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General Business & Finance
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Degrees Earned

- Ph.D. University of Tennessee, Knoxville, Tennessee, USA, English, 1995
M.A. University of Southern Mississippi, Hattiesburg, Mississippi, USA, English, 1986
B.A. Delta State University, Cleveland, Mississippi, USA, French and English, 1981

Peer-Reviewed Publications and Artistic Performances/Exhibitions

Articles

- Sigmar, L. S., Hynes, G. E. , & Cooper, T. (in press, 2010). Emotional Intelligence: Pedagogical Considerations for Skills-Based Learning in Business Communication Courses. *Journal of Instructional Pedagogies*.
- Sigmar, L. S. & Gravois-Lee, R. (in press, 2009). The Not-So-Subtle Art of Persuasion: The Case of Atlantis Spa Products. *Journal of the International Academy for Case Studies*.
- Sigmar, L. S. & Cooper, T. W. (in press, 2009). Incorporating Web-Assisted Instruction in the Business Communication Classroom. *Academy of Educational Leadership Journal*.
- Sigmar, L. S. (in press, 2007). Con or Con-struction: The Case of Nye Contracting. *Journal of the International Academy for Case Studies*.

Proceedings

Full Paper

- Sigmar, L. S. & Gravois-Lee, R. (2009). The Not-So-Subtle Art of Persuasion: The Case of Atlantis Spa Products. *Allied Academics International Conference*.
- Hynes, G. E. & Sigmar, L. S. (2009). Campus Recruiter's Perceptions of the Importance of Business Communications Course for New Hires. *General Business Conference*.
- Sigmar, L. S. (2009). The Case of Wind River Farms: Using the Direct Approach in Bad News Messages. *Association for Business Communication - Southwestern United States Annual Conference*.
- Sigmar, L. S. & Sullivan, L. L. (2008). Turning Up the Heat on WInd River Farms. *Allied Academics International Conference*.
- Sigmar, L. S. (2007). Con or Con-struction: The Case of Nye Contracting. *Allied Academies International Conference, 14 (1)*, Allied Academies Internation Proceedings, 2007, 65-67.
- Sigmar, L. S., Cooper, T. W. , Hynes, G. E. , & Hill, K. L. (2007). The Impact of EQ Training on Collaborative Professional Writing. *Association for Business Communication Annual Convention*.

Research Monographs and Technical Reports

Working Papers

- Sigmar, L. S. & Sullivan, L. L. (2010). "Turning Up the Heat on Wind River Farms," Revised and resubmitted to *Journal of the International Academy for Case Studies*.
- Sigmar, L. S. (2010). "New Lessons from the Old Masters: The Art of Powerpoint Design" targeted for Journal Of Corporate Communication.
- Sigmar, L. S. & Hynes, G. E. (2010). "Major Differences: An Examination of Student Writing Performance by Major and its Implications for Business Communication" targeted for Journal of Business Communication.

Sigmar, L. S., Hynes, G. E. , & Hill, K. L. (2009). "Social and Emotional Intelligence: Implications for the Business Communication Curriculum," Initial submission to *Journal of Organizational Culture, Communications and Conflict*.

Funded External Grants

Peer-Reviewed Presentations/Posters

Paper Presentations

International

Sigmar, L. S. & Hynes, G. E. (2010). *Major Difference: An Examination of Student Writing Performance by Major and its Implications for Business Communication*. Association for Business Communication Annual Convention, Chicago, Illinois.

Sigmar, L. S. (2010). *Will You Fix My Writing?* General Business Conference, Huntsville, Texas.

Hynes, G. E. & Sigmar, L. S. (2009, February). *Campus Recruiter's Perceptions of the Importance of Business Communications Course for New Hires*. General Business Conference, Huntsville, Texas.

Sigmar, L. S. & Hynes, G. E. (2009, November). *An Analysis of Rubrics Used in Written Communication in Business Communication Courses*. Association for Business Communication Annual Convention, Portsmouth, Virginia.

Sigmar, L. S. & Gravois-Lee, R. (2009, October). *The Not-So-Subtle Art of Persuasion: The Case of Atlantis Spa Products*. Allied Academics International Conference, Las Vegas, Nevada.

Sigmar, L. S. & Cooper, T. W. (2009, April). *Managing the Millennial Student*. General Business Conference, Huntsville, Texas.

Sigmar, L. S. & Sullivan, L. L. (2008, October). *Turning Up the Heat on Wind River Farms*. Allied Academics International Conference, Reno, Nevada.

Sigmar, L. S. & Cooper, T. W. (2008, October). *Incorporating Online Skills Instruction Into the Business Communication Classroom*. Association for Business Communication Annual Convention, Tahoe, Nevada.

Sigmar, L. S., Cooper, T. W. , Hynes, G. E. , & Hill, K. L. (2007, October). *The Impact of EQ Training on Collaborative Professional Writing*. Association for Business Communication Annual Convention, Washington, District of Columbia.

Sigmar, L. S. (2007, April). *Con or Con-struction: The Case of Nye Construction*. Allied Academies International Conference, Jacksonville, Florida.

National

Gravois-Lee, R. & Sigmar, L. S. (2009, October). *Grappling with Academic Integrity: Hands-on Classroom Activities*. Conference on Academic Integrity, St. Louis, Missouri.

Regional

Sigmar, L. S. (2010). *New Lessons from the Old Masters: The Art of Powerpoint Design*. Association for Business Communication - Southwest United States, Houston, Texas.

Sigmar, L. S. (2009, February). *The Case of Wind River Farms: Using the Direct Approach in Bad News Messages*. Association For Business Communication - Southwestern United States Annual Conference, Oklahoma City, Oklahoma.

Work or Professional Experiences

Experience: Consulting

1990: Bechtel, Technical Writing Training, Technical Writing Training Seminars designed for engineers and managers.

1990: Boeing, Technical Writing Training, Technical writing skills training designed specifically for Boeing engineers and managers and delivered in seminar format.

1990: Hartco, Inc., Technical Writing Training, Technical Writing Seminar

1990: Kimberly Clark, Technical Writing, Technical Writing Support

1990: Martin Marietta, Technical Writing Training, Training program for managers and engineers at Y-12 Plant, Oak Ridge, Tennessee

Honors and Awards

Honor

2008: Certificate of Recognition Alpha Chi National Honor Society.

2008: SHSU Nominee Minnie Stevens Piper Foundation.

Faculty Development

Assurance of Learning - Professional Development

2007: Association for Business Communication. Learning Assessment. Washington, District of Columbia.

Instructional-Related Conference

2010: Sam Houston State University CHSS Teaching Conference. How to ACE Your Course. Huntsville, Texas.

Research-Related Conference/Seminar

2006: Association for Business Communication. Conducting Research in Business Communication. San Antonio, Texas.

Other Professional Development

2010: SHSU Equal Employment Opportunity (EEO) Training. Huntsville, Texas.

Professional Seminars / Workshops

2008: Writing Across the Disciplines Seminar. Huntsville, Texas.

2006: Association for Business Communication. Issues with Globalization in Business Communication. San Antonio, Texas.

1996: Seminar on Presenting Data and Information, Edward Tufte. Houston, Texas.

Technology-Related Training

2010: Association for Business Communication. Instructional Apps for the iPhone/iPad Generation. Chicago, Illinois.

2009: Association for Business Communication. Online Business Communication Courses: Pedagogy for the Electronic Delivery System. Portsmouth, Virginia.

2007: Sedona Training-Leroy Ashorn. Huntsville, Texas.

2007: Blackboard Day. Huntsville, Texas.

2007: Excel 2007. Huntsville, Texas.

2007: Outlook 2007. Huntsville, Texas.

2007: Word 2007. Huntsville, Texas.

2007: Powerpoint 2007. Huntsville, Texas.

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