

Robert W. Rasberry

Department of Management and Organizations
Edwin L. Cox School of Business
Southern Methodist University
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EDUCATION

University of Kansas

- Ph.D. in Speech Communication and Human Relations.
- Major emphasis on Organizational Development and Human Behavior.
- Dissertation: *The Ethical Theories of Jacques Ellul as Applied to Watergate*. (A study in the communication of political lies.) .

North Texas State University

- M. S.in Communication Studies, minor in Business

Central State University

- B.A in Speech Communication, minors in both Business and Economics.

Human Rights Fellowship

- *Texas Human Rights Education Fellowship*. Awarded by Boone Family Foundation through the *Embrey Human Rights Program* at Southern Methodist University, May 2011-2013.

PUBLICATIONS: BOOKS

Advanced Business Communications. Co-authored with John Penrose and Robert Myers. Cincinnati: South-Western, 1989-1996 (4 editions).

Business Communication For Managers: An Advanced Approach. Co-authored with John Penrose and Robert Myers. Cincinnati: South-Western, 2004 (5th edition).

Effective Managerial Communication. Co-authored with Laura Lindsey. Belmont, CA: PWS-Kent, 1986; Cincinnati: South-Western, 1994 (2nd edition).

Employee Strategies For Career Success. Cincinnati: South-Western, 2004.

Power Talk. Co-authored with Niki Flacks. New York: The Free Press, 1982.

The "Technique" of Political Lying. Lanham, MD: University Press of America, 1981.

PUBLICATIONS: ARTICLES

"A Bibliography of Nonverbal Materials." *The 1977 Annual Handbook for Group Facilitators*. Edited by J. W. Pheiffer and J. B. Jones. La Jolla, California: University Associates, 1977, pp. 227-237.

"A Collection of Nonverbal Communication Research." *The Journal of Business Communication*. Summer 1979, pp. 21-29.

"A New, Unique and Total Business Communication Program." Sam J. Bruno, Editor, *Communication Update: Research, Education, and Status*. (Proceedings for the Southwest American Business Communication Association Conference.) Houston: University of Houston at Clear Lake City, 1979, pp. 127-133.

"A Quick and Simple Guide to Understanding Annual Reports." *American Business Communication Association Bulletin*. July 1978, pp. 34-36.

"Corporate 'Single-Mindedness' and the Executive Family." *The Collegiate Forum*. Winter 1979, pp. 11-12.

"Baseball Game: Group Membership Functions." *The 1980 Annual Handbook for Group Facilitators*. Edited by J. W. Pheiffer and J. B. Jones San Diego, California: University Associates, 1980.

"Giving Your Personality Poise and Presence." *New Woman*. June 1984, pp. 108-115. Co-authored with Niki Flacks.

"Listening: Hearing and Understanding What Other People Say." *Legal Assistant Today*. November/December 1987, pp. 45-47, 75-78. Co-authored with Laura Lemoine.

"Management Traits and Styles: What Makes a Manager a Leader?" *Legal Professional*. July/August 1989, pp. 26-28, 30, 32, 34. Co-authored with Laura Lemoine.

"M.B.A. Orientation Simulation for Managing Time and the Areas of One's Life." Daniel C. Brenenstuhl and William D. Biggs, Editors, *Experiential Learning Enters the Eighties*. Tempe, Arizona: Bureau of Business and Economic Research, Arizona State University, 1980, pp. 112-115.

"Maximizing Communication Learning Opportunities in Business Schools." Sam J. Bruno, Editor, *Unfurling Communication's Colors in the 80's*. (Proceedings for the 1980 American Business Communication Association National Conference.) Houston: University of Houston at Clear Lake City, 1980, pp. 15-22.

"Nonprint Research Material: A Method for Listing Footnote and Bibliography Sources." Arthur B. Smith, Editor, *People and Information: The Intermix for Successful Communication*.

(Proceedings for the 1981 American Business Communication Association National Convention.) Phoenix: Arizona State University, 1981, pp. 155- 162.

"Preparing For the Job Interview." *Legal Professional*. November/ December 1989, pp. 48, 50-53, 78, 82-83, 87-88. Co-authored with John Penrose and Robert Myers.

"Self Modification Course for Low Achieving Freshmen." *The Guidance Clinic*. April 1978, pp. 1-6.

"So To Speak." *American Way*. September 1982, pp. 106-108. Co-authored with Niki Flacks.

"The Attitude Game." *Today's Catholic Teacher*. February 1977, p. 68

"The Baseball Game: A Group Member Role Observation, Problem Solving Experience." Samuel C. Certo and Daniel C. Brennenstuhl, Editors, *In-sights Into Experiential Pedagogy*. Tempe, Arizona: Bureau of Business and Economic Research, Arizona State University, 1979, pp. 321-324.

"The Conscience of an Organization: The Ethics Office." *Strategy & Leadership*. Summer 2000, Volume 28, Issue 3.

"The Use of a Sports Event to Teach Problem Solving, Role Observation, and Impression Formation." *SIMAGES*, Spring 1980, pp. 13-14, 20-22.

PUBLICATIONS: COX LEADERSHIP SENTIMENT SURVEY

Quinones, M.A & R.W. Rasberry, "Dark Clouds Gathering?" *DCEO*, December 2015, pp. 50-51.

Quinones, M.A & R.W. Rasberry, "Gaining Momentum." *DCEO*, December 2014, pp. 59-61.

Quinones, M.A & R.W. Rasberry, "There's No Place Like Home." *DCEO*, December 2013, pp. 50-55.

Quinones, M.A & R.W. Rasberry, "Slow Train to Recovery." *DCEO*, December 2012, pp. 55-59.

Quinones, M.A & R.W. Rasberry, "Riding the Roller Coaster." *DCEO*, December 2011, pp. 49-53.

Quinones, M.A & R.W. Rasberry, "Guarded Optimism." *DCEO*, December 2010, pp. 47-51.

Quinones, M.A & R.W. Rasberry, "Light at the End of the Tunnel?" *DCEO*, November-December 2009, pp. 43-47.

Quinones, M.A & R.W. Rasberry, "An Island of Optimism." *DCEO*, December 2008, pp. 39-45.

Quinones, M.A & R.W. Rasberry, David E. Perryman, "SMU Cox CEO Sentiment Survey." *DCEO*, September 2007, pp. 29-35.

PROFESSIONAL PRESENTATIONS

A Problem Solving Approach to Ethical Decisions. American Society of Association Executives-Spring Convention, Anaheim, CA, March 1987.

A Study of How Fortune 100 Companies Communicate Ethics, Governance, Corporate Responsibility, Sustainability, and Human Rights. Association of Business Communication – Southwest, Albuquerque, NM, March 2013.

An Analysis of Ethical and Corporate Governance Codes Found in the 2006 Fortune 100 Companies. Association of Business Communication – Southwest, San Diego, CA, March 2007.

Are Fortune 500 Company Websites Accomplishing Their Mission? Association for Business Communication, Convention, San Antonio, TX, November 1998.

Are Your Students Listening? A Method for Putting Listening Instruction into the Business Communication Course. American Business Communication Association Southwestern Convention, San Antonio, TX, March 1980.

Communicating Ethical Values and Standards Across Continents and Cultures. Association for Business Communication, Convention, Atlanta, GA, October 2000.

Corporate Governance As Communicated on Websites of Fortune 100 Companies. Association for Business Communication Convention, Albuquerque, NM, October 2003.

Creating an Ethics Course Through Internet Resources. Association for Business Communication, Convention, Los Angeles, CA, November 1999.

Dealing Well with Mid-Life Crisis and Opportunities. American Society of Association Executives Spring Convention, Anaheim, CA, March 1984.

Debate on the SMU Campus: The Pros and Cons of Accepting a Presidential Library. Association of Business Communication, Washington, DC, October 2007.

Determining Where to Draw the Line: An Explanation of Ethics. American Society of Association Executives Spring Convention, Anaheim, CA, March 1987.

Effective Oral Communication: A Method for Inclusion Into Every Business Communications Program. American Business Communication Association Southeastern Convention, Lafayette, LA, March 1979.

Ethics and Candidate Preference, co-authored with Gayle R. Avant Southwest Public Administration Regional Conference, San Antonio, TX, November 1980.

Favorite Teaching Assignments, American Business Communication Association National Conference, Los Angeles, CA, November 1986.

Generational Differences Displayed in the 2008 Presidential Campaign, Association for Business Communication, Convention, Lake Tahoe, NV, November 1, 2008.

Hurricane Katrina's Crisis Communication Lessons. Association for Business Communication, Annual Convention, San Antonio, TX, October 26, 2006.

Increasing a Company's Ethical Participation and Image Through Its Web Site's Corporate Governance Content. Association for Practical and Professional Ethics, Cincinnati, OH, February 2004.

Lost in Translation. American Business Communication Association National Conference. Boston, MA, October 2004.

Meet-the-Press: Using Crisis Events For Communication Assignments, Association for Business Communication Conference: West and Southeast, New Orleans, LA, March 2003.

Meeting Threats and Opportunities in Speech Programs. Texas Speech Communication Association, Austin, TX, October 1976.

Start: A Simulation on Conflicts, Relationships and Time Management in the Life of New College Students. North American Simulation and Gaming Association, Asheville, NC, October 1980.

The Baseball Game: A Group Member Role Observation, Problem Solving Experience. Association for Business Simulation and Experiential Learning Conference, New Orleans, LA, April 1979. (This paper received an award for the most outstanding experiential learning simulation at the conference.)

The Communication of Ethical Behavior in Professions and Business. Association For Business Communication: Southwestern and Southeastern Conference, Orlando, FL March 2004.

The Role of Communication in Alternative Dispute Resolution. Association for Business Communication, Convention, Atlanta, GA, October 2000.

The Use of a Sports Event to Teach Problem Solving, Role Observation, and Impression Formation. North American Simulation and Gaming Association, Austin, TX, October 1979.

Time Management: A Simulation For Individual Effectiveness. North American Simulation and Gaming Association Annual Meeting, Washington D.C., October 1981.

PROFESSIONAL AFFILIATIONS

Association of Business Communication
Association of Practical and Professional Ethics
Christian Business Faculty Association

COURSES TAUGHT AT SMU

ETHICS COURSES

Accounting Ethics (BA)
Business Ethics and Social Responsibility (MBA & PMBA)
Corporate Ethics and Social Responsibility (BA)
Contemporary Problems: Ethical Issues (EMBA)
Corporate Responsibility and Ethical Leadership (BA)
Professional Ethics (MLA)

MANAGEMENT AND ORGANIZATIONAL BEHAVIOR COURSES

Honors Management and Organizations (BA)
Management and Organizations (BA)
Leadership and Culture (BA)
Organizational Leadership (MBA, PMBA and MLA)
Organizational Behavior and Business Policy (BA)
Business, Society and the Individual (BA)
Interpersonal and Group Behavior (MBA, PMBA and BA)

COMMUNICATION COURSES

Managerial Communication (MBA and EMBA)
Business Communication (BBA)

COMMITTEE SERVICE

SOUTHERN METHODIST UNIVERSITY

Master of Liberal Studies Academic Council, 1996 - 2009
University Subcommittee on Intellectual Property, 2000 - 2005
SMU Copyright Subcommittee, 2000 - 2004
SMU University Bookstore Subcommittee (Chair), 1995-2000
SMU Honor Council, 1997 - 2000
Faculty Senate Subcommittee on Economic Status of the Faculty, 2002-2006 (Chair)
Faculty Senate Policies Committee, 2007
Faculty Advising Committee, Maguire Center for Ethics and Public Responsibility –
1996-Present
Faculty Advisor RUF (Reformed University Fellowship) 1993-2010
Cox Community Partners Project
Cox MBA Policy Committee, 2014 – Present
Cox BBA Academic Advising Committee, 2008 – 2010
University Intellectual Property Committee, 1996-2004
University Judicial Hearing Board, 1997- 2002
University Admissions Council, 1998 - 2002
Committee on Academic Petitions, 2009 - 2013
Greater Dallas Business Ethics Award, 2002 - 2012

SERVICE (Association for Business Communication)

Ad Hoc Committee on Professional Ethics, 1998-2008

AWARDS

SMU Honor Our Professors Excellence (HOPE) Award, 2003, 2004
SMU Cox Outstanding BBA Teaching Award, 2007-2008

EMPLOYMENT

Cox School of Business, Southern Methodist University, Dallas, TX (1974 to present)

Assistant Professor of Management and Organizations

Designed the Communication Skills Program and directed it until the mid-1990S. At that time moved to the Management and Organization's Department and have been the primary instructor of the department's ethics courses.

University of Kansas, Lawrence, KA (1971 – 1974)

Assistant Director of Centennial College

Assisted in the overall direction and development of this small 2000 student sub-college within the College of Liberal Arts and Sciences.

Assistant to the Dean of Men

Responsibility included: supervision of student organizations; development of personnel programs, and direction of summer and fall orientation for freshmen students.

Assistant Instructor of Liberal Arts and Sciences

Taught two seminars: "Topics and Problems of a Changing Environment" and "Human Relations in University Life."

St. Cloud State University, St. Cloud, Minnesota (1969 – 1971)

Instructor of Speech Communications

Teaching duties included: Interpersonal Communications, Group Dynamics, Fundamentals of Public Speaking, and Persuasion.

CORPORATE /TRADE ASSOCIATION TOPICS

- Ethical Integrity: Where Do You Draw the Line?
- Transformation: Turning Quality Volunteers Into Dynamic Leaders
- Power Talk: Turning Ordinary Speakers Into Extraordinary Persuaders
- 21st Century Leadership
- Exemplary Leadership
- Finishing Strong: Revising the Life's Game Plan
- Designing A Life That Works
- Quality Customer Service
- Quality Service: Process, Design, and Improvement
- Improving Your Serve
- Management of Managers

CORPORATE CLIENT SAMPLING

Shell Oil, IBM, Sun Exploration and Production, AT&T Technology Systems, BeautiControl, LTV Missiles and Electronics, TU Electric, Alcon Surgical

PROFESSIONAL ASSOCIATION CLIENT SAMPLING

Society of Certified Public Accounting (Texas, Florida, Indiana)
National Secretaries Association
National Association of Realtors
Wholesale Grocers Association
American Heart Association
American College of Emergency Physicians
American Society of Association Executives
International Council of Library Association Executives
International Racquet Sports Association
Pencil Makers Association
Photo Marketing Association
National Utility Contractors Association
Underground Contractors Association
The Business Roundtable
American Oil Chemists Society
Adhesives Manufacturing Association

Founding Elder at Park Cities Presbyterian Church, August 1991 – Presently Serving.