Ashley Hall, Ph.D.
Curriculum Vitae

Education

PhD Human Resource Development   August 2013 – May 2016
     College of Business and Technology
     The University of Texas at Tyler
     Dissertation defended March 16, 2016 – "The Moderating Effect of Individual Employee Attributes on the Relationship Between Managerial Communication and Employee Job Satisfaction in Times of Change"

MBA General Business   August 2009 – December 2010
     Stephen F. Austin State University

BBA General Business   May 2006 – May 2009
     Emphasis in corporate communication
     Minor in international studies
     Graduated Summa Cum Laude
     Stephen F. Austin State University

Awards & Certifications

Best Paper Award – Business Education Research
     Association of Business Teaching and Research
     April 2020

Raymond V. Lesikar Outstanding Researcher Award
     Association for Business Communication – Southwestern U.S.
     March 2020

Distinguished Paper Award
     Association for Business Communication – Southwestern U.S.
     March 2020

Outstanding Researcher – Rusche College of Business
     Stephen F. Austin State University
     May 2019

Best Paper Award – Business Education Research
     Association for Research in Business Education
     April 2019

Certified Online Instructor – Stephen F. Austin State University
     Course completed August 2013

Academic Appointments

Instructor
> Louisiana State University
> May 2024 – present

Adjunct Instructor
> Abilene Christian University; Liberty University; Louisiana Christian University;
> Texas A&M University – Commerce; Stephen F. Austin State University
> October 2021 – present

Subject Matter Expert
> Redeveloped APCO 441: Consulting and Assessment for Organizational Change
> Abilene Christian University
> May – August 2022

Subject Matter Expert
> Developed APCO 411: Theories of Change Management online course
> Abilene Christian University
> May – August 2021

Assistant Professor, Department of Business Communication & Legal Studies
> Nelson Rusche College of Business
> Stephen F. Austin State University
> September 2016 – August 2021

Visiting Lecturer, Department of Business Communication & Legal Studies
> Nelson Rusche College of Business
> Stephen F. Austin State University
> September 2014 – May 2016

Teaching Experience

Administrative Communication – Stephen F. Austin State University

Business Communication – Stephen F. Austin State University

Business Communication Technology – Stephen F. Austin State University

Business, Ethics, and Society – Stephen F. Austin State University

Consulting and Assessment for Organizational Change – Abilene Christian University

Contemporary Issues in Human Resource Management – Liberty University

Cultural Issues in Organizations – Texas A&M University – Commerce

Human Resource Management – Louisiana Christian University

Information Technology – Stephen F. Austin State University

Introduction to Business – Stephen F. Austin State University

Managerial Communication – Stephen F. Austin State University

Organizational Development & Change – Louisiana Christian University

Principles of Employee Development – Stephen F. Austin State University

Records Management – Stephen F. Austin State University

Recruitment, Selection, and Training – The University of Texas at Tyler

Student Success – Stephen F. Austin State University

Talent Development – Texas A&M University – Commerce

Theories of Change Management – Abilene Christian University

Workforce Development – The University of Texas at Tyler

Workforce Planning and Employment – Liberty University

Intellectual Contributions

Refereed Journal Articles (24)

Daigle, J., & **Hall. A.** (accepted). Building supply chain management programs for the economic development of the region. *Industry and Higher Education.*

Daigle, J., Stading, G., & **Hall, A.** (accepted). Curricular innovation for economic symbiosis: A neural network approach to aligning university supply chain programs with regional industry demands. *Higher Education, Skills and Work-based Learning.*

Waddell, K. I., & **Hall, A. A.** (2023). Executive presence in a virtual world. *Business Education Forum, 7*(4), 11-12. https://library.nbea.org/Summerforum2023/

Wright, C., Smith, A., & **Hall, A.** (Winter 2020). Immersive technologies: A review of use in K-16 education and business. *Journal of Research in Business Information Systems, 13*(1), 66-77.

Hall, A. A., & Wright, C. S. (2020). Augmented reality in business classes. *The Journal of Research in Business Education, 60*(1), 4-11.

Hall, A. A. (2020). 21st century customer service: Investigating how companies use social media for customer service. *Journal of Research in Business Information Systems, 12*(12), 72-82.

Wright, C. S., & **Hall, A. A.** (2019). Communication skills in the workplace: An investigation into student perceptions. *Journal of Research in Business Education, 59*(2), 55-63.

Hall, A. A., & Jennings, S. E. (2019). Investigating student perceptions of half semester online classes. *Journal of Research in Business Information Systems, 11*(11), 74-85.

Hall, A. A., & Wright, C. S. (2018). Data security: A review of major security breaches between 2014 and 2018. *Federation of Business Disciplines Journal, 6*, 50-63.

Holt, S., **Hall, A.,** & Gilley, A. (2018). Essential components of leadership development programs. *Journal of Managerial Issues, 30*(2), 214-229.

Jennings, S., & **Hall, A**. (2018). Investigating student perceptions of the role of social presence in online classes. *Mountain Plains Business Education (M-PBEA) Journal, 8*(1), 15-23.

Hall, A. A., & Jennings, S. E. (2017). "On call" online instructors? An investigation of faculty and student perspectives on appropriate response times. *Journal of Research in Business Information Systems, 9*(9), 84-110.

Hall, A. A., Delello, J. A., & McWhorter, R. R. (2017). Using Facebook to supplement instruction in online and hybrid courses. *International Journal of Innovation and Learning, 22*(1), 87-104.

Hall, A. A., & Wright, C. S. (2017). The changing face of education: Welcoming Generation Z to the classroom. *Texas Business and Technology Educators Association (TBTEA) Journal, 19*(1), 90-98.

Wright, C. S., & **Hall, A. A.** (2017). Reject the tech? Students' views on technology for instruction and collaboration. *The Journal of Research in Business Education, 58*(2), 1-10.

Blount, J., Wright, C. S., **Hall, A. A.,** & Biss, J. L. (2016). Social media: Creating student awareness of its use in the hiring process. *Southern Journal of Business and Ethics, 8*(2016), 202-218. http://www.salsb.org/sjbe/v8_SJBE_2016.pdf

Hall, A. A., & Bayless, M. L. (2016). Promoting student engagement in online classes: The student perspective. *Journal of Research in Business Information Systems, 9*(9), 46-59*.*

Hall, A. (2016). The use of recorded lecture videos: Investigating learning preferences and universal design for learning principles. *Mountain Plains Business Education (M-PBEA) Journal, 7*(1), 12-17*.*

Hall, A. (2016). Exploring the workplace communication preferences of millennials. *Journal of Organizational Culture, Communications and Conflict, 20*(1), 35-44*.*

Hall, A. A., & Dufrene, D. D. (2016). Best practices for launching a flipped classroom. *Business and Professional Communication Quarterly, 79*(2), 234-242*.* doi: 10.1177/2329490615606733

Waddell, K., & Hall, A. (2015). Testing the mediating effect of employee burnout on the relationship between Internet addiction and job performance. *Business Studies Journal, 7*, 85-93*.*

Wright, C. S., Hall, A. A., & Biss, J. L. (2015). Social media: Helping and hindering employment in the 21st century. *Texas Business and Technology Educators Association Journal, 13*(1), 145-156*.*

Gilley, A., Waddell, K., Hall, A., Avery, S., & Gilley, J. W. (2015). Manager behavior, generation, and influence on work-life balance: An empirical investigation. *Journal of Applied Management and Entrepreneurship, 20*(1), 3-23.

Weatherly, M. G., Jennings, S. E., & Hall, A. (2014). Student assignment feedback: Do we give them what they really want and/or expect? *Mountain Plains Business Education (M-PBEA) Journal, 6*(1), 21-26.

Editor Reviewed Article (1)

Hall, A. A., & Biss, J. L. (2015). Teaching professionalism for the workplace: The role of attitude, dress, and communication skills. *Business Education Forum, 70*(2), 33-35.

Refereed Conference Proceedings (3)

Hall, A., & Waddell, K. (2015). Expatriate training: Preparing American expatriates to work abroad and successfully repatriate. *Academy of Human Resource Development International Conference*. (Refereed Abstract)

Hall, A. A., & Dufrene, D. D. (2014). Exploration of the flipped classroom for business communication instruction. *Refereed proceedings of the Association for Business Communication Southwestern United States Region,* 1-5.

McWhorter, R. R., Johnson, G., Roberts, P. B., Delello, J., & **Hall, A. A.** (2014). Exploring LinkedIn as a career management strategy. *Academy of Human Resource Development International Conference*. (Scholarly Research Roundtable)

Conference Presentations (44)

Waddell, K., & **Hall, A.** (April 11, 2024). *Workplace Expectations: What Companies Should Know About Gen Z.* Presented at the Association for Business Communication Southwest Regional Meeting, Galveston, TX.

Hall, A., & Waddell, K. (March 10, 2023). *Business Communication in a Virtual Workplace.* Presented at the Association for Business Communication Southwest Regional Meeting, Houston, TX.

Hall, A. (January 13, 2023). *Communicating with a Stressed-Out, Burnt-Out Workforce.* Presented at the Association for Business Communication Meeting, Naples, Italy.

Hall, A. (March 3, 2022). *Helping Students Effectively Navigate a Noisy World.* Presented at the Association for Business Communication Southwest Regional Meeting, New Orleans, LA.

Hall, A. (March 19, 2021). *#Activism: Investigating the Social Media Communication of Nonprofits during Times of Crisis.* Presented virtually at the Association for Business Communication Southwest Regional Meeting.

Hall, A. (March 18, 2021). *Using Tech Tools to Increase Student Connectivity and Engagement in Online Classes.* Presented virtually at the Association for Business Information Systems Conference.

Hall, A. (October 2020). *Managerial and Organizational Communication during Times of Crisis.* Presented virtually at the Association for Business Communication conference.

Hall, A. & Wright, C. (April 9, 2020). *Augmented Reality in Business Classes.* Presented virtually at the Business Education Research Conference (scheduled for Boston, MA prior to COVID-19).

Hall, A., Wright, C., & Smith, A. (March 12, 2020). *Augmented Reality in Business Communication Classes.* Presented at the Association for Business Communication Southwest Regional Meeting, San Antonio, TX.

Wright, C., Smith, A., & **Hall, A.** (March 13, 2020). *Immersive Technologies: A Review of Use in K-16 Education and Business.* Presented at the Association for Business Information Systems Regional Meeting, San Antonio, TX.

Wright, C., & **Hall, A.** (April 18, 2019). *Communication skills in the workplace: An investigation into student perceptions.* Presented at the Business Education Research Conference, Chicago, IL.

Hall, A. & Wright, C. (March 14, 2019). *Investigating how students perceive their communication skills.* Presented at the Association for Business Communication Southwest Regional Meeting, Houston, TX.

Hall, A. (March 14, 2019). *#CustomerService: An investigation of how companies use social media for customer service.* Presented at the Association for Business Information System Conference, Houston, TX.

Hall, A. (October 26, 2018). *Microphone to the world: Customer service in the age of social media.* Presented at the Association for Business Communication International Conference, Miami, FL.

Wright, C., & **Hall, A.** (March 27, 2018). *Investigating the perceived communication skills of our students.* Presented at the SFA Symposium on Arts & Research (SOAR), Nacogdoches, TX.

Hall, A. (March 9, 2018). *Managerial communication and employee job satisfaction during times of organizational change within the healthcare industry.* Presented at the Association for Business Communication Southwest Regional Meeting, Albuquerque, NM.

Hall, A., & Jennings, S. (March 9, 2018). *Benefits and challenges of half semester online classes.* Poster session presented at the Association for Business Information System Conference, Albuquerque, NM.

Hall, A. A., & Dufrene, D. D. (October 20, 2017). *What's next in e-books?* Presented at the Association for Business Communication International Conference, Dublin, Ireland.

Hall, A. A. (October 19, 2017). *The silent observer.* Presented at the Association for Business Communication International Conference, Dublin, Ireland.

Hall, A. A., & Wright, C. S. (June 15, 2017). *Oral presentations in online classes.* Presented at the NETNet Summer Distance Learning Conference, Tyler, TX.

Hall, A. A., & Wright, C. S. (April 19, 2017). *Is more technology better? The student perspective on the role of technology in instruction and collaboration.* Presented at the Symposium on Arts & Research (SOAR), Nacogdoches, TX.

Wright, C. S., & **Hall, A.** (April 13, 2017). *Reject the tech? Students' views on technology for instruction and collaboration.* Presented at the Business Education Research Conference, Chicago, IL.

Hall, A. (March 30, 2017). *Exploring UDL principles for the benefit of all students.* Presented at the Texas Distance Learning Association Conference, Galveston, TX.

Hall, A. (March 10, 2017). *Millennials as managers: Exploring communication preferences.* Presented at the Association for Business Communication Southwest Regional Meeting, Little Rock, AR.

Hall, A., & Wright, C. S. (March 9, 2017). *Gone phishing: A review of recent security breaches.* Presented at the Association for Business Information System Conference, Little Rock, AR.

Hall, A., & Wright, C. S. (November 4, 2016). *Generation Z in the classroom.* Presented at Region 7 Texas Business and Technology Educators Association (TBTEA) Conference, Nacogdoches, TX.

Hall, A. (October 21, 2016). *Addressing challenging design issues for web-based/online courses.* Panel presentation at the Association for Business Communication International Conference, Albuquerque, NM.

Hall, A. (October 21, 2016). *Managerial communication and employee job satisfaction in times of organizational change.* Presented at the Association for Business Communication International Conference, Albuquerque, NM.

Hall, A. (June 17, 2016). *Providing students with options: Universal design for learning (UDL) in online classes*. Presented at the Northeast Texas Consortium (NETNet) Summer Distance Learning Conference, Tyler, TX.

Hall, A. (April 15, 2016). *Exploring the workplace communication preferences of Millennials*. Presented at the Sam Houston State University General Business Conference, Huntsville, TX.

Hall, A. (March 10, 2016). *Workplace communication preferences of Millennial employees.* Presented at the Association for Business Communication Southwest Regional Meeting, Oklahoma City, OK.

Hall, A., & Jennings, S. (March 10, 2016). *"Faculty have lives too!" Differing opinions on appropriate response times in online classes*. Presented at the Association for Business Information System Conference, Oklahoma City, OK.

Hall, A. (March 9, 2016). *Job hopping Millennials: What they seek in employment and how organizations can retain them.* Presented at the Southwest Academy of Management Meeting, Oklahoma City, OK.

Hall, A. A. (January 6, 2016). *Censoring social media? Protecting the company's image*

in the age of digital complaints. Presented at the Association for Business Communication Conference, Cape Town, South Africa.

Hall, A. A., & DuFrene, D. D. (October 30, 2015). *A study of virtual team successes in contemporary organizations.* Presented at the Association for Business Communication International Conference, Seattle, WA.

Cox, M., Harden, G., & **Hall, A.** (August 11, 2015). *Attitude toward training: A measure and correlates.* Presented at the Academy of Management International Conference, Vancouver, Canada.

Waddell, K., & **Hall, A.** (April 18, 2015). *Testing the mediating effect of employee burnout on the relationship between Internet addiction and job performance.* Presented at the Sam Houston State University General Business Conference, Huntsville, TX.

Hall, A. (March 13, 2015). *It's a great big world out there: Teaching students intercultural communication skills for working in a global economy.* Presented at the Association for Business Communication Southwest Regional Meeting, Houston, TX.

Hall, A., Wright, C., & Biss, J. (March 12, 2015). *Strategic use of social media in the hiring process.* Presented at the Association for Business Communication Southwest Regional Meeting, Houston, TX.

Hall, A., Bayless, M., & New, K. (March 12, 2015). *Distance learning and student engagement: The student perspective*. Presented at the Association of Business Information Systems annual conference, Houston, TX.

Wright, C., **Hall, A.**, & Biss, J. (November 7, 2014). *Branding your career using social media.* Presented at Region 7 Texas Business and Technology Educators Association (TBTEA) Conference, Nacogdoches, TX.

Wright, C., & **Hall, A. A.** (October 24, 2014). *What does it take to get hired in a small town?* Presented at the Association for Business Communication International Conference, Philadelphia, PA.

Dufrene, D. D., & **Hall, A. A.** (October 24, 2014). *The case of the failed logo redesign.* Presented at the Association for Business Communication International Conference, Philadelphia, PA.

Hall, A. A., Bayless, M. L., & New, K. (August 7, 2014). *Distance education ... practical activities from three colleges enhancing student engagement*. Presented at the Northeast Texas Consortium (NETNet) Summer Distance Learning Conference, Nacogdoches, TX.

Sample of Service

- Chair of the department's Curriculum Committee
- Oversaw online BBA in Business Communication and Corporate Education
- Journal Editor – *Journal of Research in Business Information Systems*
- Chair of two faculty search committees and member of one
- BBA Online Degrees Committee
- Oral and Visual Communication Assessment Committee
- Instructional Materials Affordability Team
- College of Business Research Excellence Committee
- Department scholarship committee member
- Faculty Mentor
- Manuscript reviewer for various conferences and journals
- Officer progression (2020 – present): Association for Business Communication – Southwest Region; Current position: President 2023 – 2025