
Geraldine E. Hynes, Ph.D.
Associate Professor
General Business & Finance
College of Business
hynes@shsu.edu

Degrees Earned

- Ph.D. St. Louis University, St. Louis, Missouri, Education-Higher Education and Adult Education, 1990
M.A. University of Illinois, Urbana, Illinois, Communication and Speech, 1969
B.A. University of Illinois, Chicago, Illinois, English and Speech Education, 1968

Peer-Reviewed Publications and Artistic Performances/Exhibitions

Articles

- Hill, K., Hynes, G. E. , Joyce, M. P. , & Green, J. S. (in press, 2011). GMAT-AWA Score as a Predictor of Success in a Managerial Communication Course. *Business Communication Quarterly*.
- Sigmar, L. A., Hynes, G. E. , & Cooper, T. (2010). Emotional Intelligence: Pedagogical Considerations for Skills-Based Learning in Business Communication. *Journal of Instructional Pedagogies*, 3.
- Stretcher, R. H. & Hynes, G. E. (2010). Transfer of Learning across Courses in an MBA Curriculum: A Managerial Finance Case Study. *Journal of Instructional Pedagogies*, 5.
- Stretcher, R. H. & Hynes, G. E. (2009). Live Chat in eCommerce: The Importance of Interpersonal Communication Skills. *Journal of Research in Business Information Systems*.
- Turri, A. M., Maniam, B., & Hynes, G. E. (2008). Are They Watching? Company Surveillance of Employees' Technology Use. *The Business Review, Cambridge*.
- Hynes, G. E. & Stretcher, R. (2008). A Missing Link in Business Schools. *Business Communication Quarterly*, 71 (2), 207-211.
- Stretcher, R. & Hynes, G. E. (2007). The Future of Electronic Publication Formats: A Survey of Business School Deans. *Journal of Business and Economic Perspectives*, 33 (1), 150-161.
- Hynes, G. E. & Janson, M. (2007). Global Imagery in Online Advertisements. *Business Communication Quarterly*, 70 (4), 487-492.

Book/TextBook

- Hynes, G. E. (2011). *Managerial Communication: Strategies and Applications, 5th ed.* , Burr Ridge, IL: McGraw-Hill.
- Hynes, G. E. (2008). *Managerial Communication: Strategies and Applications, 4th ed.* , Burr Ridge IL: McGraw-Hill.

Chapters

Non-Refereed

- Hynes, G. E. & Janson, M. (2010). "Using Semiotic Analysis to Determine Effectiveness of Internet Marketing", In G. Garzone and P. Evangelisti Allori (Eds.) *Discourse, Identities, and Genres in Corporate Communication: Sponsorship, Advertising, and Organizational Communication*, (pp. 169-193). Bern: Peter Lang Publishing Group.

Refereed

- Hynes, G. E., Hill, K., Rao, P., & Kate, P. (2008). "Student Perspectives of Cultural Differences in Nonverbal Communication", In ICFAI Books (Ed.) *Body Language: An Introduction and Effectual Use in the Workplace*. Pune, India: Institute of Chartered Financial Analysts of India Professional Reference Book (ICFAI University Press).

Proceedings

Full Paper

- Cooper, T. & Hynes, G. E. (2009). A Comparison of Student Computer Literacy and Business Faculty Expectations. *Association for Business Communication Annual Convention*.
- Stretcher, R. H., Hynes, G. E. , & Maniam, B. (2009). Transfer of Learning across Courses in an MBA Curriculum: A Managerial Finance Case Study. *Academic & Business Research Institute*.
- Hynes, G. E. & Sigmar, L. (2009). Campus Recruiters' Perceptions of the Importance of Business Communication Courses for New Hires. *General Business Conference, 1 (1)*, SHSU Department of General Business & Finance.
- Hynes, G. E. & Pivateau, G. (2009). Sorry Seems to be the Hardest Word: Legal Effects of the Corporate Apology. *Association for Business Communication---Southwest (Federation of Business Disciplines)*, ABC-SWUS.
- Hynes, G. E., Stretcher, R. H. , & Maniam, B. (2008). What Business Communication Competencies Do Students Apply to other Disciplines? *Association for Business Communication - Southwestern United States Annual Conference*.
- Hynes, G. E., Stretcher, R. L. , & Turri, A. (2007). The Importance of Interpersonal Communication Skills for Successful Live Chat in eCommerce. *Association of Business Communication Information Systems Conference*.
- Sigmar, L., Hynes, G. E. , Cooper, T., & Hill, K. (2007). The Impact of EQ Training on Collaborative Professional Writing. *Association for Business Communication Annual Convention*.
- Hynes, G. E. & Jason, M. (2007). Semiotic Analysis of Internet Marketing Strategies. *Association for Business Communication Annual Convention*.

Research Monographs and Technical Reports

Chapters, Cases, Readings, Supplements

- Hynes, G. E. (2011). "Test Item File, Annotated Instructors Edition, PowerPoint slideshows, Self-Assessment Quizzes, Cases", *Managerial Communication: Strategies and Applications, 5th ed.*. Burr Ridge, IL: McGraw-Hill.
- Hynes, G. E. & Janson, M. (2010). "Using Semiotic Analysis to Determine Effectiveness of Internet Marketing", In G. Garzone and P. Evangelisti Allori (Eds.) *Discourse, Identities, and Genres in Corporate Communication: Sponsorship, Advertising, and Organizational Communication*, (pp. 169-193). Bern: Peter Lang Publishing Group.
- Hynes, G. E. (2008). "Test Item File, Annotated Instructors Edition", *Managerial Communication: Strategies and Applications, 4th Edition*. Burr Ridge, IL: McGraw-Hill.
- Hynes, G. E., Hill, K., Rao, P., & Kate, P. (2008). "Student Perspectives of Cultural Differences in Nonverbal Communication", In ICFAI Books (Ed.) *Body Language: An Introduction and Effectual Use in the Workplace..* Pune, India: Institute of Chartered Financial Analysts of India Professional Reference Book (ICFAI University Press).
- Hynes, G. E. & Hill, K. (2008). "Student perspectives of Cultural Differences in Nonverbal Communication", *Understanding Body Language*. University Press.

Funded External Grants

Peer-Reviewed Presentations/Posters

Paper Presentations

International

- Hill, K. L., Joyce, M. S. , Hynes, G. E. , & Green, J. S. (2010, October). *Can the GMAT Writing Score Predict Academic Success in Graduate Writing Courses?* Association for Business Communication, Chicago, Illinois.
- Hynes, G. E., Hill, K. L. , & Johnson, B. (2010, April). *Who are Warren Buffett, Drayton McLane, and Ben Bernanke? What International Graduate Business Students Want to Know about US Business Culture*. General Business Conference, Huntsville, Texas.
- Hynes, G. E. (2010, April). *What Our Students Know about Grammar and Mechanics*. General Business Conference, Huntsville, Texas.
- Sigmar, L. & Hynes, G. E. (2010, October). *Major Difference: An Examination of Student Writing Performance by Major and Its Implications for Business Communication*. Association for Business Communication, Chicago, Illinois.
- Cooper, T. & Hynes, G. E. (2009, October). *A Comparison of Student Computer Literacy and Business Faculty Expectations*. Association for Business Communication Annual Convention, Portsmouth, Virginia.

Hynes, G. E. & Sigmar, L. (2009, April). *Campus Recruiters' Perceptions of the Importance of Business Communication Courses for New Hires*. General Business Conference, Huntsville, Texas.

Sigmar, L. & Hynes, G. E. (2009, October). *Do your Rubrics Measure Up? Assessing Rubrics for Writing Assignments in Business Communication Courses*. Association for Business Communication Annual Convention, Portsmouth, Virginia.

Stretcher, R. H., Hynes, G. E. , & Maniam, B. (2009, September). *Transfer of Learning across Courses in an MBA Curriculum: A Managerial Finance Case Study*. Academic & Business Research Institute, Orlando, Florida.

Hynes, G. E., Hill, K., Harvey, A., & Vega, D. (2008). *Student Perspectives on the Communication Audit Assignment*. Association for Business Communication International Convention, Incline Valley, Nevada.

Mahin, L., Bowers, M., Hynes, G. E. , & Stretcher, R. (2008). *Intertextuality - Business Communication and Other Disciplines*. Association for Business Communication International Convention, Incline Valley, Nevada.

Hynes, G. E., Wardrope, W., & Conway, R. (2007, October). *Impression Management in Annual Reports of U.S. and Latin American Companies*. Association for Business Communication Annual Convention, Washington, D.C., United States of America.

Hynes, G. E. & Jason, M. (2007, October). *Semiotic Analysis of Internet Marketing Strategies*. Association for Business Communication Annual Convention, Washington, D.C., United States of America.

Sigmar, L., Hynes, G. E. , Cooper, T., & Hill, K. (2007, October). *The Impact of EQ Training on Collaborative Professional Writing*. Association for Business Communication Annual Convention, Washington, D.C., United States of America.

National

Hynes, G. E., Hill, K. L. , & Johnson, B. (2010, April). *How International MBA Students Learn about US Business Culture*. Management Communication Association Conference, Waco, Texas.

Turri, A. M., Maniam, B., & Hynes, G. E. (2008). *Are They Watching? Corporate Surveillance of Employees' Technology Use*. Economics and International Business Research Conference, Miami, Florida.

Hynes, G. E., Stretcher, R. L. , & Turri, A. (2007, March). *The Importance of Interpersonal Communication Skills for Successful Live Chat in eCommerce*. Association of Business Communication Information Systems Conference, San Diego, California.

Regional

Hynes, G. E. & Hill, K. L. (2010, March). *What Do Non-US Students Need to Know to be Successful in Graduate Business Communication Courses?* Association for Business Communication - Southwest United States, Dallas, Texas.

Hynes, G. E. (2010, March). *I Did Good on the Job Interview! Aspects of Grammar and Mechanics that Our Students Still Don't Know*. Association for Business Communication - Southeastern U.S., Birmingham, Alabama.

Hynes, G. E. & Pivateau, G. (2009). *Sorry Seems to be the Hardest Word: Legal Effects of the Corporate Apology*. Association For Business Communication - Southwestern United States Annual Conference, Oklahoma City, Oklahoma.

Hynes, G. E. & Stretcher, R. H. (2008, March). *What Do Students Retain? A Case Study of Course Content Transfer*. Association For Business Communication - Southwestern United States Annual Conference, Houston, Texas.

Work or Professional Experiences

Experience: Academic

Associate Professor, Sam Houston State University (2005 - Present).

Assistant Professor, Sam Houston State University (2001 - 2004).

Adjunct Assistant Professor, University of Missouri-St. Louis (September, 2001 - Present). Adjunct for Fall 2001 through Fall 2008.

Assistant Professor, University of Missouri-St. Louis (1988 - 2001). Managerial Communication.

Instructor (part-time), Belleville Area College (1985 - 1986). Speech Communication.

Instructor (part-time), University of Missouri-St. Louis (1977 - 1988). Speech Communication.

Instructor (part-time), St. Louis Community College (1972 - 1981). Speech Communication.

Lecturer, Armidale College of Advanced Education (1971 - 1972). Department of Language.

Tutor and Research Assistant, University of New England (1970 - 1971). Department of Education.

Lecturer, University of New England (1970 - 1971). Extension Division.

Experience: Consulting

2007: Association for Business Communication, Board of Directors, 2007-present. Member, Board of Directors. Member, Future of ABC Task Force.

1999: Association of Professional Communication Consultants, 1999-2005. Member, Board of Directors. Provided professional development opportunities, support, and networking opportunities for international membership. Helped maintain website and listserv. Responsible for development, printing, distribution, and sales of association's publications.

1988: Various Corporations, Non-Profits, and Governmental Agencies, 1988-present. Contract communication consultant, trainer, and executive coach.

Experience: Non-Academic

National

Continuing Education Specialist, University of Missouri-St. Louis (1995 - 1996). Marketed Continuing Education Services to the St. Louis corporate community.

Communication Consultant and Trainer (part-time), University of Missouri-St. Louis (1988 - 2001). Continuing Education-Outreach.

Acting Director, University of Missouri-St. Louis (1987 - 1988). Continuing Education Extension Communications Programs.

Speech Communication Specialist, University of Missouri-St. Louis (1985 - 1987). Continuing Education-Extension.

Research Assistant, University of Illinois at Urbana-Champaign (1969 - 1969).

Research and Technical Assistant, University of Illinois at Chicago (1968 - 1968). NDEA Institute for Advanced Study in English and Speech.

Research Assistant, University of Illinois at Chicago (1967 - 1967). Worked for Dr. Barbara S. Wood, Associate Professor of Speech.

Honors and Awards

Award

2010: Outstanding Educator Federation of Business Disciplines, Association for Business Communication-Southwestern US.

2008: Outstanding Teacher Award Association for Business Communication-Southwestern U.S..

Honor

2006: Inducted into honor society for collegiate Schools of Business Beta Gamma Sigma.

2005: Nominated by student, accepted for inclusion Who's Who Among America's Teachers.

2004: Academy of Educational Leadership Distinguished Research Award (B-School Deans' Perceptions of E-Journals) Allied Academies International Conference.

2002: Selected as Faculty Alumni Member Delta Sigma Pi.

Last updated by member on 21-Jan-11 (02:12 PM)