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Waco, TX 76798

EDUCATION

Ph.D. 2012	Technical Communication & Rhetoric
	Texas Tech University (English Department)
	Dissertation: "Hospitalists' Perceptions of Communication and How They Navigate Communication Challenges within the Hospital Setting"
M.Ed. 2004	Instructional Technology, Texas Tech University (Education Department)
B.B.A. 1979	Business Communications, Hankamer School of Business, Baylor University

ACADEMIC EMPLOYMENT HISTORY

Fall 2022 – present	Clinical Professor, ISBA Department, Hankamer School of Business
Fall 2021 - Aug 2022	Clinical Associate Professor, ISBA Department, Hankamer School of Business
Fall 2018-Aug 2021	Clinical Associate Professor, Assistant Director of the Ph.D. Program, MIS Department, Hankamer School of Business
Spring 2013 - 2018	Assistant Director of the Ph.D. Program, MIS Department, Hankamer School of Business; Senior Lecturer
Spring 2011 - 2013	Senior Lecturer, Baylor University, Hankamer School of Business, Management Information Systems Department
Aug 2004 - Fall 2010	Lecturer, Baylor University, Hankamer School of Business, Management Information Systems Department

WORK HISTORY

Jan. 2000-Aug. 2002	Public Relations Coordinator for Midway ISD
Jan. 2000-Aug. 2004	Consulted with individuals and nonprofit organizations regarding technology software uses and assisted in upgrading/updating existing programs

SCHOLARLY/CREATIVE ACTIVITY:

Presentations:

October 2022	Burleson, D. Presentation at Association for Business Communication (ABC), Tampa, FL, "Virtual Teams: Conducting a Big Five Personality Assessment for Effective Team Assignments."
October 2022	Burleson D. Presentation at Association for Business Communication (ABC), Tampa, FL, "My Favorite Assignment: Our Emotional Intelligence and Communication."
July 2022	Horton, M. and Burleson, D. Presentation at

	IEEE Professional Communication Conference 2022 (ProComm), "Emotional Intelligence (EQ) in the Classroom, in Writing, on Teams," University of Limerick, Limerick, Ireland.
October 2021	Horton, M. and Burleson, D. Presentation at Association for Business Communication (ABC), "Emotional Intelligence as Course Theme: Boosting EQ, Strengthening Communication Skills."
October 2020	Waller, R. and Burleson, D. Presentation at Association for Business Communication (ABC), "From Perception to Reality: How LinkedIn's Champion Recruiters Frame Their Facebook and Website Discourse for Success."
December 2019	Burleson, D. Workshop Presentation for ICIS SIG-CORE, Munich, Germany: Short-Term Global Virtual Teams: An Exploratory Study of Team Cohesion and Connectivity
Fall 2018	Burleson., D. Presentation at Association for Business Communication (ABC), "The Ted-talk Style of Résumé Presentation: Celebrating your Diversity and Culture Through Storytelling," with Waller, R., and Alford, A. (Miami, FL).
December 2018	Milovich, M. and Burleson, D. Workshop ICIS SIG-CORE, Dublin, Ireland, "Older Adults, Social Media, and Cognitive Speed."
January 2018	Milovich, M. and Burleson, D., Presentation for *Hawai'i International Conference on System Sciences (HICSS)*, "Social Media and Older Adults: Understanding Cognitive Training and Social Network."
August 2017	Burleson, D. Presentation for AMCIS, "Quality of Life: Older Adults and the Role of Social Media," with Milovich, M.
January 2017	Burleson, D. Presentation for HICSS, "Conducting Research in a Developing Country: A Reflection-In-Action Perspective," with Chipidza, W.
December 2016	Burleson, D. Workshop for ICIS, "Quality of Life: Social Media's Role and the Elderly," with Milovich, M.
August 2016	Burleson, D. Panel Discussion for AMCIS, "Do Academic Curricula Satisfy Healthcare Industry Professional Knowledge and Skills Requirements?"
January 2016	Burleson, D. (3rd author). Presentation for HICSS, "Why companies Change Privacy Policies: a Principal-Agent Perspective." With Leidner, D. and Chipidza, W.
March 2015	Burleson, D. Panel at Four C's, "Medical Imaging and Images: The Visual Culture of Healthcare," with Angeli, L, and Gage, C.
October 2014	Burleson, D. Presentation for ABC, "Tweet Yourself to a Job," with Waller, R.
March 2013	Burleson, D., Presentation for Four C's, "Transitions of Care: Negotiating the Discharge Summary"; panel topic: "Medical Documentation as Persuasive Discourse" with Dr. Liz Angeli, Towson University, and Dr. Catherine Gouge, West Virginia University
March 2012	Burleson, D., Presentation for Four C's (Conference for College Communication), "Medical Gateways: Ethnographic Studies of Communication Practices in Emerging Contexts with Dr. Liz Angeli and

	Dr. Michael Klein, St. Louis, Missouri
October 2011	Burleson, D., Presentation for ABC International Conference, "Capturing Knowledge in the Clouds: Using Delicious to Assist Students and Collecting and Collaborating Resources," Chicago, Illinois.
October 2010	Burleson, D., Presentation for ABC International Conference, "Point/Counterpoint in the Nonprofit Hospital Debate: Two Analytical Approaches," with Dr. Randy Waller, Portsmouth, Virginia.
April 2010	Burleson, D., Presentation for 2010 Educational Showcase," Like Leading a Horse to Water: Incorporating New Media for Research/Teaching From a Faculty Perspective," co-presented with Bob Darden, Dr. Mona Choucair, and Dr. Heidi Marcum. Each faculty member presented individual teaching projects created as part of the ATL Faculty Fellows program.
October 2009	Burleson, D., Presentation for ABC International Conference, "Point/Counterpoint in the Nonprofit Hospital Debate: Two Analytical Approaches," authored with Dr. Randy Waller
February 2008	Burleson, D., Presentation for ABC-SW Regional Conference, "The Corporate Website as a Recruiting Tool: Best Practices at Top Ten Companies," with Dr. Randy Waller.
October 2008	Burleson, D., Presentation and Paper for ABC International Conference, "The Effects of Message Framing on Website Recruitment Texts," authored with Dr. Randy Waller and Dr. Denny Kramer.
March 2007	Presentation and Paper for ABC-SW Regional Conference, "The Three Cs of Effective Emails," co-authored with Joy Young and Dr. Randy Waller.

Publications

December 2020	Milovich, M., and Burleson, D. (2020). "Connections and Cognitive Speed of Older Adults: Using a Social Media Intervention to Improve Cognitive Speed," *Communications of the Association for Information Systems, Vol. 47,* https://doi.org/10.17705/1CAIS.04734
January 2018	Milovich, M., and Burleson, D. "Social Media and Older Adults: Understanding Cognitive Training and Social Network," *Hawai'i International Conference on System Sciences 2018 Proceedings (HICSS).* Waikoloa, HI.
September 2015	Burleson, D. "The Hospitalist Model: Are Hospitals Information Patients?" *Communication Design Quarterly Review, 3(4).*
April 2014	Burleson, D. "Communication Challenges in the Hospital Setting: A Comparative Case Study of Hospitalists' and Patients' Perceptions." *Journal of Business and Technical Communication, 28(2).*
April 2012	Andrews, C., Burleson, D., Elmore, K., et al. "A New Method in User-Centered Design: Collaborative Prototype Design Process (CPDP)." *Journal of Technical Writing and Communication, 42(2).*

Research in Progress

Current	Horton, M., Waller, R., and Burleson, D. "Teaching Approaches for Writing the LinkedIn Bio: Recovering Heuristics, Pisteis, and Protreptics"

	IRB approved 8/21; data collection begins Spring 2022 and ends Fall 2023
Current	Burleson, D. "Perceptions of Older Adults with Instagram," analyzing qualitative data with Milovich, M.
Current	Burleson, D., Chipidza, W. Beginning theory review to add to initial presentation/paper, "How to do Research in a Developing Country."
Current	Burleson, D. and colleagues. Workplace and Virtual Proximity and Empathy

LEARNING AND PEDAGOGICAL RESEARCH
Intellectual Contributions

June 2021	Burleson, D. D., & Peters, U. (2021). Short-Term International Virtual Teams: Preparing Students and Employees for a Digitized, Global Workplace. In *Developments in Virtual Learning Environments and the Global Workplace* (pp. 205-227). IGI Global.

Fellowship

Fall 2009- Spring 2010	Academy of Teaching/Learning Fellows

TEACHING ACTIVITY
Courses taught while at Baylor University:

MIS 6380	Ethical Research Practices, offered to business students in a PhD Program
BUS 3315	Business Communications
MIS 1305	Introduction to Information Systems
Writing Lab	Writing Lab Coordinator, August 2004-May 2006

Course taught while at IAE, Caen, France:

Business Communication, M2 Program, April/May 2013
Team Collaboration, February/March 2018, 2019, 2020, and 2021 (virtually)

Courses taught in BBE Study Abroad Program, 1st Summer Session, 2016 and 2018

International Communication
Cultural Communication
Business Communication

INSTITUTIONAL SERVICE

Aug 2021 - Aug 2022	Chairman, Baylor Retirement Plan and Baylor 457(B) Plan, appointed by Baylor President and approved by Faculty Senate
Aug 2020 -Aug 2023	Baylor Retirement Plan and Baylor 457(B) Plan, appointed by Baylor President and approved by Faculty Senate
Fall 2016 – present	Philanthropic Advisor, Delta Delta Delta Sorority
Fall 2012-2018	Admissions Committee member
Fall 2011-2017	Faculty Senator, maximum of 6 years of continual service

Fall 2008-2012   Baylor Business Women, advisor
Fall 2004-2005   Delta Delta Delta, House Corporation Board President
Aug. 2011-May 2012 Faculty Partner, one other faculty member and I served all Community
                              Leaders at North Russell Dorm.
Aug. 2009-May 2012 Baylor University, Student Life Committee, Reviews and makes
                              recommendations to the Faculty Senate and the Student Life Division
                              concerning issues related to students
Summer 2010   Greeter Program, a new program facilitated by Student Life to connect via
                              email with incoming freshmen and transfer students, offering a personal
                              contact from a faculty member
Aug. 2007-May 2009 Baylor University, Teaching, Learning & Technology Committee (TLTC),
                              appointed to serve on committee that oversees long-range planning for
                              education/technology
Fall 2005   Surveyed 100 9-12th grade technology teachers in Texas for curriculum
                              information for MIS Department Chair, info used for MIS 1305 course
Summer-Fall 2007   Quality Enhancement Plan committee (QEP). Appointed to serve on
                              committee as part of the University's reaffirmation of accreditation for
                              SACS
Aug.2007-May 2008 Faculty Partner, Kallie Karnes (Community Leader)
Aug. 2006-May 2007 Faculty Partner, Suzanne Goodwin (Community Leader)
Fall 2006/Fall 2007   U1000 Faculty Instructor
August 2005-2008   Welcome Week Host

UNIVERSITY MISSIONS SERVICE
May 2017-2018   Organized and facilitated Family Legacy's first career fair for 6 local
                              businesses and over 40 students who had graduated from the program we
                              taught in previous years.
May 2016-2018   Developed Mission Trip with curriculum, Faculty Leader, Business
                              Consulting Mission Team, Lusaka, Zambia, in coordination with Family
                              Legacy Ministry. Recruited, fundraised, developed curriculum, and
                              worked with over 80 students. Preparation in Zambia included meeting
                              with consulate at the U.S. Embassy, meeting with local business leaders.
May 2015   Faculty Leader, Accounting Team Mission Trip, Kampala, Uganda
                              (minimester)
May 2013-2018   Faculty Leader, Costa Rica Service Trip, all majors across the university

PROFESSIONAL DEVELOPMENT ACTIVITIES
March 17, 2022   ATL Set, Outside the Assessment Box: Experiments in Alternative
                              Assessment
November 19, 2021   Excellence in Teaching (SET), Reducing Textbook Costs
Feb. 24, 2021   Our Voices: Black History Month Panel Discussion
January 2020   Session with Abby Gamble, building video quizzes in Canvas
January 2020   Session with IDesign consultant, formatting tools and videos
June 2020   Building Trust through Course Design * Delivery Decisions, Baylor
                              Libraries

July 2020	LockDown Browser and Responds Monitor Training, Baylor Libraries
July 2019	NVivo Workshops I and II
September 2018	CASE Teaching and CASE Research, Workshop
July 2017	Crucial Conversations, Workshop (invited to GPD's and others who lead students), sponsored by Baylor's HR Department
January 2016	Effective Use of PowerPoint in the Classroom, sponsored by ATL
December 2014	Webinar, Healthcare: "Best Practices in Parent and Provider Interactions in Pediatrics", webinars sponsored by AIS
October 2014	Webinar, Healthcare: "The Clinical Impact of eHealth on the Self-Management of Diabetes", webinars sponsored by AIS
September 2014	Webinar: "Patients are not Simply health IT Users or Consumers", webinars sponsored by AIS
August 2014	Workshop, Canvas, sponsored by Baylor Electronic Library
November 2012	Faculty Forum, "Thirsty for What? Wisdom in an Era of Twitter, Social Significance, and Symbols Sans Sacrifice," Dr. Chris Blocker.
November 2012	KPMG Recruiting Invent for Ph.D. Students, "KPMG PhD Project," KPMG, Chicago, IL.
October 2012	Faculty Forum, "Gender Matters: Fostering Gender Balance in Curricula and Classrooms," Dr. Lenore Wright.
September 2012	Faculty Forum, "Transformational Education in Three Easy Steps," Dr. Bill Booth.
December 2011	Webinar, "NVivo (QSR) Webinar," NVivo, Waco, TX.
February 2011	Webinar, "Social Media and Electronic Communication," Pearson Publishing, Waco, TX.
May 2011	Webinar, "Honing Your Social Atenna: Improve effectiveness and reduce costs by becoming a more social business," InformationWeek/IBM, Waco, TX.
November 2009	Workshop, "Hankamer School of Business Teaching Workshop," Hankamer School of Business, Dr. Mark Dunn, Waco, TX.
September 2009	Research/Writing Presentation, "Worlds made by words: Scholarship and Community in the Modern West," Beall-Russell Lecture Series, Baylor, Waco, TX/
March 2009	Seminar, "Digital Storytelling Workshop," Training and Development, Baylor, Waco, TX.
August 2007	Workshop, "Using Elluminate Live Through Blackboard," Blackboard.
August 2007	Workshop, "Blackboard 7 - Blogs and Wikis," Baylor University.
July 2007	Workshop, "Elluminate Live! Advanced," Elluminate Live!
July 2007	Workshop, "Elluminate Live! Introduction," Elluminate Live!
January – May 2007	Seminar, "7 Habits of Highly Effective Instructors," Baylor.

PROFESSIONAL SERVICE

August 2022	Burleson, D. *Reviewer,* HICSS, 2023 Conference
July 2022	Session Chair, IEEE ProComm, University of Limerick, Limerick, Ireland
November 2021	(*scheduled November 16, 2021);* Panelist for an international audience to discuss chapter in IGI Global Book, (chapter authors: Burleson & Peters, "Short-Term International Virtual Teams: Preparing Students and

	Employees for a Digitized, Global Workplace."
October 2021	Burleson, D. *Reviewer,* Hospital Practice
December 2020	Burleson, D. *Reviewer*, IGI Global
June 2020	Burleson, D. *Reviewer,* Association for Business Communication Conference
Spring 2020	Burleson, D. *Reviewer,* two rounds, *Journal of Business and Technical Communication*
April 2019	BIG XII+ Symposium, Session Chair, Texas Tech University, Lubbock, TX
August 2019	AMCIS, Mini-Track Co-Chair
November 2019	Burleson, D. *Reviewer*, *ICIS,* SIG-CORE Workshop, 2 papers.
May/June 2019	Burleson, D. *Reviewer, ICIS,* 2 papers.
November 2018	Burleson, D. *Reviewer, MISQE.*
May/June 2018	Burleson, D. *Reviewer, ICIS,* 2 papers.
August 2018	AMCIS Co-Chair, Posters
August 2017	AMCIS, Co-chair, Review Coordinator
September 2017	Technical communication Quarterly, Special Issue, Reviewer
December 2015	ICIS Poster Chairman
Fall 2011	Burleson, D. *Reviewed,* Cardon text, Business Communications textbook, McGraw-Hill Publishing.
March 2010	AMCIS Reviewer, Journal Article.
Fall 2010	Burleson, D. *Edited/revised* a new Business Communications textbook, McGraw-Hill Publishing.
Spring 2010	Burleson, D. *Review of Chapter 7, Guffey's Business Communication: Process and Product, 7e.,* Cengage Learning.
March-June 2009	ICIS Reviewer, Journal Article.
Summer 2009	Burleson, D. *Reviewer, ICIS paper.*
October 2009	Panelist, "Bearaware Brown Bag Luncheon," topic: Social Networking
Fall 2008	Burleson, D. *Review of Guffey's Essentials of Business Communication, 8e*., Cengage Learning.
2008	Burleson, D. *Podcast (mp3 file).* "Introduction to Wikinomics," MIS 1305 course.
Spring 2007	Presentation at the 2007 TASO State Convention, Dallas, "Are you Technologically Savvy?"
Fall 2007	Authored grant for Compassion Ministries, Waco, TX, awarded $49,000
Spring 2005	Presentation at the 2005 TASO State Convention, Waco, "You Might Think It, But Be Careful Writing It!" for delegates who work with nonprofits.
Summer 2005	Burleson, D. *Edited Go! Series,* Prentice-Hall Publishers.
2005-2006	Website designer and manager, Waco Symphony Council, Midway Choir Boosters

PROFESSIONAL AFFILIATIONS
Association for Information Systems (AIS)
Association for Business Communicators (ABC)

IEEE International Professional Communication (ProComm)

COMMUNITY SERVICE

May 2021 – present	Waco Symphony Association Board
May 2020 – present	Food Pantry, Columbus Avenue Baptist Church
May 2019 – present	Leadership Enlistment Committee, Columbus Avenue Baptist Church
May 2012 – 2016	VP Education, Waco Symphony Board of Directors
May – Oct. 2012	Fundraiser, Family Abuse Center
May 2008 – present	meals for Christian Women's Job Corp
2006-2010	Compassion Ministries Board of Directors, 2006-2010, Pres.: 2009-2010
2006-2009	TASO (Texas Association for Symphony Orchestras) State Board members, Newsletter Chair, 2008-2009
2003-2004	President, Waco Symphony Council 2003-2004
2000-2001	Member of Waco's Leadership Forum, 2000-2001
1999-2000	President, Junior League of Waco (membership 650) 1999-2000
1997-1998	President, Waco/McLennan County Bar Association
1989-1991	Board member, Evangelia Settlement
1989-2010	Midway ISD, Parent/Teacher Assoc., numerous levels of involvement

GRANTS/FUNDING

June 2017-July 2018	Research Grant, $9,996.00, Rowan University, "Quality of Life: Older Adults and the Role of Social Media."
November 2012	Academy of Teaching and Learning, University Teaching Grant, $1,500 for summer 2013, Teaching Professor Institute, New Orleans, LA
May 2012	Graduate School Grant, $1,000, Texas Tech University (travel and lodging for dissertation defense)
August 2009	Research Grant, $1,250, from the Helen Hodges Foundation

CONSULTING

March 2020	Formed BKS Communication Matters, LLC with two colleagues www.bkscommunication.com Three focus areas: consulting, coaching and writing, training