

ronald e. dulek

Home Address:

10315 House Bend Road
Northport, Alabama 35475
Phone: (205) 454-3705

Email: rdulek@cba.ua.edu

Business Address:

P.O. Box 870226
College of Commerce and
Business Administration
The University of Alabama
Tuscaloosa, Alabama 35486
(205) 348-8930

Present Position:

John R. Miller Professor of Management
The University of Alabama
Appointed 2002

Visiting Positions:

Aalto University {formerly Helsinki School of Economics}, EMBA Program
Helsinki, Finland: January 2002-
Singapore: September 2009-

Tulane University, Houston EMBA Program
January 2006–

Previous Appointments at The University of Alabama:

Head, Management and Marketing Department—August 1988- August 2005

Department Head position involved administering and directing a department with two Ph.D. programs, three masters programs, and three undergraduate programs. On an on-going basis the department contained between 30 and 36 tenure-track faculty; 19 to 26 Ph.D. students; 71 to 110 masters students; and approximately 800 undergraduate majors. The department also fulfilled the majority of the service load for C&BA undergraduate and MBA programs.

Professor of Management, 1985-2002

Associate Professor of Management, 1981-85

Assistant Professor of Management, 1977-81

Education:

Ph.D., Purdue University, West Lafayette, Indiana. 1977.

M.A., Purdue University, West Lafayette, Indiana. 1972.

B.A., *summa cum laude*, St. Mary's College, Winona, Minnesota. 1970.

Selected Honors:

Algernon Sydney Sullivan Award, The University of Alabama's Premier Faculty Award, 2019

Crimson Choice Award, Professor of the Year, Alabama Athletic Department: 2017

EMBA Teacher of the Year {Alabama}: 2005, 2006, 2007, 2008, 2009

EMBA Jim Cashman Outstanding Teacher Award {Alabama} 2012, 2013, 2014, 2016, 2018, 2019

EMBA Teacher of the Year {Alabama/Huntsville}: 2011, 2012, 2013, 2014, 2015, 2018, 2019

EMBA Teacher of the Year {Tulane}: 2008, 2009, 2010, 2011

MBA Teacher of the Year: 1985, 1986, 1988, 1990, 1992, 1996, 1998, 2000, 2002, 2004, 2006, 2007, 2008, 2009, 2010, 2012, 2013, 2015, 2016, 2017, 2019

2007 Thomas D. Moore Endowed Teaching Award

,
2007 "The Last Lecture" Series; Inaugural Speaker; selected by vote of the senior class at The University of Alabama

2007 Kitty Locker Outstanding Researcher Award, Association for Business Communication

Award for Teaching Excellence, College of Continuing Studies, 2006

Outstanding Commitment to Teaching Award, National Alumni Association, The University of Alabama, 1998

Penny Allen Award, for Outstanding Commitment to Students, 1994

Books/Texts:

Ronald E. Dulek, ***Sitting with Elephants: Lessons in Humility from the African Bush.*** Under active negotiation with three publishers.

Ronald E. Dulek, ***Who Killed Keyboard? Lessons in Leadership and Email*** . Mustang, Oklahoma: Richard Tate Publishing, January 2011.

Ronald E. Dulek, Chad Hilton, and Kim Campbell, ***Strategic Messaging*** (New York: Pearson Publishing, 2003), 266 pages.

Ronald E. Dulek and John S. Fielden, ***Principles of Business Communication*** (New York: Macmillan, 1990) 650 pages.

John S. Fielden and Ronald E. Dulek, ***Bottom-Line Business Writing*** (Englewood Cliffs, NJ: Prentice-Hall, 1984). 156 pages.

John S. Fielden and Ronald E. Dulek, ***The Elements of Business Writing*** (Englewood Cliffs, NJ: Prentice-Hall, 1984) 425 pages.

This book was the #1 seller for The Executive Book Clubs of Houghton-Mifflin, Macmillan, and Prentice-Hall .

John S. Fielden, Jean D. Fielden, and Ronald E. Dulek, ***The Business Writing Style Book*** (Englewood Cliffs, NJ: Prentice-Hall, 1984). 159 pages.

John S. Fielden and Ronald E. Dulek, ***What Do You Mean I Can't Write?*** (Englewood Cliffs, NJ: Prentice-Hall, 1984). 106 pages.

Refereed Book Chapters:

Ronald E. Dulek and Margaret N. Graham, "Future Horizons: North America," *The Handbook of Business Communication*, ed. Francesca Bargiela-Chiappini, Edinburg: Edinburg University Press, 2009.

Ronald E. Dulek, "Quiet Turbulence: Strategic Advice for Financial Officers of No-for-Profit Financial Institutions," *Handbook for Directors of Financial Institutions*, ed. Benton E. Gup, London: Edward Elgar, 2008.

Refereed Articles:

Jeffrey Naidoo and Ronald E. Dulek, "Artificial Intelligence and Business Communication: A Snapshot," *The International Journal of Business Communication* {Forthcoming}

Jeffrey Naidoo and Ronald E. Dulek, "Leading by Tweeting: Are Deans Doing It?" *The International Journal of Business Communication* (2017) 54, 31-51.

Ronald E. Dulek, "Instituting Cultural Change at a Major Organization: A Case Study," *Business and Professional Communication Quarterly* (2015) 78, 231-243

Ronald E. Dulek and Kim Campbell, "The Dark Side of Strategic Communication," *The International Journal of Business Communication* (2015) 52, 122-142

Ronald E. Dulek, "The Search {for a Dean} Is On," *Biz Magazine* (2014) 13, 40-44.

Ronald E. Dulek, "Two Things That Get My Goat—and Three That Offer Meaning," *The Journal of Business Communication* (2008) 45, 333-348.

Ronald E. Dulek, "On Networking, Friends, Research, Respect, and Diversity," *The Journal of Business Communication* (2006) 43, 278-282.

Joanne Hale, David Hale, Ronald E. Dulek, "Decision Processes During Crisis Response: An Exploratory Investigation," *Journal of Managerial Systems* (2006) 18, 301-320.

Joanne Hale, Ronald E. Dulek, David Hale, "Communicating in a Crisis: A Qualitative Field Study," *The Journal of Business Communication* (2005) 42, 112-134.

Joanne Hale, Ronald E. Dulek, David Hale, "Crisis Response Communication Challenges: Building Theory from Qualitative Data," *The Journal of Business Communication* (2005) 42, 47-62.

James Suchan and Ronald E. Dulek, "From Text to Context: An Open Systems Approach to Research," ***The Journal of Business Communication***. (1998) 35, 87-110.

Ronald E. Dulek, William Motes, and Chadwick Hilton, "Executive Perceptions of Superior and Subordinate Information Control," ***Journal of Business Ethics*** (1997) 16, 1175-1184.

William Motes, Chadwick Hilton, and Ronald E. Dulek, "Perceptual shaping via Syntax and Textual Layout: Additional Insights for U.s. Copywriters," ***International Journal of Advertising***, (1995) 14, 263-276.

Ronald E. Dulek, "The Three D's of Denial; The Three A's of Acceptance," ***Business Communication Quarterly*** (1994) 57, no. 2, 59-66.

Ronald E. Dulek, "Models of Development: Business Schools and Business Communication," ***The Journal of Business Communication*** (1993) 30, no. 3, 315-331.

John A. Hill and Ronald E. Dulek, "A Miss Manner's Guide to Doing Business in Europe," ***Business Horizons*** (July-August 1993) 36, no. 4, 48-54.

Ronald E. Dulek and John S. Fielden, "Why Fight The System: The Non-Choice Facing Beleaguered Business Faculties," ***Business Horizons*** (September/October, 1992), 35, no. 5, 13-20.

Ronald E. Dulek, "A Macro-Perspective of Clarity," ***IEEE Transactions on Professional Communication*** (June 1992), 35, no. 2, 110-115.

Ronald E. Dulek, "The Challenge to Effective Writing," ***IEEE Transaction on Professional Communication*** (December 1991) 34, no. 4, 224-228.

James A. Suchan and Ronald E. Dulek, "A View of Clarity From the Perspective of Discourse Communities," ***Managerial Communication Quarterly*** (Winter 1990) 5, no. 3, 88-101.

Ronald E. Dulek and John S. Fielden, "Matching Messages to Listening Styles," ***Business*** (November/December 1990) 40, no. 4, 55-59.

Ronald E. Dulek, John S. Fielden, and John A. Hill, "An Executive Primer on International Communication," ***Business Horizons***, (January/February 1991) 34, no. 1, 20-26.

Ronald E. Dulek and James A. Suchan, "Employment Letters: A Neglected Area in the Job Search," *Business Horizons* (November-December 1988) 31, no. 4, 70-76.

James Suchan and Ronald E. Dulek, "Toward A Better Understanding of Reader Analysis," *The Journal of Business Communication*, (Spring 1988), 29-45.

John S. Fielden and Ronald E. Dulek, "What Is Effective Business Writing?" *Business Horizons*, 30, no. 3 (May-June, 1987), 62-67.

Ronald E. Dulek and John S. Fielden, "How Well Do You Manage Writing?" *Business Horizons*, 29, no. 2 (September-October, 1986), 38-43.

James Suchan and Ronald E. Dulek, "An Empirical Assessment of Style," *The Journal of Business Communication*, 23, no. 2 (Spring 1986), 57-66.

Ronald E. Dulek, "Attention to Writing Style Can Improve Reports, Memos," *Occupational Health and Safety*, 53, no. 9 (October 1984), 49-53.

Ronald E. Dulek, "Making Personal Letters Personal," *Supervisory Management*, 29, no. 5 (May 1984), 37-42.

John S. Fielden and Ronald E. Dulek, "How To Use Bottom-Line Writing in Corporate Communications," *Business Horizons*, 27, no. 4 (July-August 1984), 24-30. Reprinted in *Employee Relations Report* and in South Western Bell's management journal.

Ronald E. Dulek and James Suchan, "Between Language Extremists: Find a Happy Medium for Business Memos," *Personnel*, 60, no. 5 (September-October 1983), 69-77. Nominated for Alpha Kappa Psi Foundation Award for Distinguished Publication in Business Communication.

John S. Fielden and Ronald E. Dulek, "Who Speaks For Your Company?", *Business Horizons*, 25, no. 5 (September-October 1982), 40-45.

Ronald E. Dulek, "To Question or Not to Question: A Study of Wordiness and Impact," *ABCA Bulletin*, XLV, i (March 1982), 11-15.

Ronald E. Dulek, "Six 'Sacrosanct' Writing Guidelines," *Personnel Journal* (December 1981), 932-933. Reprinted in Atlantic Richfield's management journal, *ARCO Magazine*.

Ronald E. Dulek and Annette Shelby, "Writing Principles Stressed by Business Communication Instructors," *The Journal of Business Communication*, 18, no. 2 (Spring, 1981), 41-50.

Ronald E. Dulek, "Keats' Young-Man Poet; Shakespeare's Public-Private Man," *College Language Association Journal*, 24, no. 3 (December 1980), 203-209.

Ronald E. Dulek, "Writing to Unidentified Readers: Four Faulty Assumptions; Six Saving Virtues," IEEE *Transactions on Professional Communication*, 23, no. 3 (September 1980), 125-128. Reprinted in Atlantic Richfield's and McDonald-Douglas' in-house publications.

Ronald E. Dulek, "Strategy of the Floating Pronoun," *College English Association Forum*, IX, no. 4 (April 1979), 7-10.

Ronald E. Dulek, "Teachers, Students and Technical Writing," *The Technical Writing Teacher*, 4 (1978), 82-84.

Selected Conference Papers:

"Business Communication and Artificial Intelligence: The State of the Science," International Association for Business Communication, Dublin, Ireland (October 2017)

"Strategy and Communication: A Perfect Blend," International Association for Business Communication, Albuquerque, New Mexico (October 2016)

"Quality Culture and Communication—An Analysis," International Association for Business Communication, Philadelphia, PA (October 2015)

"Discourse Theory and the Modern Organization," International Association for Business Communication, Philadelphia, PA (October 2014)

“Quality Communication,” International Association for Business Communication, New Orleans, LA (October 2013)

“Revenues and Expenses: Clarifying the Contributions of Core Capabilities to Firm Performance Under Uncertainty,” with Paul Drnevich and William Jackson, Babson College, Fort Worth, Texas, 2012.

“Revenues and Expenses: Clarifying the Performance Contributions of Core Capabilities Under Uncertainty,” with William Jackson, Paul Drnevich, and Ali Jifri, Atlanta Competitive Advantage Conference, Georgia State University, Atlanta GA, 2012.

“Theme Teaching—An Innovative Approach to Content,” International Association for Business Communication, Honolulu, Hawaii (October 2012)

“Qualitative Theory: A New Look,” International Association for Business Communication, Montreal, Canada (October 2011)

“Gap Analysis: A Tool to Uncover Communication and Other Managerial Problems,” International Association for Business Communication, Chicago, IL (November 2010)

“Assessing Mood and Content,” European Conference on Business Communication, Antwerp, Belgium (May 2010)

“An Experiment in Stickiness: MBA Results,” International Association for Business Communication, Virginia Beach, VA (October 2009)

“A Communication Context Model,” International Association for Business Communication, Reno, Nevada (November 2008)

“Building Your Brand Through Giving Back,” GMAC Executive MBA Council, Chicago, IL (October 2008)

Plenary Speaker, “Outstanding Research Presentation,” ABC International Conference, Washington, D.C. October 9, 2007

Keynote Respondent, “Outstanding Research Presentation,” ABC International Conference, Los Angeles, CA, October 20, 2005

“Technology and 21st Century Communication Models,” ABC International Conference, San Diego, CA., November 1, 2001

“Business Strategy and Business Communication: Two Sides of the Same Coin,” ABC European Conference, Dresden, Germany, May 24, 2001

"Discourse and Strategic Analysis,:" ABC International Conference, Atlanta, GA, November 10, 2000

"Environmental Mapping," ABC International Conference, San Antonio, TX., October 31, 1999

"A Qualitative Examination of Three Communication Scenarios," ABC International Conference, Los Angeles, CA., November 2, 1998

"Open Systems Theory," with James Suchan, ABC International Conference, Washington, D.C., November 5, 1997.

"Information Control in Organizations: The Ethical Dimensions," ABC International Conference, New Orleans, November 6, 1992.

"Research Potholes on the Road to Tenure," ABC International Conference, New Orleans, November 5, 1992.

"Business People's Self-Assessment of Their Writing Strengths and Weaknesses," ABC International Conference, Las Vegas, October 28, 1990.

"Student Assessment of the Effectiveness of Business Communications Courses," ABC International Conference, Indianapolis, October 21, 1988.

"An Analysis of Football Recruiting Letters; or, Would Jan Kemp Give A Football Coach A C-?," ABC International Conference, Los Angeles, November 15, 1986.

"Corporate Task Analysis: Toward A Methodology for Establishing Business Composition Strategies," ABC International Conference, Chicago, October 17, 1985.

"The Business School's Impact on Research in Management Communication," invited paper, ABCA Midwest, Milwaukee, April 12, 1985.

"From Business English, to Business Communication, to Management Communication--Where Have All the Writer's Gone?", ABCA International Conference, Salt Lake City, October 19, 1984.

"Does Instruction in Business Communication Change Students' Perception of Style and Persona," with James Suchan, College Conference on Composition and Communication, New York, March 28, 1984.

"The Beginning Business Communication Students' Perception of Style and Persona," with James Suchan, College Conference on Composition and Communication, New York, March 28, 1984.

"A Decentralized Approach To Business Communication," College Conference on Composition and Communication, Detroit, March 17, 1983.

"The Mass Lecture Format--Can It Be Used Effectively in Business Communication," 1982 ABCA National Conference, New Orleans, October 23, 1982 (see Proceedings).

"A Catholic Vision of Technical Writing," Models for Technical Studies, College Conference on Composition and Communication, Dallas, March 20, 1981, (see Proceedings).

"An Analysis of State Agency Correspondence," 1980 ABCA National Conference, Washington, D.C., December 28, 1981 (see Proceedings).

"Governmental Communiques: Changes in Direction Breed Changes in Writing," 27th International Technical Communication Conference, May 16, 1980, Minneapolis (see Proceedings).

"Bureaucratic Obfuscation," Alabama Business Communication Association, Birmingham, Alabama, January 11, 1980.

"Business Paragraphs: Purpose Determines Paradigm," Paradigms for Teaching the Paragraph, College Conference on Composition and Communication, Minneapolis, April 7, 1979.

"Student Grading," American Business Communication Association, Atlanta, December 28, 1978.

"Adapting an Administrator's Dreams to a Student's Needs: A Self-Paced Program in Business Communication," with Annette Shelby, Alabama Business Communication Association, Auburn, Alabama, October 20, 1978.

Special
Publications: Texts

John S. Fielden and Ronald E. Dulek, Writing Skills Workshop, Student Guide (Armonk, NY: IBM Corporation, 1987), 105 pages.

John S. Fielden and Ronald E. Dulek, Writing Skills Workshop, Instructor's Manual (Armonk, NY: IBM Corporation, 1987), 153 pages plus slides and additional handouts.

Ronald E. Dulek and John S. Fielden, The What Do You Mean I Can't Write? Workbook (Atlanta, privately published, 1980-1987), 119 pages.

Selected Business Presentations
Consulting:

President's Cabinet, Dar es Salaam, Tanzania—2018-present

Volvo Corporation, Gothenburg, Sweden 2017-

JMB Holding, New Orleans, LA—2017-2019

Vestagen, Orlando, Florida 2015-2017

The Occupational Safety and Health Administration (OSHA),
Chicago/Washington—1979-2018

Served on national task force that created a highly praised standardized reporting format used in twenty eight states.

Energen Corporation, Birmingham, AL-2004-15

Procter and Gamble, Cincinnati, Ohio 2014

Capricorn Bank, Windhoek, Namibia 2011

KZN Wildlife Park Board, Durban, South Africa—2011

Regions Bank Corporation, Birmingham, AL—2003-11

Stora Enso Corporation, Beijing, China; Helsinki, Finland; Riga
Latvia; Shanghai, China—2003-10

Bank of Korea, Seoul, Korea-2008-09

The Open Society Institute, Budapest, Hungary—2001-02

Sony Corporation, Dothan, AL—1996-98

Martin Marietta Corporation, Oakridge, TN—1992-96

IBM Corporation, Armonk, NY—1979-1994

Co-authored two communication training programs. The first program was offered to more than 10,000 Systems Engineers and Systems Engineering Managers; the second program was made available to more than 30,000 IBM managers;

Kimberly-Clark Corporation, Roswell, GA—1985-92

Professional Recognition:

Co-Lead Representative, Faculty Enhancement Fund, The University of Alabama, 2019-

Interview, *Insight Magazine*, March 2018

Interview, *Taloussanomat*, January 2006

Interview, ESPN, November 2005

Interview, Working Woman, February 1988.

Interview, The Tom York Morning Show, WBRC TV, Birmingham, Alabama, September 28, 1984.

Interview (with John S. Fielden), *USA Today*, Money Section, August 10, 1984.

Interview, Associated Press, July 11, 1984.

Interview, The Talk Show, KBNO Radio, Oklahoma City, Oklahoma, June 21, 1984.

Selected Keynote Speaker:

“One Hundred Years of Doing Business, A Reflection,” Board of Visitors, The University of Alabama—March 8, 2019. Black tie dinner honoring the Culverhouse College of Businesses 100th Anniversary.

“How to Sit with a Herd of Elephants: Lessons in Humility from the African Bush,” Tedx Talk (April 2017). Presentation has been repeated at twenty-two other public venues, including those sponsored by OSHA, Randall-Reilly Corporation, and Rotary Club

“Making the Right Choice: A Strategic Approach” Graduate School Preview Day, The University of Alabama (September 2007-2010)

“Strategies for an Uncertain Future,” International League of Credit Unions, Annual Meeting, Tuscaloosa, AL (October 2008)

Selected Editorial Experience

Associate Editor, The *Journal of Business Communication* 1992-96; 2002-04

Serve as Editorial Referee on five other academic journals

**Selected Board,
University, College
Service:**

Board of Directors, Alabama Credit Union, 1998-
Chairman, 2006-2014

Board of Directors, The University of Alabama Press, 2002-

Board of Directors, Metro-YMCA, 1992- 2014
Chairman, 1998-2000

Board of Directors, Association for Business Communication, 2006-11

Board of Directors, West Alabama Red Cross,
1994-1998

Chair, Academics and Athletics Committee, 1996-98.

Chair, Academic Grievance Committee, 2010.

Chair, C&BA Dean's Search Committee, 2011.

Chair, College Promotion and Tenure Committee, 2007, 2015

Chair, Departmental Promotion and Tenure Committee, 2009, 2013,
2016, 2019

Chair, Intercollegiate Athletics Committee, 1996-98.