

# Michael J. Meredith, Ph.D.

## Curriculum Vitae

### Present Title

#### **Clinical Associate Professor of Management and Corporate Communication**

*Kenan-Flagler Business School*

The University of North Carolina at Chapel Hill

4712 McColl Building; CB 3490 • Chapel Hill, NC 27599

Phone: (919) 962-9687 • Fax: (919) 962-4425

Email: [michael\\_meredith@kenan-flagler.unc.edu](mailto:michael_meredith@kenan-flagler.unc.edu)

Twitter: @ProfMeredith

### Teaching Experience

- Present                    **MAC 775: Professional Communication for Accountants**, Masters in Accounting Program, Kenan-Flagler Business School, University of North Carolina at Chapel Hill (course professor)
- 2013 – Present           **MBA 803/804: Executive Business Communication**, OneMBA Program, Kenan-Flagler Business School, University of North Carolina at Chapel Hill (hybrid blended course; architect and professor).
- 2012 – Present           **MBA 804C: Business Communication**, MBA@UNC, Kenan-Flagler Business School, University of North Carolina at Chapel Hill (synchronous online professor).
- 2010 – Present           **BUSI 401: Management and Corporate Communication**, Kenan-Flagler Business School, University of North Carolina at Chapel Hill (course professor).
- 2011                        **MBA 812: Strategic Communication and Social Media**, Kenan-Flagler Business School, University of North Carolina at Chapel Hill (course architect and professor).
- 2005 – 2007              **JOUR 201: Journalism Techniques for Non-Majors**, Bowling Green State University (section lecturer and writing lab leader).
- 2005                        **IPC 102: Speech Communication**, Bowling Green State University (section lecturer).
- 2004                        **TCOMM 255: International Telecommunication Systems**, Bowling Green State University (Teaching Assistant for Dr. Ewart Skinner).

## Honors & Special Recognition

- 2015                    **Promotion to Associate Professor** – Received early promotion (5 years) to title of Associate Professor
- 2015                    **Nomination for 2015 Weatherspoon Award** – nominated by students for 2015 Weatherspoon Excellence in Undergraduate Teaching at the Kenan-Flagler Business School.
- 2014                    **MBA@UNC Faculty Collaboration Award** – Member of the Business Communication team receiving the only faculty award presented annually by MBA@UNC.
- 2012                    **Sponsoring Faculty for 1<sup>st</sup> Place Recipient of the ABC 10<sup>th</sup> Annual Student Writing Contest** – Student’s submission from my BUSI 401 course selected as best written response to an ABC business case scenario to the annual writing contest. Student’s paper selected for first place. Presented at the Association for Business Communication 77<sup>th</sup> Annual Convention, Honolulu, HI.
- 2011                    **Outstanding Dissertation Award** – Presented at the Association for Business Communication 76<sup>th</sup> Annual Convention, Montreal, CAN.
- 2009                    **The Triple Crown Award** – Sales Award, Edward Jones Investments.
- 2007                    **Top Paper** – American Forensics Association at the National Communication Association in Chicago, IL.
- 2007                    **Top Paper: The Equid Novi Award** – International Communication Division of the Association for Education in Journalism & Mass Communication in San Francisco, CA.
- 2006                    Identified specifically among **“Generation Next”** for the discipline of business communication – *Business Communication Quarterly*.

## Publications

- Meredith, M. J. (2015). Using online platforms to develop slide design and virtual presentation skills (in D.J. Whalen’s *Let Favorite Assignments Ring: Sharpening Communication Tools and Self & Career Development*). *Business & Professional Communication Quarterly*, 78(2), 244-266.
- Meredith, M. J. (2012). Strategic Communication and Social Media: An MBA Course from a Business Communication Perspective. *Business Communication Quarterly*, 75, 99-95.
- Croucher, S. M., Long, B. L., Meredith, M. J. Oommen, D., & Steele, E. L. (2009). Factors predicting organizational identification with intercollegiate forensic teams. *Communication Education*, 58, 74-79.

## Refereed Proceeding

Meredith, M. J. (2010). Synergy with sales: Reexamining the study of personal selling in business communication. *Proceedings of the 2010 Association for Business Communication Annual Convention*, 75th Chicago, IL, October 28-30.

## Book Reviews

Meredith, M. J. (2011). Review of *The Consuming Instinct: What Juicy Burgers, Ferraris, Pornography, and Gift Giving Reveal about Human Nature* by Gad Saad. *Choice: Current Reviews for Academic Libraries*.

Meredith, M. J. (2006a). Review of *Applying Communication Theory for Professional Life: A Practical Introduction* by Marianne Dainton and Elaine D. Zelle. *Business Communication Quarterly*, 69, 229-332.

Meredith, M. J. (2006b). Review of *Successful Change Management: The Fifty Key Facts* by Gwen Ventris. *Business Communication Quarterly*, 69, 348-351.

## Conferences & Seminars

Meredith, M. J. (2014a). *Using Design Best Practices to Recreate SlideShare Presentations*. My Favorite Assignment presentation at the Association for Business Communication 79<sup>th</sup> Annual Convention, Philadelphia, PA.

Nickerson, C., Meredith, M. J., & Whalen, J. (2014b). *Everything You Wanted to Know About ABC Awards (But Were Afraid to Ask)*. Panel developed for the Association for Business Communication 79<sup>th</sup> Annual Convention, Philadelphia, PA.

Meredith, M. J. (2013). *The Evil Email*. My Favorite Assignment presentation at the Association for Business Communication 78<sup>th</sup> Annual Convention, New Orleans, LA.

Meredith, M. J. (2012a). *Integrating Digital / Social Media in the Business Communication Course*. Taught seminar at Business Communication Boot Camp, University of NC.

Meredith, M. J. (2012b). *Integrating Career Communication in a Business Communication Classroom*. Taught seminar at Business Communication Boot Camp, University of NC.

Meredith, M. J. (2011). *How Does Social Media Fit into Your Communication Strategy?* Featured presentation for the annual HME Business Summit, Charlotte, NC.

Meredith, M. J. (2011a). *The Development of an MBA Level Course in Social Media*. Paper presented at the Association for Business Communication 76<sup>th</sup> Annual Convention, Montreal, CAN.

- Meredith, M. J. (2011b). *Developing Impact in Business Communication Research: Identifying Current and Prospective Disciplinary Research Streams*. Paper presented at the Association for Business Communication 76<sup>th</sup> Annual Convention, Montreal, CAN.
- Meredith, M. J. (2010a). *Synergy with Sales: Reexamining the Study of Personal Selling in Business Communication*. Paper presented at the Association for Business Communication 75<sup>th</sup> Annual Convention, Chicago, IL.
- Meredith, M. J. (2010b). *Developing Research in Business Communication: Building Impact through Research with Thomas Kuhn's The Structure of Scientific Revolutions*. Paper presented at the Association for Business Communication 75<sup>th</sup> Annual Convention, Chicago, IL.
- Meredith, M. J. (2009). *In Search of Academic Mutualism: Advocating the Pursuit of Shared Benefit between the Study of Business Communication and Personal Selling*. Paper presented at the Association for Business Communication 74<sup>th</sup> Annual Convention, Portsmouth, VA.
- Meredith, M. J. (2007). *Building and Expanding the Influence of Business Communication: Identifying Gaps and Seizing Need Opportunities for Differentiation in the Discipline*. Paper presented at the Association for Business Communication 72<sup>nd</sup> Annual Convention, Washington, D.C.
- Croucher, S. M., Long, B. L., Meredith, M. J., Lamb, M. D., Steele, E. L., & Oommen, D. (2007). *Organizational Identification and Social Identification in Intercollegiate Forensics: An Analysis of How Identifying with a Forensics Team Can Influence Social Identity*. Paper presented at the annual conference of the National Communication Association, Chicago, IL. Top paper in Forensics and Argumentation for American Forensics Association.
- Melkote, S. R., Turner, J., & Meredith, M. (2007). *Objectivity in News During a Time of Impending War: An Examination of Coverage in the New York Times prior to 2003 Iraq War*. Paper presented at the annual conference of the International Communication Association, San Francisco, CA. Top paper in International Communication Division for the Association for Education in Journalism and Mass Media Consumption.
- Meredith, M. J. (2007). *Research Trends and Online Journalism for the Millennial Generation*. Faculty Workshop Facilitator, Department of Journalism, Bowling Green State University.
- Meredith, M. J. (2006). *Convergence and Media Ownership's Impact on Journalistic Writing*. Featured session presenter at Bowling Green State University's 2006 Great Lakes Interscholastic Press Association (GLIPA) Workshop, Bowling Green, OH.
- Meredith, M. J. (2006). *Utilizing BlackBoard in the Journalism Classroom*. Faculty Workshop Facilitator (first-ever student lecturer asked to lead full-time faculty workshop for the department), Department of Journalism, Bowling Green State University.

## Press Contribution

- Alsopp, R. (2013, August 29). Interview: *The crucial skills new hires lack*. BBC (online <http://www.bbc.com/capital/story/20130828-the-crucial-skill-new-hires-lack>)

### Reviewing & Refereeing Activities

- 2013 – Present      **Ad Hoc Manuscript Reviewer**, Business and Professional Communication Quarterly (formerly Business Communication Quarterly).
- 2011 – Present      **Ad Hoc Manuscript Reviewer**, International Journal of Business Communication (formerly Journal of Business Communication).
- 2014 – Present      **Judge**, MBA Core Case Competition (Annually), Kenan-Flagler Business School (Case clients include Burt's Bees, and Eli Lilly).
- 2013 – Present      **Selection Committee Member**, Association for Business Communication Outstanding Dissertation Award by the Association for Business Communication.
- 2012                  **Selection Sub-Committee Member**, Kitty O. Locker Outstanding Researcher Award by the Association for Business Communication.
- 2009                  **Paper Referee**, Academy of Management Annual Meeting, Managerial and Organizational Cognition Division (MOC).
- 2008                  **Judge**, Osman C. Hooper Newspaper Award.

### Executive Training & Consulting Engagements

- 2012 – Present      **Speaker on Social Media**, Executive Development Institute, University of North Carolina; Deliver tailored business talk on social media annually to executives from Marathon Petroleum Corporation.
- 2011 – Present      **Presentation Skills Coach**, Duke Energy Executives, conducted annually for UNC Executive Development.
- 2012                  **Program Facilitator**, Executive Development Institute, University of North Carolina; Led seminar entitled, *Navigating the new normal: Considerations for leading the use of social media within the organizations*. Executives from organizations included Hershey Entertainment and Resorts, NASA – Langley Research Center, Michelin North America, Alsalam Aircraft Company, Naval Supply Systems Command, MFA Inc., Wyle Labs, Federal Reserve Bank of Atlanta in attendance; Delivered June, 5.
- 2012                  **Consultant**, Philips Healthcare, Presented webinar to approximately 100 participants entitled, *What's your social status? Considerations for integrating social media into your communication strategy*. Delivered online on February, 22.

2012 **Consultant**, All-States Medical Supply, provided advice for the company's development and implementation of social media within their organization.

2005 **Consultant / Planbook Writer**, Greater Toledo District of the American Red Cross.

### Undergraduate Honors Thesis, Honor's Contract, & Independent Studies

2014 **Independent Study Faculty Advisor**: Title: *The exploration of cross-cultural teams at the Kenan-Flagler Business School*. Advisee: Zack Hargett (Spring Semester).

2013 **Honor's Contract Advisor**: Title: *Structuration and its Applications in the Workplace*, Advisee: Devon Pinkus (Winter Semester).

2013 **Independent Study Faculty Advisor**: Title: *Does Social Media Play a Role in Film Marketing?* Advisee: Joyce Tam (Fall Semester).

2012 **Honor's Thesis Committee Member**: Title: *Communicating more than words (Computer mediated communication and negative emotion)*, Advisee: Kelsey Merlo, Presented April 6 and received "highest honors" designation.

2012 **Honor's Contract Advisor**: Title: *Communicating Professionally: A Student's Guide*, Advisee: Kathleen Hayes (Winter Semester).

### Service Activities

2013 – Present **Undergraduate Program Advisory Committee (UPAC)**, Nominated representative for the committee focusing on curriculum development and meeting AACSB's Assurance of Learning project for the KFBS.

2011 – Present **Research Committee Member**, Association for Business Communication.

2011 – Present **Research Sub-Committee Member**, *ABC Journal Ratings*, Association for Business Communication.

2010 – Present **Presentation Skills Coach**, EMBA Program (weekend), conducted annually at the Kenan-Flagler Business School.

2014 – Present **Presentation Skills Coach**, MBA@UNC Immersion, Kenan-Flagler Business School.

Present **Faculty Advisor for Future Business Leaders of America**, the KFBS Chapter.

Present	<b>Team Member</b> , Communication Area team member for “Top-Ten Initiative” at KFBS.
2015	<b>Red Team Reviewer</b> , STAR Project for Strata Solar.
2012 – 2015	<b>Faculty Search Committee Member</b> , Participated in search for permanent faculty member in Management and Corporate Communication Area, Kenan-Flagler Business School.
2011 – 2014	<b>Presentation Skills Coach</b> , OneMBA Program, conducted annually at the Kenan-Flagler Business School.
2014	<b>Proposal Editor</b> , Kenan Stadium Zero Waste Proposal, reviewed and edited proposal written by students intended for submittal to the UNC Athletic Department.
2011 – 2013	<b>Presentation Skills Coach</b> , EMBA Program (evening), conducted annually at the Kenan-Flagler Business School.
2012 – 2013	<b>Faculty Lead for Financial Futures Summer Youth Institute</b> , <i>joint program between UNC Kenan-Flagler Business School and Wells Fargo</i> , Taught annual session entitled <i>Presentations 101</i> for the program designed to provide support to minority and female high school students with career interests in the field of financial services.
2012 – 2013	<b>Moderator, E-Commerce Panel</b> , UNC Retail Conference, session leader for the session focusing on social and digital media held annually at the Kenan-Flagler Business School.
2012 – 2013	<b>Dean’s Book Club Member</b> , Participated in club dedicated to reading and discussing business books monthly with dean and other faculty/staff at the Kenan-Flagler Business School.
2011 – 2012	<b>Chair Faculty Search Committee</b> , Led search for two permanent faculty members in Management and Corporate Communication Area, Kenan-Flagler Business School.
2012	<b>“Social Media Guru,”</b> Guest speaker and architect contributor to Pat Garner’s BUSI 505: Entrepreneurial Consulting.
2011	<b>Committee Search Chair</b> , Visiting Faculty in Management and Corporate Communication Area, Kenan-Flagler Business School.
2008	<b>Constituent Reader</b> , Affirmative Direction Series: Readings in Diversity hosted by Bowling Green State University’s Office of Equity and Diversity.
2007 – 2008	<b>Vice-President/Chair</b> , Native American Unity Council, Bowling Green State University.

- 2005 – 2006      **Senator for School of Communication Studies**, Graduate Student Senate, Bowling Green State University.
- 2005 – 2006      **Graduate Representative**, Student Affairs Advisory Board, Bowling Green State University.
- 2005 – 2006      **Member**, Graduate Communication Association, Bowling Green State University.

### **Professional Background**

- Present            **Associate Professor**, University of North Carolina at Chapel Hill, Kenan-Flagler Business School.
- 2010 – 2015      **Assistant Professor**, University of North Carolina at Chapel Hill, Kenan-Flagler Business School.
- 2009 – 2010      **Financial Advisor**, Edward Jones Investments.
- 2008 – 2009      **Vice President - Operations**, Rehabilitation Support Services.
- 2007 – 2008      **Non-Service Fellow**, Bowling Green State University.
- 2005 – 2007      **Instructor**, Bowling Green State University, School of Communication Studies.
- 2005                **Teaching Assistant**, Dr. Ewart Skinner, Bowling Green State University, School of Communication Studies.
- 2005                **Research Assistant**, Dr. Srinivas Melkote, Bowling Green State University, School of Communication Studies.
- 2004                **Instructor**, Bowling Green State University, School of Communication Studies.
- 2003                **District Manager Program**, Speedway SuperAmerica.
- 2002 – 2003      **Consultant**, Go To Market Partners.
- 2000 – 2002      **Consultant / Senior Business Analyst**, The Sales Strategy Institute.
- 1999 – 1998      **Student Consultant / Graduate Assistant**, Ohio University, College of Business.



## Education

2009

### **Doctor of Philosophy**

*Communication Studies*, Bowling Green State University

**Dissertation Title:** *An Examination of Individual Differences in Communication-Related Social Cognitive Structures in Association with Selling Effectiveness*

- Non-service fellowship recipient (2008-2009)
- Tuition waiver & Assistantship (2004-2007)
- Phi Kappa Phi Scholarship for Graduate Student Excellence (2006)
- Golden Key International Honour Society (2006)
- Phi Kappa Phi (2005)

1999

### **Master of Business Administration,**

*Business Administration*, Ohio University

- Joint business study program and cultural immersion at Janus Pannonius University in Pécs, Hungary
- Beta Gamma Sigma (1999)
- Tuition Waiver (1998-1999)

1998

### **Bachelor of Science (Dual Degrees)**

*Health and Human Services and Communication*, Ohio University

- Summa Cum Laude
- Lambda Pi Eta (1998)

## Professional & Educational Affiliations

Association for Business Communication

Pi Sigma Epsilon, Life Member

Phi Kappa Phi

Beta Gamma Sigma