**Amy O’Connor amy.oconnor@ndsu.edu**

Associate Professor, Director of Graduate Studies

Department of Communication, North Dakota State University

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**RESEARCH INTERESTS**

My research investigates the role of corporate communication and partnerships in co-creating our understanding of social issues, work, and community. My research is guided by the simple question “what role should the modern corporation play in the global commons?” To that end, I seek to develop models that illuminate how corporations and society communicatively co-construct our understanding and acceptance of the corporate form in our lives.

**EDUCATION**

Doctor of Philosophy, Communication

Purdue University

Focus: Public Affairs Issue Management; Organizational Communication

Dissertation: In the boardroom of good and evil: An assessment of the persuasive premises and social implications of corporate values advocacy messages.

Masters of Arts, Communication

Western Michigan University

Focus: Organizational Communication

Bachelors of Arts, Mass Communication

Washington State University

Focus: Advertising

**ACADEMIC & PROFESSIONAL APPOINTMENTS**

*Director of Graduate Studies*

North Dakota State University, 2011-Current

*Associate Professor*

North Dakota State University, 2010-Current

*Fellow*

Northwestern University, Network for Nonprofit and Social Impact Center, 2012- Current

*Assistant Professor*

Department of Communication, North Dakota State University, 2004-2010

*Graduate Teaching Assistant*

Purdue University, 1999-2004

*Graduate Assistant*

Western Michigan University, 1997-1999

*Fundraising & Public Relations consultant*

American Cancer Association, 1995-1997

*Director of Communication Special Events*

National Kidney Foundation of Michigan, 1992-1995

*Media Planner/Buyer*

DDB Needham Worldwide Advertising, 1989-1992

**SCHOLARSHIP**

# *Peer Reviewed Journals*

O’Connor, A., & Gronewold, K. (2013) Black Gold, Green Earth: An analysis of the

petroleum industries sustainability discourse. *Management Communication Quarterly*, 27, 2, 210-236. doi: 10.1177/0893318912465189

Selected to be featured in May 2013 MCQ newsletter

Beauchamp, L.. & O’Connor, A. (2012) America’s most admired companies: A

descriptive analysis of CEO corporate social responsibility statements. *Public Relations*

*Review*, 38, 3, 494-497.

O’Connor, A., & Shumate, M. (2011). Differences among NGOs in the business-NGO

cooperative network. *Business and Society*, 1-29*.*

doi: 10.1177/0007650311418195.

O’Connor, A., & Shumate, M. (2010). An economic industry and institutional level of

analysis of corporate social responsibility. *Management Communication Quarterly*, *24*,

4, 529-551. doi: 10.1177/0893318909358747

Shumate, M., & O’Connor, A. (2010). Corporate reporting of cross-sector alliances: The

portfolio of NGO partners communicated on corporate websites. *Communication Monographs*, 77, 2, 207-230. doi: 10.1080/03637751003758201

Shumate, M., & O’Connor, A. (2010). The symbiotic sustainability model:

Conceptualizing NGO-corporate alliance communication. *Journal of Communication*, *60*,

3, 577-609. doi: 10.1111/j.1460-2466.2010.01498.x

O’Connor, A., Shumate, M., & Meister, M. (2008). Walk the line: Active Moms

define corporate social responsibility. *Public Relations Review*, 34, 343-350.

O’Connor, A., & Meister, M. (2008). Corporate social responsibility attribute rankings.

*Public* *Relations Review, 34,* 49-50.

O’Connor, A. (2006). Merchant of mercy; merchant of death: How values advocacy

messages influence jury deliberations. *Journal of Applied Communication Research,* *34*,

(3), 263-284. doi: 10.1080/00909880600771627

O’Connor, A. (2006). Alternative sites of identification: An exploration of corporate values

advocacy campaigns. *Public Relations Review*, *32*, 80-82.

*Peer Reviewed Book Chapters*

O’Connor, A., & Casper, M.F. (2011). The role of advertising in establishing social

legitimacy: An analysis of tobacco sponsorship in China. In Emmanuel C. Alozie (Ed.), *Advertising in developing and emerging economies: The economic, political, and social context.*  (pp. 99-110). Gower Publishing: Surrey, England.

O’Connor, A. (2007) In the boardroom of good and evil: A case analysis of Philip Morris’

values advocacy campaign 1999-2001. In Jeff Courtright and Peter Smudde (Eds.),

*Power and Public Relations* (pp.59-81). New York: Hampton Press.

*Invited Publications*

O’Connor, A. & Shumate, M. (2013). Sustainable corporate social responsibility.

*Sustainability Matters*. The Conference Board: New York.

O’Connor, A. (2013). Corporate reputation management. In Robert Heath (Ed.), *The*

*Encyclopedia of Public Relations*. Thousand Oaks, CA: Sage Publications.

O’Connor, A. & Shumate, M. (2012). The communication patterns of corporate social

responsibility within and across industries. *Director Notes* (pp 1-9). The Conference

Board: New York.

O’Connor, A. (2011). Just a job? Communication, ethics, and professional life,

by George Cheney, Daniel J. Lair, Dean Ritz, Brenden E. Kendall. *Journal of*

*Communication* (book review), 61, 1, E1-E3. doi: 10.1111/j.1460-2466.2010.01533.x

Shumate, M. & O’Connor, A. (2010). Doing good by communicating well: Corporations and

the causes they support. *Communication Currents*, National Communication

Association.

O’Connor, A. (2005). Corporate reputation management. In Robert Heath (Ed.), *The*

*Encyclopedia of Public Relations* (pp 745-746). Thousand Oaks, CA: Sage Publications.

*Manuscripts in Progress*

Hinderaker, A. & O’Connor, A. The long road out: Stories of member exit

From the Church of Jesus Christ of Latter-day Saints.

O’Connor, A., & Meisenbach, R. A Phenomenological study of working moms’ transition

back into paid work after a maternity leave.

O’Connor, A., & Raile, A. Trophy kids meet the Great Recession: How Millennials understand

the colloquialism “real job”.

O’Connor, A., Jorgenson, D., Paskewiz, E., Rick, J. Locked out: Tales from the picket line.

# *Convention Papers / Presentations*

O’Connor, A., & Raile, A. (2013). Trophy kids meet the Great Recession: How Millennials

understand the colloquialism “real job”. Organizational Communication

Division, National Communication Association, Washington DC.

O’Connor, A., & Phillips, A. (2011). The Consumption Conundrum: Millennial Perceptions of the

Co-branding Communication of Susan G. Komen for the Cure® and its corporate

sponsors. CSR in Communication, Amsterdam.

O’Connor, A. (2011). An analysis of the institutional messages of Susan G. Komen for the

Cure. Organizational Communication Division, National Communication Association,

New Orleans.

O’Connor, A., & Gronewold, K. (2011). Black Gold, Green Earth: An analysis of the petroleum

industries sustainability discourse. Organizational Communication

Division, National Communication Association, New Orleans.

O’Connor, A., & Meisenbach, R. (2011). A Phenomenological study of working moms’

Transition back into paid work after a maternity leave. Organizational Communication

Division, National Communication Association, New Orleans.

O’Connor, A. (2011). Issues of power and politics for graduate students and new faculty

members. Faculty panel, Organizational Communication Mini Conference, University of Missouri, Columbia.

O’Connor, A., & Shumate, M. (2009). The ethical dilemmas of NGO-corporate alliances.

Organizational Communication Division, National Communication Association, Chicago.

O’Connor, A., & Shumate, M. (2009). We Believe: How corporations’ communication

social responsibility. Organizational Communication Division, International Communication Association, Chicago.

Shumate, M., & O’Connor, A. (2008). NGO-corporate alliances: Testing the symbiotic

sustainability model. Organizational Communication Division, International Communication Association, Montreal.

O’Connor, A., Shumate, M., & Meister, M. (2007). Walk the line: External stakeholders

define corporate social responsibility. Organizational Communication Division, National

Communication Association, Chicago.

Shumate, M., & O’Connor, A. (2007). The Symbiotic Sustainability Model. Organizational

Communication Division. National Communication Association, Chicago.

Shumate, M., O’Connor, A., & Meister, M. (2006). “It’s not just business, We’re making the

world a better place”: An analysis of the pattern of inter-organizational symbiotic relationships between economic and issue industries. Organizational Communication Division, National Communication Association, San Antonio, TX. Top paper.

O’Connor, A. (2005). So much more than a communication strategy: The role of values

advocacy in jury deliberations. Public Relations Division, National Communication Association, Boston.

O’Connor, A. (2003). Values advocacy re-conceptualized: The advocacy identification model.

Public Relations Division, National Communication Association, Miami.

O’Connor, A. (2002). Links of legitimacy: An analysis of how organizations network to

enhance reputation. Public Relations Division, Central States Communication Association, Milwaukee, WI.

O’Connor, A. (2002). Re-thinking the role of public and power in public relations.

Argumentation and Forensics Division, Central States Communication Association, Milwaukee, WI.

O’Connor, A. (2001). In the boardroom of good and evil: An investigation of how values

advocacy and legitimacy create a prism of reputation. Public Relations Division, National Communication Association, Atlanta.

O’Connor, A. (2001). Recalling Pokemon: Tacit communication as a crisis response strategy.

Top student paper selected by the Public Relations Division, Central States Communication Association, Cincinnati.

O’Connor, A. (2000). Crisis communication and organizational image: A study of the NASA

Challenger and Exxon Valdez. Top paper panel selected by the Public Relations Division, Central States Communication Association, Detroit.

O’Connor, A. (1999). The Challenger Disaster: An analysis of NASA’s ethical and conflictual

decision-making processes. Competitively selected paper by the Public Relations Division, joint conference of Central and Southern States Communication Associations, St. Louis.

O’Connor, A. (1998). A preliminary investigation of the effects of NASA’s and Exxon’s crisis

response strategies on organizational image. Organizational communication mini-conference, Lawrence, KS.

*Invited Presentations*

O’Connor, A. & Michelle M. (2013, April 22). How companies communicate and engage on

sustainability. *Conference Board of Directors / Sustainability Matters* Webinar.

O’Connor, A. (2013, December 21). Labor lock-outs and community responsibility. Prairie Public

Broadcasting, Main Street radio program.

O’Connor, A. (2013). Cross-sector alliances: Communicatively constituting stakeholder

perceptions of responsibility. *NDSU Women in Research*.

# FUNDING

NDSU Provost Research Grant (2012), $500

NDSU FORWARD Mentor Travel Award (2012). $750

North Dakota State University (2009). Research Grant, $1,800

North Dakota State University (2008). Research Grant, $1,600

North Dakota State University (2007). Instructional Grant, $1,500

Purdue Research Foundation Research Grant (2002),$30,000.

Purdue Research Foundation (2001). Summer Research Grant, $1,500

**TEACHING**

*Undergraduate Courses*

Organizational Communication

Corporate Advocacy and Issue Management

Power and Leadership

Organizational Communication Ethics & Case Studies

Principles of Advertising and Public Relations

Public Relations Campaigns

*Undergraduate Courses continued*

Crisis Communication

PRSSA Bateman Competition

Public Speaking

*Graduate Courses*

Organizational Communication Theory and Perspectives

Identification Theory and Research

Research Design

Applied Communication Theory and Research

Organizational Communication selected readings

MAXQDA analytic software seminar

Focus group methodology

*Doctoral Students Supervised*

Amorette Hinderaker, 2013, Assistant Professor, Texas Christian University

Kai Western, Ph.D., 2012, Lecturer, North Dakota State University

Jon Pike, Ph.D., 2007

Katherine Gronewold, ABD.

*Master’s Students Supervised*

Tara Freed, M.A., 2013

Hailey A, M.A., 2013, Concordia College

Jessica Rick, M.A., 2013, Ph.D. student, University of Missouri

Lisa Gulland-Nelson, M.A., 2012, Fargo Moorhead Economic Development Council

Gladys Namaguanga, M.S., 2011

Alicia Philips, M.A., 2011, Forum Communications

Tamuna Kvaratskahelia, 2010, NGO consultant in the country of Georgia

Kristina Wenzel, M.A., 2010, PhD student at the University of Missouri

Michelle Roers, M.A. 2010, Target Corporation

Dana Anderson, M.A. 2010, North Dakota Science College

Sarah Nissen, M.A. 2008, Flint Communications

Laura Beauchamp, M.A., 2009, Disney Entertainment

Branden McKnight, MA 2006, Regional Manager, Kelly Services

Shane Balken, M.A. , 2007, owner Ole and Lena’s Pizzeria

Erika Schuler, M.A., 2009

Amorette Hinderaker, M.A., 2008

# AWARDS and HONORS

NDSU Blue Key student mentor award, 2012

Thought Leader Series Faculty Champion, NDSU, 2011

NDSU Bison Ambassador Apple Polisher, 2007, 2008, 2009, 2010, 2011, 2012

NDSU Blue Key National Honor Society Distinguished Educator of the Year, 2009

PRSSA Bateman National Case Study Competition, Honorable Mention, 2009

NDSU Department of Communication “Student’s Choice” Outstanding Teacher, 2009, 2010,

2012

College of Arts, Humanities, and Social Sciences, NDSU, Outstanding Teacher, 2009

Central States Communication Association Inaugural Young Scholar in Organizational

Communication, 2008

**SERVICE**

*Departmental*

Graduate Committee chair (2010-present)

Awards Committee chair (2012-present)

Faculty Advisor, NDSU PRSSA Chapter 2008-2011

Undergraduate Curriculum Committee Chairperson

2006, 2007, 2008, 2010

Graduate Curriculum Committee Member, 2006, 2009

Assessment Committee, 2007

NDSU Lambda Pi Eta, Charity Pie eating contest participant, 2008, 2010

*University*

Arts. Humanities, Social Sciences Promotion, Tenure & Evaluation committee

Graduate Leaders Committee member (2010-present)

Faculty Senate Equity Opportunity Hearing Panel member

Strategic Planning Committee, 2011

Arts Humanities & Social Sciences Dean Search Committee, 2010

Equal Opportunity Hearing Panel member, 2010

Alumni Association Grants and Awards Committee, 2010

Provost Academic Misconduct Committee, 2010.

“Little International” speech judge, 2010.

AHSS College Policy and Planning Committee, Secretary, 2009-2012.

Doctoral Dissertation Fellowship selection committee, 2009

Provost committee on attendance, Ad hoc committee member, 2007

Faculty Advisor, NDSU Bison Hockey, 2006-2008

AHSS College Student Progress Committee Member, 2005-2008

*Discipline*

*Communication Yearbook 2012-present,* Reviewer

*Business & Society*, Editorial Board.

*Management Communication Quarterly*, Editorial Board

*African Journal of Business Management,* Reviewer

*Corporate Governance and the Global Financial Crisis: International Perspectives,* Sun, W.,

Stewart, J. & Pollard, D. (Eds). Reviewer

National Communication Association, Organizational Communication Division, Paper Reviewer.

National Communication Association, Public Relations Division, Paper Reviewer.

International Communication Association, Public Relations Division, Paper Reviewer.

Textbook reviewer, *Organizational Communication* 5th Edition, by Eisenberg, E., Goodall, H.L.,

Tretheway, A., Bedford / St. Martin’s Press.

Roundtable facilitator, Organizational Communication Mini Conference, 2008

*Journal of Applied Communication Research*, Editorial Board, 2006-2008.

*Communication Studies*, Student Review Board,2003-2004

*Community*

2008 –present Volunteer, Moorhead Youth Hockey Association

2008-2010 Chairperson, Church of the Nativity Christmas Dinner for the needy

2008 Guest on KNDS-FM, Civic Radio. Topic: Corporate social responsibility.

2006 Pro-Bono consultant for Prairie Public Broadcasting Corporation on corporate branding

2005-2006 Chairperson, Fargo Angels Hockey Club, Marketing Committee

1998 Chairperson, Junior League of Kalamazoo, Festival of Trees

**PROFESSIONAL DEVELOPMENT**

Promotion to professor, NDSU FORWARD training, 2013

Advising at NDSU; pedagogical training, 2013

Mutual Mentoring: Moving beyond one-size-fits all mentoring, 2012

Search Committee and hiring training, 2012

Versatile Ph.D. pedagogical training, 2011

FORWARD leadership training seminar, 2011

Genuine Leadership 16 week training program, 2010

Social Media and Pedagogy conference, 2009

FORWARD grant presentation on advancement for women, 2009

Central States Communication Association young scholar development, 2008

DDB Needham Worldwide advertising agency training, Chicago, 2005

**PROFESSIONAL MEMBERSHIPS**

International Communication Association

National Communication Association

Organizational Communication Mini Conference

Academy of Management

Public Relations Society of America