

**James Scofield O'Rourke, IV**  
*As of 10 March 2021*

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**TEACHING PROFESSOR OF MANAGEMENT**

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**SCHOLARLY AND TEACHING INTERESTS** (1) The practice of Business Writing and Speaking, and the creation of case studies to teach these skills; (2) Corporate Communication and its integrated functions within large and complex organizations; (3) Intercultural Communication, Change Communication and the role of culture in framing organizational change.

**HIGHLIGHTS**

**Founded and built the *Eugene D. Fanning Center for Business Communication*.** 1990 to 2018, 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 of the 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*.** 1997 to present, corporate chief communication officers, distinguished scholars and consulting practitioners have met on the Notre Dame campus to discuss best practices and current issues.

**Published 21 college textbooks and trade books, 10 book chapters, 35 refereed articles and more than 375 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, University of Michigan, University of Nebraska-Lincoln.

**Served as *Faculty-in-Residence, University of Notre Dame (USA) in England*.** Lived and taught at Fischer Hall, Central London from January 9 through May 7, 2018. Instructed business students, delivered invited presentations, including colloquia with colleagues in the Confederation for British Industry.

## **EDUCATION**

**Syracuse University**, Syracuse, New York

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

**Christ's College, University of Cambridge**, 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-present.

*Teaching Professor of Management*

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

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

*Mendoza College of Business*

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.

**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 core and advanced studies courses in the Air War College, Air Command and Staff College, Judge Advocate General School, and other schools and centers of the University. Reported to the Director of Public Affairs, 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 (IUPIU).** 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. (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.

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- 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.
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- 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.
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## CHAPTERS IN BOOKS

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O'Rourke, J. S. (1995). Excel Industries, Inc.: Family Issues of Employees – A Conflict with the Public Perception, *Facing Public Interest: The Ethical Challenge to Business Policy and Corporate Communications*. Boston, MA: Kluwer Academic Publishers, ISBN: 0-792-33633-X.

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O'Rourke, J. S. (1989). Media Relations During International Contingency Operations, *National Security Decision Making*. Montgomery, AL: The United States Air War College, Air University, U.S. Government Printing Office, RCS 612-8990, 40-46.

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- 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.
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- 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.
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- 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.
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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.

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#### **AWARDS AND HONORS**

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**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 Università 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 Divil.

**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*: 2003, 2001, 1999, 1997, 1995.

**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)*

*Chair, Business Schools Committee, 2001-2014*

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

*Recipient, Distinguished Service Award, 2017*

*Chairman's Council, 2017-present*

### **Association for Business Communication (1991-present)**

*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 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 present. 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.

*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.

*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.