

VITA: N. Lamar Reinsch, Jr.

Specialties: Management Communication and Leadership

1. Education

- Ph.D. (with honors), 1973; University of Kansas.
Speech Communication and Human Relations.
- M.A., 1970; Central Michigan University.
Rhetoric and Public Address.
- B.B.A., 1992; Abilene Christian University.
- B.A. (Summa cum Laude, Salutatorian), 1969; Abilene Christian University.
Communication.
- A.A., (Salutatorian), 1967; Lubbock Christian University.

2. History of Employment

- Faculty Co-Director, Executive Masters of Leadership, 2009-2010
- Professor of Management; McDonough School of Business, Georgetown University;
August, 2000 - present.
- Director, Center for Business and Public Policy, McDonough School of Business,
Georgetown University; 2002 - 2004.
- Coordinator; Area of Management (HRM, Management Communication, Organizational
Behavior); McDonough School of Business; August, 2000 - January, 2003.
- Associate Professor of Management Communication; Georgetown University; May 1994
- July, 2000; tenured 1994.
- Associate Dean for Graduate Business Programs; Georgetown School of Business; July
1996 - June, 1999.
- Coordinator; Area of Management (HRM, Management Communication, Strategy,
Organizational Behavior); Georgetown School of Business; September 1993 -
July 1996.
- Visiting Associate Professor of Management Communication; Georgetown University;
July 1992 - May 1994.
- Chairman; Department of Management Sciences; Abilene Christian University; August
1989 - May 1992.
- Professor of Management Sciences; Abilene Christian University; July 1984 - June 1992;
tenured 1990; on leave 1992-1994.

Associate Professor of Speech Communication; Oklahoma State University; June 1980 - May 1984; tenured 1980.

Assistant Professor of Speech Communication; Oklahoma State University; September 1977 - May 1980.

Division Director; Communication, Rhetoric, and Public Address; Western Illinois University; May 1975 - May 1977.

Assistant Professor of Communication Arts and Sciences; Western Illinois University; September 1973 - May 1977.

Assistant Instructor of Speech Communication and Human Relations; University of Kansas; September 1972 - May 1973.

N.D.E.A. Title IV Graduate Fellow; University of Kansas; September 1970 - May 1973.

Administrative Assistant to Department Chairman; Central Michigan University; January 1970 - May 1970.

Assistant Debate Coach; Central Michigan University; September 1969 - May 1970.

Graduate Teaching Assistant, Department of Speech Communication; Central Michigan University; September 1969 - May 1970.

3. Honors and Professional Service

Editorial Board, Journal of Business Communication, 1994-present.

Distinguished Member Award, Association for Business Communication, October 2008

Outstanding 2003 article in *Business Communication Quarterly* (with Ameeta Patel)

Irwin Distinguished Paper Award, Southwest Association for Business Communication, 2001.

Chair, Nominations Committee, Association for Business Communication, 2000-2001.

President, Association for Business Communication, 1999-2000.

First Vice-President, Association for Business Communication, 1998-1999.

Second Vice-President, Association for Business Communication, 1997-1998.

Editorial Board, Management Communication Quarterly, 1992-2000.

Member, Board of Directors, Association for Business Communication, 1996-1999.

Distinguished Publication in Business Communication Award, 1998.

Outstanding Professor, IEMBA, Class of 1996.

Editor, Journal of Business Communication, 1989-1994.

Outstanding Researcher Award, Association for Business Communication, October 29, 1993.

Alpha Kappa Psi Award for Distinguished Publication in Business Communication, 1991.

Distinguished Paper Award, Southwest Federation of Administrative Disciplines, 1989.

Associate Editor, Journal of Business Communication, 1987-1989.

Distinguished Paper Award, Southwest Federation of Administrative Disciplines, 1984.

Editor, Journal of the Oklahoma Speech Communication Theater Association, 1983-1984.

Associate Editor, Journal of the Oklahoma Speech Communication Theater Association, 1982-1983.

Outstanding Teacher, College of Arts and Sciences, Oklahoma State University, 1979
N.D.E.A. Graduate Fellow, 1970-1973

4. Selected Publications

Refereed Journal Articles

Reinsch, N. L., Jr.; Turner, J. W.; & Tinsley, C. H. 2008. "MultiCommunicating: A Practice Whose Time Has Come?" Academy of Management Review, 33(2): 391-403.

Turner, J. W. , & Reinsch N. L. Jr. 2007. "The Business Communicator as Presence Allocator: Multi-communicating, Equivocality, and Status at Work." Journal of Business Communication, 44(1), 36-58.

Turner, J. W., Thomas, R. J., & Reinsch, N. L. Jr. 2004. "Willingness to Try a New Communication Technology: Perceptual Factors and Task Situations in a Health Care Context," Journal of Business Communication, 41(1), 5-26.

Patel, Ameeta, & Lamar Reinsch. (2003). "Companies Can Apologize: Corporate Apologies and Legal Liabilities." Business Communication Quarterly 66, 9-25.

Shelby, Annette N., & Reinsch, N. Lamar Jr. (2003). "Writing in Noninterpersonal Settings: Rhetorical Choices by Nonprofessional Writers in Letters to a Senator." Journal of Business and Technical Communication 17, 50-83.

Reinsch, N. L. Jr. (1999) "Selected Communication Variables and Telecommuting Participation Decisions: Data from Telecommuting Workers." Journal of Business Communication 36, 247-260.

Reinsch, N. L. Jr., & Shelby, A. N. (1997). "What Communication Abilities Do Practitioners Need? Evidence from MBA Students." Business Communication Quarterly 60(4), 7-29

Reinsch, N. L. Jr. (1997). "Relationships Between Telecommuting Workers and Their Managers: An Exploratory Study." Journal of Business Communication 34, 343-369. (Distinguished Publication in Business Communication Award)

Reinsch, N. L. Jr. (1996). "Business Communication: Present, Past, and Future." Management Communication Quarterly 10, 27-49.

- Reinsch, N. L. Jr., & Shelby, A. N. (1996). "Communication Challenges and Needs: Perceptions of MBA Students." Business Communication Quarterly 59(1), 36-53.
- Reinsch, N. L. Jr. (1996). "Management Communication Ethics Research: Finding the Bulls-Eye." Management Communication Quarterly 9, 349-358.
- Reinsch, N. L. Jr., & Reinsch, J. W. (1996). "Some Assessments of Business Communication Scholarship from Social Science Citations." Journal of Business and Technical Communication 10, 28-47.
- Shelby, A. N., & Reinsch, N. L. Jr. (1995). "Positive Emphasis and You-Attitude: An Empirical Study." Journal of Business Communication 32, 303-327.
- Reinsch, N. L. Jr., and Beswick, Raymond W. (1995). "Preferences for Sending Word Processed versus Handwritten Messages: An Exploratory Study." Journal of Business and Technical Communication 9, 42-62.
- Reinsch, N. L. Jr., and Lewis, Phillip V. (1993). "Author and Citation Patterns for The Journal of Business Communication, 1978-1992." Journal of Business Communication 30, 435-462.
- Mitchell, William J., Phillip V. Lewis, & N. L. Reinsch, Jr. (1992). Bank ethics: An exploratory study of ethical behaviors and perceptions in small, local banks. Journal of Business Ethics 11, 197-205.
- Reinsch, N. L., Jr., & Monty L. Lynn. (1992). Measuring diversification in small businesses: Some preliminary explorations. Southwestern Business Review 2, 83-94.
- Reinsch, N. L., Jr., & Raymond W. Beswick. (1990) Voicemail versus conventional channels: A cost analysis of individuals' preferences. Academy of Management Journal 33, 801-816. (Distinguished Publication in Business Communication Award)
- Lynn, Monty L., & N. L. Reinsch Jr. (1990) Diversification Patterns Among Small Businesses. Journal of Small Business Management 28(4), 60-70.
- Reinsch, N. L., Jr., Cam Monroe Steele, Phillip V. Lewis, Michael Stano, & Raymond W. Beswick. (1990) Measuring telephone apprehension. Management Communication Quarterly 4, 198-221.
- Reinsch, N. L. Jr. (1990). Ethics research in business communication: The state of the art. Journal of Business Communication 27, 251-272.

- Lewis, Marilyn H., & N. L. Reinsch Jr. (1988). Listening in organizational environments. Journal of Business Communication 25(3), 49-67.
- Beswick, Raymond W., & N. L. Reinsch Jr. (1987). Attitudinal responses to voice mail. Journal of Business Communication 24(3), 23-35.
- Reinsch, N. L. Jr. (1985). Technology aversion (with implications for education and training). Office Systems Research Journal 4(1), 9-20.
- Reinsch, N. L. Jr., & Phillip V. Lewis. (1984). Communication apprehension as a determinant of channel preferences. Journal of Business Communication 21(3), 53-61.
- Reinsch, N. L. Jr., Phillip V. Lewis, & Paul D. Harper. (1983) The invisible phone. Association for Communication Administration Bulletin, No. 44, pp. 64-67.
- Hardie, Patricia Gasiorek, & N. L. Reinsch Jr. (1983). An exploratory study of career decision making in dual career couples: Interviews with selected women. Journal of the Oklahoma Speech Theater Communication Association, No. 6, pp. 25-33.
- Reinsch, N. L. Jr. (1982). Ebony angel? Organizational communication and the telephone. Journal of the Oklahoma Speech Theater Communication Association, No. 5, pp. 1-12.
- Sherblom, John, & N. L. Reinsch Jr. (1981). Persuasive intent as a determinant of phonemic choice. Journal of Psycholinguistic Research, 10: 639-648.
- Sherblom, John, & N. L. Reinsch Jr. (1981). Stylistic concomitants of persuasion in conversations. Communication Quarterly, 29: 55-63.
- Reinsch, N. L. Jr., & Michael Stano. (1981). Telephone apprehension. Journal of the Oklahoma Speech Theater Communication Association, No. 4, pp. 24-29.
- Reinsch, N. L. (1980, January). The job search: Some preliminary data on communication graduates. Association for Communication Administration Bulletin, No. 31, pp. 87-89.
- Reinsch, N. L. Jr., & Michael Stano. (1980). Interviewing: An emphasis for the 80's. Journal of the Oklahoma Speech Communication Association, No. 3, pp. 48-56.
- Dempsey, Richard H., & N. L. Reinsch Jr. (1980). Credibility, attention and learning. Journal of the Illinois Speech and Theatre Association, 34(1), 55-62.

Reinsch, N. L. Jr. (1979). Receivers' perceptions of brief written messages. Southern Speech Communication Journal, 45: 27-36.

Meister, Janis E., & N. L. Reinsch Jr. (1978). Communication training in Illinois manufacturing firms. Communication Education, 27: 235-244.

Reinsch, N. L. Jr. (1974). Figurative language and source credibility: A preliminary investigation and reconceptualization. Human Communication Research, 1: 75-80.

Reinsch, N. L. Jr. (1971). An investigation of the effects of the metaphor and simile in persuasive discourse. Speech Monographs, 38: 142-145.

Books and Chapters

Reinsch, N. L. Jr. (in press; May, 2009). "Management Communication." In Francesca Bargiela-Chiappini (Ed.), The Handbook of Business Discourse (pp. 279-291). Edinburgh, UK: University of Edinburgh Press.

Sherblom, J. C., Reinsch, N. L. Jr., & Beswick, R. W. (2001). Intersubjective semantic meanings emergent in a work group: A neural network content analysis of voice mail. In Mark D. West (Ed.), Progress in communication sciences (Vol. 17): New directions in computer content analysis (pp. 33-50). Norwood, NJ: Ablex.

Reinsch, N. L. Jr. (1991). Working for God. In Matt Morrison (Ed.) Sparks that leap: Essays on faith and learning (pp. 129-139). Abilene: ACU Press.

Lewis, Phillip V., & N. L. Reinsch Jr. (1989). The ethics of business communication. In R. J. Brockmann & F. Rook (Eds.), Technical communication and ethics (pp. 29-44). Washington, D.C.: Society for Technical Communication.

Reinsch, N. L. Jr. (1988). Analyzing numerical data. In P. G. Campbell, T. Housel, & K. O. Locker (Eds.), Conducting research in business communication (pp. 113-155). Urbana: Association for Business Communication.

Reinsch, N. L. Jr. (1984). Communication and meaning in the information society. In M. J. Bugeja & R. Ferguson (Eds.), Southwest cultural heritage festival 1983: Selected faculty papers (pp. 31-38). Stillwater: Oklahoma State University Press.

Reinsch, N. L. Jr. (1983). Teleconferencing. In R. W. Beswick & A. B. Williams (Eds.), Information systems and business communication (pp. 85-97). Urbana: American Business Communication Association.

Reinsch, N. L. Jr. (1982). Mediated interaction and communication technologies in Oklahoma. In W. D. Baird, D. N. Brown, & W. H. Pixton (Eds.), Southwest cultural heritage festival 1981: Selected faculty papers (pp. 29-36). Stillwater: Oklahoma State University Press.

Stano, Michael, & N. L. Reinsch Jr. (1982). Communication in interviews. Englewood Cliffs, NJ: Prentice-Hall.

Other publications (selected)

Reinsch, N. L. Jr., & Turner, J. W. 2006. "Ari R U There? Re-orienting business communication for a technological era" (invited commentary for special issue). *Journal of Business and Technical Communication*. 20.3, 339-356.

Reinsch, N. L., Jr. (2003). "Safety is Never an Accident: Working Together to Improve Safety in the Workplace." Vital Speeches of the Day, 69(22), 690-693.

Reinsch, N. L., Jr. (2001). "Communication is Fundamental to Business Performance." Executive Speeches, 16(1), 20-23.

Reinsch, N. L., Jr. (2001). "Business Performance: Business Communication is a Compound, Not a Mixture." Vital Speeches of the Day, 67(1), 172-174.

Reinsch, N. L. Jr. (1997) "On the Road to Maturity" (invited commentary for special issue). Journal of Business Communication 34, 220-226.

Reinsch, N. L. Jr. (1996). New Times Demand New Degree Programs. Vital Speeches of the Day 62(19), 592-594.

Shelby, A. N., & Reinsch, N. L. Jr. (1996). The Communication Audit: A Framework for Teaching Management Communication. Business Communication Quarterly, 59(2), 99-108.

Reinsch, N. L. Jr. (1993). "The Mission of a University is to Create Knowledge." Vital Speeches of the Day, 59(16), 501-503.

Reinsch, N. L. Jr. (1993). Why don't we do better research? Journal of Business Communication, 30, 200-201.

Reinsch, Lamar (1991). Editorial: Boundaries and banners. Journal of Business Communication 28, 97-99.

Reinsch, N. L. Jr. (1984). Speech: Its present status and its future prospect. Transcript of a speech by Wayne C. Minnick. Journal of the Oklahoma Speech Theater Communication Association, No. 7, pp. 1-6.

Reinsch, N. L. Jr., & Frederick L. Kolch. (1982). The Presidency of the United States: A transcript of a speech by Harry Truman. Payne County Historical Review, 3(2), 2-17.

Reinsch, N. L. Jr. (1982). Truman in Stillwater: A textual perspective. Payne County Historical Review, 3(2), 18-21.

5. Conference Presentations and Proceedings (partial)

Reinsch, N. Lamar, Jr. 2008 (November 1). Leading in Failure: Strategic Leadership Tasks. Association for Business Communication. Incline Village, NV. (See # 3)

Reinsch, N. Lamar, Jr. & Jeanine Warisse Turner. 2008 (November 1). How Campus and Community Leaders Communicate. Association for Business Communication. Incline Village, NV.

Reinsch, N. Lamar, Jr. 2008 (October 13). Leading in Defeat [A Workshop]. Re-envisioning Leadership for a Hope-filled Future. Atlanta, GA: Emory University, Candler School of Theology.

Turner, Jeanine Warisse, & N. Lamar Reinsch, Jr. 2008 (October 12). Successful and Unsuccessful Episodes of MultiCommunicating. Institute for Operations Research and the Management Sciences (INFORMS). Washington, DC.

Reinsch, N. Lamar, Jr., Jeanine Warisse Turner, & Rebecca D. Heino. 2008 (October 12). Presence and Productivity in Virtual and Blended Workplaces. Institute for Operations Research and the Management Sciences (INFORMS). Washington, DC.

Reinsch, N. L. Jr., & Turner, Jeanine Warisse. (2005, November). "Polychronic Communication in the Workplace: The Temporal Structure of Connected Time." National Communication Association, Boston, MA.

Reinsch, N. Lamar Jr. (2005, May 26). "Written and Spoken Words: The Power of communication in the Public Sphere." Association for Business Communication, Copenhagen, Denmark

- Reinsch, N. Lamar Jr., & Jeanine Warisse Turner. (2005, May 26). "The Rhetor as Self-Organizing System: A Fresh Perspective for Communication Education." Association for Business Communication, Copenhagen, Denmark
- Reinsch, N. Lamar Jr., & Jeanine Warisse Turner. (2004, August 29). "Can a Metaphor Make a Memorandum Persuasive?" Association for Business Communication, Boston, MA.
- Reinsch, N. Lamar Jr. (2004, August 29). "Making Knowledge in Business Communication" (panel). Association for Business Communication, Boston, MA.
- Reinsch, N. Lamar Jr., & Jeanine Warisse Turner. (2004, August 28). "Who Can Apologize? Reflections on Richard Clarke's Statements Before the 9/11 Commission." Association for Business Communication, Boston, MA.
- Turner, Jeanine Warisse, & N. Lamar Reinsch, Jr. (2004, August 10). "Is It the Person or the Situation: Antecedents and Consequences of Polychronic Communication." Academy of Management, New Orleans, LA.
- Turner, Jeanine Warisse, & N. Lamar Reinsch, Jr. (2004, August 9). "'Except When It's My Boss': An Exploratory Study of Intent to Communicate Polychronically." Academy of Management, New Orleans, LA.
- Reinsch, N. L., Jr. (2003, May 29). "Workplace Safety: An Opportunity for Management Communication." Association for Business Communication, Lugano, Switzerland.
- Reinsch, N. L., Jr. (2002, October 26). "New Directions for Communication in Business." Association for Business Communication, Cincinnati, OH.
- Reinsch, N. L., Jr., & Kangwu Xi. (2002, October 25). "The U.S. Letter to China: A Case Study in Institutional 'Apology'," Association for Business Communication, Cincinnati, OH.
- Reinsch, N. L., Jr. (2002, October 5). "'Done on Earth': From Withdrawal to Engagement," Sharing Stories of Vocation Conference, Pepperdine University, Malibu, CA.
- Reinsch, N. L., Jr. (2002, July 20). "Christian Faith and the Life of the Mind (A Child of the Stone-Campbell Movement Among the Jesuits)," Colleagues in Jesuit Business Education, Philadelphia, PA.
- Patel, Ameeta, & N. L. Reinsch, Jr. (2002, May 25). "Corporate Apologies and Legal Liabilities." International Conference on Corporate Reputation, Boston, MA.

Shelby, Annette N., & N. Lamar Reinsch, Jr. (2001, March). "Appeal and Structure in Indirectly-Targeted, Non-Interpersonal Advocacy: A Study of Letters to a Senator." Paper presented at the annual meeting of the Association for Business Communication, Southwest Region, New Orleans, LA.

Reinsch, N. L., Jr. (2000, August 10). "Communication Competence for Managers: Some Perspectives." Paper presented at the Association for Business Communication International Conference, Kyoto, Japan.

6. Professional Organization Memberships

Academy of Management
Association for Business Communication
International Communication Association
National Communication Association
Religious Speech Communication Association