoffs to Key Stakeholders*. 4 pp. Case # 92-02.

O'Rourke, J. S. (1992). *Farberware Products of America: Dealing with a Dissatisfied Customer*. 2 pp. Case # 92-01.

O'Rourke, J. S. (1991). *Boun Giorno Italian Foods, Inc.: Press Relations and a Product Recall*. 3 pp. Case # 91-02.

O'Rourke, J. S. (1991). *O'Brien Paint Company: Press Relations and a Plant Fire*. 3 pp. Case # 91-01.

## FUNDED RESEARCH

*Communication and Leadership for Accountancy: A Strategic Partnership between Ernst & Young and The University of Notre Dame College of Business Administration*. A three-year program to develop a prototype course of study in communication and leadership for undergraduate students of accountancy. Includes such subjects as human communication, critical thinking, ethics, leadership, motivation, self-awareness and teamwork. The project produced learning materials, lesson plans, software, and educators' monograph. 1995-1998. \$150,000.

*Video Resources in Business Ethics: A Guide to Video Instructional Products and Ancillary Teaching Materials Available in Business Ethics*. A Comprehensive description of commercial video training products. Includes program titles, running length, program synopsis, presenter, program source, ancillary materials, and program costs. 1993, 43 pp. Sponsored by The Boehnen Foundation, St. Paul, MN. \$1,350.

## REVIEW ARTICLES

*Multicultural Public Relations: A Social-Interpretive Approach*, Stephen P. Banks. Thousand Oaks, CA: Sage Publications, Inc., 1995, for *CHOICE*, (1995) 33, 3, The American Library Association, Ref. 33-1336.

*Management of Corporate Communication: From Interpersonal Contacts to External Affairs*, Robert L. Heath. Hillsdale, NJ: Lawrence Erlbaum Associates, Publishers, 1994, for *CHOICE*, (1995) 32, 6, The American Library Association, Ref. 32-3394.

*Top Dog*, J. David Pincus and J. Nicholas DeBonis. New York: McGraw-Hill, Inc., 1994, for *CHOICE*, (1994), 32, 3, The American Library Association, Ref. 32-1619.

*The McGraw-Hill 36-Hour Course: Business Presentations*, Lani Arredondo. New York: McGraw-Hill, Inc., 1994, for *CHOICE*, (1994), 32, 2, The American Library Association, Ref. 31-5528.

*Taking Sides: Clashing Views on Controversial Issues in Business Ethics and Society*, by Lisa H. Newton & Maureen M. Ford. Guilford, CT: Dushkin Publishing Group, Inc., 1990, for *The Bulletin of the Association for Business Communication*, (1993), 56, 2, 46-47.

*Communicating in Business: Key to Success*, 7th ed. by William H. Bonner. Houston, TX: Dame Publications, 1992, for *The Bulletin of the Association for Business Communication*, (1993), 56, 1, 53-54.

*Ernie's War: The Best of Ernie Pyle's World War II Dispatches*, edited with a biographical essay by David Nichols, New York: Random House, Inc., 1986, for *Airpower Journal*, (1987) 1, 1, 80-81.

*Promotion Management: A Strategic Approach* by John J. Burnett, St. Paul MN: West Publishing Company, 1984, for *Journalism Quarterly*, (1986), 1, 906.

*The Age of Television* by Martin Eslin, San Francisco: Freeman, 1982; *The Early Window: The Effects of Television on Children and Youth*, 2nd Edition, by Robert M. Liebert, Joyce N. Sprokkin and Emily S. Davidson, New York: Pergamon, 1982; *The Interplay of Influence: Mass Media and Their Publics in News, Advertising and Politics* by Kathleen Hall Jamieson and Karlyn Kohrs Campbell, Belmont, CA: Wadsworth, 1983, for *The Journal of Broadcasting*, (1983), 27, 4, 428-430.

*The Communications Revolution* by Fredrick Williams, Beverly Hills, CA: Sage Publications, 1982, for *The Journal of Broadcasting*, (1983), 27, 1, 88-89.

*2081: A Hopeful View of the Human Future* by Gerard K. O'Neill, New York NY: Simon & Schuster, 1981, for *Air University Review*, (1982), 34, 1, 122-123.

*Teaching Television: How to Use TV to Your Child's Advantage* by Dorothy G. Singer, Jerome L. Singer, and Diana M. Zuckerman, New York NY: The Dial Press, 1981, for *The Journal of Broadcasting*, (1981), 25, 3, 315-317.

*The Wired Society* by James N. Martin, Englewood Cliffs, NJ: Prentice-Hall, Inc., 1978, for *Air University Review*, (1980), 31, 2, 118-119.

*Scott of the Antarctic* by Elspeth Huxley, New York, NY: Atheneum, 1978, for *Air University Review*, (1979), 31, 1, 107-108.

*Lindbergh Alone* by Brendan Gill, New York, NY: Harcourt Brace Jovanovich, 1977, for *Air University Review*, (1979) 30, 5, 88-90.

## **DISSERTATION TITLE**

The Introduction of Videotaped Instructional Material into the Curriculum of the United States Air Force Air Command and Staff College Associate Seminar Program: A Comparison of Educational Strategies. Syracuse University, 1980.

## **THESIS TITLE**

The Role of the Radio Corporation of America in Securing Federal Communications Commission Approval of an All-Electronic Compatible System of Television in Color, 1932-1953: A Descriptive Study. Temple University, 1970.

## **AWARDS AND HONORS**

**First Place, Business Schools. The Arthur W. Page Society Case Writing Competition in Corporate Communication** (2020). Directing Editor, *Johnson & Johnson: A Crisis Over Baby Powder*. Authors: Nicole Mastrocinque, Christina Beyer, Natasha Gunasekara.

**Faculty Honor Roll, Department of Management and Organization, Mendoza College of Business, University of Notre Dame** (2020). Designation awarded to faculty teaching multiple online courses during spring semester 2020 coronavirus pandemic.

**First Place, Business Schools. The Arthur W. Page Society Case Writing Competition in Corporate Communication** (2018). Directing Editor, *Apple, Inc.: Data Privacy and a Request from the FBI*. Authors: Cory Bailey, William Garland, and Luke Nitchals.

**Second Place, Business Schools. The Arthur W. Page Society Case Writing Competition in Corporate Communication** (2018). Directing Editor, *Honda Motor Company, Ltd.: Communication and the Takata Airbag Crisis*. Authors: Sonakshi Bahety, Briton Moffitt, and Walter Pruchnik.

**Distinguished Service Award, The Arthur W. Page Society** (2017). Presented September 18, 2017 at the Honors Dinner, Arthur W. Page Society annual meeting, Hotel Del Coronado, Coronado Island, California.

**Media Legend, The University of Notre Dame** (2017). For faithful support and famed contributions to the Office of Media Relations, University of Notre Dame. Presented November 27, 2017 at the Media Legends Reception, Dahnke Ballroom, Duncan Student Center, University of Notre Dame.

**First Place, Business Schools. The Arthur W. Page Society Case Writing Competition in Corporate Communication** (2017). Directing Editor, *Whole Foods Market, Inc.: Damage Control over Product Mislabeling*. Authors: Dylan Koehler, Stephanie Rearick, and Dustin Schoedel.

**Third Place, Business Schools. The Arthur W. Page Society Case Writing Competition in Corporate Communication** (2017). Directing Editor, *Airbnb: Scaling Safety with Rapid Growth*. Authors: Matthew Beck, William Foster, and Claire Kenney.

**Grand Prize, COMM PRIX Awards, Academic Case Writing. The Global Alliance for Public Relations and Communication Management** (2016). USI Universita della Svizzera Italiana, Lugano, Switzerland. Directing Editor, *Sony Pictures Entertainment, Inc.: A Cybersecurity Attack from North Korea*. Authors: Meredith Alexander, Ashley Chase, and Kelly Chase.

**First Place, Business Schools. The Arthur W. Page Society Case Writing Competition in Corporate Communication** (2016). Directing Editor, *Barney's New York: A Case of "Shop and Frisk."* Authors: Christopher Cellante and Timothy Kelly.

**Second Place, Business Schools. The Arthur W. Page Society Case Writing Competition in Corporate Communication** (2016). Directing Editor, *Sony Pictures Entertainment, Inc.: A Cybersecurity Attack from North Korea*. Authors: Meredith Alexander, Ashley Chase, and Kelly Chase.

**First Place, Business Schools. The Arthur W. Page Society Case Writing Competition in Corporate Communication** (2015). Directing Editor, *Starbucks Corporation: Tax Avoidance Controversies in the U.K.* (A) and (B). Authors: Jack Gay and Scott Manwaring.

**Second Place, Business Schools. The Arthur W. Page Society Case Writing Competition in Corporate Communication** (2015). Directing Editor, *Gilead Sciences and Sovaldi: The Cost of a Cure.* (A) and (B). Authors: Benjamin Budish, Chase Lane, and Richard Zaleski.

**Second Place, Business Schools. The Arthur W. Page Society Case Writing Competition in Corporate Communication** (2014). Directing Editor, *Bank of America's Debit Card Fee: Corporate Strategy vs. Consumer Perception* (A) and (B). Authors: Jessica Bonnano, Jason Guindon, Patrick Riley, and Jonathan Stevens.

**Third Place, Business Schools. The Arthur W. Page Society Case Writing Competition in Corporate Communication** (2014). Directing Editor, *Progressive Insurance: Paying a Lawyer to Defend Your Sister's Killer*. Authors: Ryan Heatherman and Ilza Swanepoel.

**First Place, Business Schools. The Arthur W. Page Society Case Writing Competition in Corporate Communication** (2012). Directing Editor, *Carnival Cruise Lines: Fire Aboard a Stranded Cruise Ship*. Authors: Russell Cramer, Sam De Lemos, and Laura Divel.

**Second Place, Business Schools. The Arthur W. Page Society Case Writing Competition in Corporate Communication** (2012). Directing Editor, *Groupon Goes Public: Communication Strategy and Challenges*. Authors: Jun Frank and Eric Sauerhoff.

**Third Place, Business Schools. The Arthur W. Page Society Case Writing Competition in Corporate Communication** (2012). Directing Editor, *Stoppage of Play: The Sony PlayStation Network Crash*. Authors: Xiao-Feng (John) Hsu and Shawn Do.

**Distinguished Publication on Business Communication, Association for Business Communication** (2010). Presented at the 75<sup>th</sup> Annual Convention of ABC in Chicago, Illinois, October 29<sup>th</sup>. Publication: *Management Communication: A Case-Analysis Approach*, 4/e (2010: Prentice Hall).

**Grand Prize. The Arthur W. Page Society Case Writing Competition in Corporate Communication** (2010). Directing Editor, *Domino's "Special Delivery": Going Viral Through Social Media*. Authors: Christine Vaughn and Adam Peeples.

**First Place, Business Schools: 2010, The Arthur W. Page Society Case Writing Competition in Corporate Communication.** Directing Editor, *Apple, Inc.: Transparency in Corporate Statements About the CEO*. Authors: Paul Kim, Jon Lee, and Steven Lee.

**Second Place, Business Schools. The Arthur W. Page Society Case Writing Competition in Corporate Communication** (2010). Directing Editor, *General Motors Corporation: Communicating a New Vision for Survival*. Authors: Lina Sorensen and Timothy Whitehead.

**Grand Prize. The Arthur W. Page Society Case Writing Competition in Corporate Communication** (2007). Directing Editor, *Google: Entrance into the Chinese Market and Government Censorship*. Authors: Brynn Harris and Allison Ogilvy.

**First Place, Business Schools. The Arthur W. Page Society Case Writing Competition in Corporate Communication** (2007). Directing Editor, *Bristol Myers Squibb: Patents, Profits, and Public Scrutiny*. Authors: Meghan Carter, Matthew McHale, and Thomas Triscari.

**Second Place, Business Schools. The Arthur W. Page Society Case Writing Competition in Corporate Communication** (2006). Directing Editor, *ChoicePoint: Personal Data and a Loss of Privacy*. Authors: Quinn Bailey and Benjamin Gilfillan.

**Third Place, Business Schools. The Arthur W. Page Society Case Writing Competition in Corporate Communication** (2006). Directing Editor, *Citigroup: Restoring Ethics and Image Before Growth*. Authors: David Lee and Julie Ann Ratliff.

**Second Place, Business Schools. The Arthur W. Page Society Case Writing Competition in Corporate Communication** (2005). Directing Editor, *Starbucks Corporation: Can Customers Breastfeed in a Coffee Shop?* Authors: Jennifer E. Bailey, Cameron A. McHale, and Shannon J. Rainer.

**John A. Kaneb Award for Excellence in Undergraduate Teaching** (2003-2004). University of Notre Dame award acknowledging superior teaching skills among faculty who have taught undergraduate students for five years or more. The prize includes public acknowledgment at the University's 159<sup>th</sup> Commencement Exercises and a cash award.

**Grand Prize. The Arthur W. Page Society Case Writing Competition in Corporate Communication** (2003). Directing Editor, *Wyeth Pharmaceuticals: Premarin, Prempro and Hormone Replacement Therapy*. Authors: Kathryn I.C. Huang and Megan E. Van Aelstyn

**First Place, General Submissions. The Arthur W. Page Society Case Writing Competition in Corporate Communication** (2003). Directing Editor, *Hershey Foods: It's Time to Kiss and Make Up*. Authors: Michaelyn McCoy and Laura Castrillo

**Second Place, Crisis or Issues Management. The Arthur W. Page Society Case Writing Competition in Corporate Communication** (2003). Directing Editor, *Martha Stewart Living Omnimedia, Inc.: An Accusation of Insider Trading*. Authors: Arianne R. Westby and Mary P. Moulton

**Grand Prize. The Arthur W. Page Society Case Writing Competition in Corporate Communication** (2002). Directing Editor, *Emulex, Incorporated: A Crash Course in Crisis Management*. Authors: Joshua Berlo and Joseph Worrell

**Outstanding Faculty / Most Popular Faculty.** Mendoza College of Business, University of Notre Dame. *Business Week Guide to the Best Business Schools: 1995-2003*.

**Gannett Foundation Teaching Fellow** (1985). Indiana University, Bloomington, Indiana.

**Third Place, Michael D. Meeks Award** (1980). Outstanding Paper in Broadcasting. Rocky Mountain Collegiate Press Association Convention.

**President, Doctoral Students Organization** (1976-1978). S. I. Newhouse School of Public Communication, Syracuse University, Syracuse, New York.

**Temple University Graduate Study Award** (1968-1969 and 1969-1970). School of Communication and Theater, Temple University, Philadelphia, Pennsylvania.

**Harold B. Fellows Memorial Scholarship** (1968-1969). National Association of Broadcasters.

**Dean's List Award** (1967-1968). College of Business Administration, University of Notre Dame, Notre Dame, Indiana.

**The General Dynamics Award** (1966). Air Force Reserve Officer Training Corps, University of Notre Dame, Notre Dame, Indiana.

## MILITARY SERVICE

Served from August 1970 to August 1990 as a commissioned regular officer in the United States Air Force. Promoted through ranks from second lieutenant to lieutenant colonel, and honorably retired following 20 years of service. Military decorations include the Meritorious Service Medal with one oak leaf cluster, the Joint Service Commendation Medal, the Air Force Commendation Medal, among others.

## PROFESSIONAL AND ACADEMIC TRAINING

*The Art and Craft of Discussion Leadership: A Seminar on Case Method Teaching.* Harvard Business School, Boston, Massachusetts, March 13-14, 1998.

*The Myers-Briggs Personality Type Indicator,* Administrator-Instructor Certification. Association for Psychological Type, Chicago, Illinois, May 13-16, 1992.

## PROFESSIONAL ASSOCIATION MEMBERSHIPS

**Australian Centre for Public Communication** (2003-2012)

A teaching and research centre of the University of Technology Sydney.  
*Member*, Editorial Advisory Board

**Academy of Management** (1994-2014)

*Member*, Social Issues Interest Group

**Arthur W. Page Society** (1998-present)

A select membership organization for senior public relations and corporate communications executives, practitioners, and academics.

*Trustee*, 2000-2014 (term limited). *Chairman's Council*, 2017-present

*Chair*, Business Schools Committee, 2001-2014 (transformed to sub-committee)

*Chair*, Educators Subcommittee (Membership), 2014-present

*Recipient*, Distinguished Service Award, 2017

**Association for Business Communication** (1991-2025)

*Chair, Ethics Committee, 1995-1999*

*Founding Director, Ethics Interest Group, 2000-2001*

**Beta Gamma Sigma** (1994-present)

Honorary Business Education Society

**Conference on Corporate Communication** (1997-present)

An annual Notre Dame conference on current issues and best practices

*Founding Director, 1997-present*

**Darden Leadership Communication Council** (2017-2020)

Darden School of Business, University of Virginia

*Invited Member, 2017-2020*

**Education Review of Business Communication** (2003-2005)

*Associate Editor, 2003-2005.*

**Hollingsworth Colborne & Associates** (1995-2002)

A full-service Atlanta, Georgia public relations firm

*Member, Board of Directors, 1995-2002*

**Institute for Public Relations** (2005-2011)

*Trustee, 2005-2011.*

**Journal of Business and Technical Communication** (1998-2003)

Board of Reviewers, 1998-2003.

**Management Communication Association** (1996-present)

*Conference Host and President, 2002.*

*Chair, Finance Committee, 2016-present.*

**Phi Delta Kappa** (1986)

Honorary Society of Educators

**The Reputation Institute** (2001-2015)

An association of scholars and practitioners

**Sigma Delta Chi** (1970-2000)

The Society of Professional Journalists

## **UNIVERSITY AND COLLEGE COMMITTEE ASSIGNMENTS AND SERVICE**

*University Committee to Select the Valedictorian for the Class of 2023.* March 30 – April 25, 2023. Appointed by Vice President and Associate Provost Daniel Groody, C.S.C.

*University Committee to Select the Valedictorian for the Class of 2022.* March 3 – April 25, 2022. Appointed by Vice President and Associate Provost Daniel Groody, C.S.C.

*University Committee to Select the Valedictorian for the Class of 2020.* February 21– April 22, 2020. Appointed by Vice President and Associate Provost Hugh Page.

*Department of Management & Organization Committee on Reappointment, Promotion, and Tenure.* October 2019 to 2021. Appointed by Department Chair Craig Crossland.

*University Committee to Select the Valedictorian for the Class of 2019.* April 8 – 17, 2019. Appointed by Vice President and Associate Provost Hugh Page.

*Faculty-in-Residence, University of Notre Dame (USA) in England.* Lived and taught at the Notre Dame Gateway, Marion Kennedy Fischer Hall, in Central London from January 9 through May 7, 2018. Instructed Business Communication, MGTO-34621. counseled students, delivered invited presentations, interacted in colloquia with professional colleagues in the Confederation for British Industry.

*University Committee to Select the Valedictorian for the Class of 2017.* April 5-19, 2017. Appointed by Vice President and Associate Provost Hugh Page.

*University Committee to Select the Valedictorian for the Class of 2016.* April 6-20, 2016. Appointed by Vice President and Associate Provost Hugh Page.

*University Committee to Select the Valedictorian for the Class of 2015.* April 7-22, 2015. Appointed by Vice President and Associate Provost Hugh Page.

*University Committee on Research, Library, and Special Professional Faculty Appeals.* 2012-2015. Elected by a vote of the faculty to a three-year term.

*Search Committee, Director of Undergraduate Studies, Mendoza College of Business.* 2011. Appointed by Dean Carolyn Woo to recruit, review, and select candidates to succeed the retiring undergraduate studies director.

*Curriculum Committee, Master of Nonprofit Administration, Mendoza College of Business.* 2005-2013. Appointed by Dean Carolyn Woo to review and advise on curricular content in the Notre Dame Master of Nonprofit Administration program.

*Admissions Committee, Master of Nonprofit Administration, Mendoza College of Business.*

2005-2013. Appointed by Dean Carolyn Woo to review and vote on the admission of applicants to the Notre Dame Master of Nonprofit Administration program.

*University Macebearer.* 2003-2004. Appointed by Notre Dame Registrar Harold L. Pace to carry the University Mace at ceremonial events, including Opening Liturgy, Baccalaureate, and Commencement.

*Co-Chair, Committee to Select Recipient of the Eugene D. Fanning Award,* Mendoza College of Business. 1996-Present. Appointed by Dean John G. Keane.

*University Committee on Admissions, Scholarships, and Financial Aid.* 1996-1999. Appointed to a three-year term by Notre Dame President, Rev. Edward A. Malloy, C.S.C.

*University Ad Hoc Committee on First-Year Writing.* 1995-1996. Appointed to a one-year term by Dean of the First Year of Studies, Dr. Eileen Kolman.

*Hesburgh Alumni Lecture Series.* 1993-present. Delivered lectures on Corporate Communication, Creativity, Media Relations, Persuasion, Reputation Management, and Social Media to Notre Dame Alumni Clubs across the United States, often several times a year.

*University Advisory Committee on First-Year Writing.* 1990-1999. Appointed to consecutive one-year terms by College of Arts and Letters Dean, Dr. Harold Attridge, September 1990. Renewed eight times.

*Faculty Liaison, President's Advisory Council for the College of Business.* 1991-1997. Elected by the Executive Committee of the Council, John W. Jordan II, Chairman.

*Captain of Ushers,* 1990-2020. Basilica of the Sacred Heart, University of Notre Dame. Organized volunteer ushers on behalf of the Basilica Rector and Campus Ministry for the 10:00 a.m. Solemn High Mass each Sunday, 50 weeks per year.