

CURRICULUM VITAE
LOYD S. PETTEGREW
LOYDPETTEGREW@OUTLOOK.COM

OFFICE ADDRESS:

Department of Communication
University of South Florida, CIS 1040
Tampa, FL 33620-7800

EDUCATIONAL BACKGROUND

Ph.D. University of Michigan, 1977, Communication/Psychology (Interdisciplinary Major)

M.A. San Diego State University, 1972, Communication Major

B.A. Brigham Young University, 1970, Political Science/Communication Major

ACADEMIC POSITIONS

Professor, Department of Communication, University of South Florida, 1989-Present

Professor-in-Residence, Department of Marketing, University of South Florida, 1991-Present

Director, Center for Organizational Communication, University of South Florida, 1982-1994

Associate Professor, Department of Communication, University of South Florida, 1984-1989

Assistant Professor, Department of University of South Florida, 1982-1984

Research Associate, Peabody College of Teachers, Vanderbilt University, John F. Kennedy Center for Research, 1981-82

Research Assistant Professor of Human Psychology, Peabody College of Teachers/Vanderbilt University, 1981-82

Assistant Director, Vanderbilt Medical Center, Office of Communication Research, 1981-82

Assistant Professor, Medical Administration, Vanderbilt University Medical School, 1977-81

Research Assistant, University of Michigan, Educational Research Grant, 1975-76

Teaching Assistant, University of Michigan, 1975-77

Graduate Teaching Fellow, San Diego State University, 1970-72

AREAS OF SPECIALIZATION

Health Communication

Influencing Public Opinion

Integrated Marketing Communications

Corporate Reputation & Communication

Psychometrics and Behavioral Research Methodology

Human Persuasion

Management Practices

PUBLICATIONS IN PROGRESS

Pettegrew, L. S., Clements, M. L. & Miller, R. "Development of a patient satisfaction assessment tool in a private for-profit radiation oncology center: An argument for using the Radiation Oncology Patient Satisfaction [ROPS] Questionnaire." Submitted to *Advances in Radiology*, January, 2018.

Pettegrew, L.S. Reading waves: A grammar for successful living. Complete book outline and two chapters complete. Book targeted at Berrett-Koehler.

PUBLICATIONS - BOOKS AND MONOGRAPHS

Pettegrew, L. S. and Ruddell, T. "The I.A.B.C. Corporate Doctrine Research Project." Published monograph from the International Association of Business Communicators. San Francisco: 1988.

Pettegrew, L. S. with Arntson, P., Bush, D. and Zoppi, K. (Eds.) *Straight Talk: Explorations in Provider and Patient Interaction*. Louisville, KY: Humana Inc., 1982.

PUBLICATIONS - ARTICLES IN REFERRED JOURNALS

Pettegrew, Loyd S. & Vance, Carol A. (2018). The economic paradox of federal regulation and the sunset solution. *Ethics & Critical Thinking Journal*, 52 (1), 47-63.

Pettegrew, Loyd S. (2017). "An ethnography of humor, ritual and defiance in a cancer care setting", *Journal of Organizational Ethnography*, 6 (3), 159-176, <https://doi.org/10.1108/JOE-04-2017-0021>

Vance, Carol A. & Pettegrew, Loyd S. (2017). Hypocrisy ideology: How about some economic pragmatism? *Ethics & Critical Thinking Journal*, 51(4), 82-91.

Vance, Carol A. & Pettegrew, Loyd S. (2016). *Indoctrination: 35 Years of the US Department of Education*. Von Mises Institute, Auburn University, September 22, pp. 1-4.

Pettegrew, Loyd S. & Vance, Carol A. (2016). *Higher Education's Academic Monoculture*. Von Mises Institute, Auburn University, July 16, pp. 1-5.

Pettegrew, Loyd S. (2016). "A Delicate Balance: When the Researcher is also an Interventionist in Health Care Settings." In J. Waldeck & D. Seibold (Eds.). *Consulting that matters: A reader for scholars and practitioners*. New York: Peter Lang Publishing, pp. 301-313.

Pettegrew, Loyd S. (2016). "The Importance of Context, Situation and Setting in Consulting". In J. Waldeck & D. Seibold (Eds.). *Consulting that matters: A reader for scholars and practitioners*. New York: Peter Lang Publishing, pp. 51-64.

Pettegrew, Loyd S. & Day, Carolyn. (2015). "Smart phones, mediated relationships: The changing face of relational communication." *The Review of Communication*, 15(4), 122-139.

Pettegrew, Loyd S. & Vance, Carol A. (2013). *Don't fall for free*. Von Mises Institute, July 5, pp. 1-9.

Pettegrew, Loyd S. & Vance, Carol A. (2013). *The high cost of free*. Von Mises Institute, July 5, 2013, pp. 1-5.

- Pettegrew, Loyd S. & Vance, Carol A. (2012) *The Seven Rules of Bureaucracy*. Von Mises Institute, March 23rd, pp. 1-17.
- Vance, Carol A., Stephens, William & Pettegrew, Loyd S. (2012) "Embracing Ethics and Morality: A Critical Essay for the Accounting Profession." *The CPA Journal*, 82(1),16-36.
- Kodish, S. & Pettegrew, L.S. "Enlightened Communication is the Key to Building Relationships." *Journal of Relationship Marketing*, 2008, 7, 151-176.
- Pettegrew, L. S. "If IMC Is So Good, Why Isn't It Being Implemented: A Structural-Functional Analysis of Barriers to IMC Adoption by Corporate America." *Journal of Integrated Communications*, January, 2001, 29-37.
- Deeter-Schmelz, D. R., Solomon, P. J. & Pettegrew, L. S. "The age of aquariums: The need for focused marketing." *Journal of Travel Research*, 1995, 33, 31-37.
- Pettegrew, L. S. "The Importance of Context in Applied Communication Research," *Southern Speech Communication Journal*, 1988, 53, 331-338.
- Pettegrew, L. S. "Theoretical Plurality in Health Communication." In J. Anderson (Ed.) *Communication Yearbook 11*. Beverly Hills, CA: Sage Publications, 1988.
- Pettegrew, L. S. & Logan, R. "Communication in the health care context." In C. Berger & S. Chafee (Eds.), *Handbook of Communication Science*. Beverly Hills: SAGE, 1987.
- Pettegrew, L. S. & Turkat, I. D. How patients communicate about their illness. *Human Communication Research*, 1986, 12, 376-394.
- Smith, D. H. & Pettegrew, L. S. Mutual persuasion as a model for doctor-patient communication. *Theoretical Medicine*, 1986, 7, 127-146.
- Turkat, I. D. & Pettegrew, L. S. Development and validation of illness behavior inventory. *Journal of Behavioral Assessment*, 1983, 5, 25-47.
- Pettegrew, L. S. & Wolf, G. E. Validating measures of teacher stress. *American Educational Research Journal*, 1982, 19, #3, 373-396.
- Pettegrew, L. S., Thomas R. C., Ford, J., Raney, D. & Costello, D. E. Job-related stress and medical center employee communication. In M. Burgoon (Ed.), *Communication Yearbook 5*. Beverly Hills, CA. SAGE, 1981.
- Pettegrew, L. S. Organizational communication and the S.O.B. theory of management. *Western Journal of Speech Communication*, 1982, 46 (2), 179-191.
- Pettegrew, L. S., Thomas, R. C., Ford, J., & Raney, D. The effects of job-related stress on medical center employee communicator style. *Journal of Occupational Behaviour*, 1981, 2, 235-254.
- Pettegrew, L. S., Thomas, R. C. Costello, D. E., Wolf, G. E., Lennox, L., & Thomas, S. Job-related stress in a medical center organization: Management/communication issues. In D. Nimmo (Ed.) *Communication Yearbook IV*. New Brunswick, NJ: Transaction, 1980.

- Pettegrew, L. S. The paradox game: Identifying and overcoming untenable interactions. *Simulations and Games*, 1979, 10, 359-383.
- Norton, R. W. & Pettegrew, L. S. Attentiveness as a style of communication. *Communication Monographs*, 1979, 46, 13-26.
- Costello, D. E. & Pettegrew, L. S. Health communication theory and research: An overview of health organizations. In D. Nimmo (Ed.) *Communication Yearbook III*, New Brunswick, NJ: Transaction, 1979.
- Pettegrew, L. S. & Thomas, R. C. Communicator style differences in formal vs. informal therapeutic relationships. In B. Rubin (Ed.) *Communication Yearbook II*, New Brunswick, NJ: Transaction, 1978.
- Pettegrew, L. S. Psychoanalytic theory: A neglected rhetorical dimension. *Philosophy and Rhetoric*, 1977, 10, 4-59.
- Pettegrew, L. S. An investigation of therapeutic communicator style. In B. Ruben (Ed.) *Communication Yearbook I*. New Brunswick, NJ: Transaction, 1977.
- Norton, R. W. & Pettegrew, L. S. Communicator style as an effect determinant of attraction. *Communication Research: An International Quarterly*, 1977, 4, 257-282.

PUBLICATIONS - ARTICLES IN NON-REFEREED JOURNALS

- Pettegrew, L. S., Midili, A. & McGuff, D. T. "How the telemarketing industry's biggest customers view service quality." *Telemarketing*, 11, 42-48.
- Pettegrew, L. S., McGuff, D. T. & Clavier, D. E. "Industry standards of quality for telemarketing service." *Telemarketing*, 10, 71-77.
- Ruddell, T. and Pettegrew, L. S. The best companies have and heed codes/creeds. *Communication World*, 1988, 5, 30-32.
- Pettegrew, L. S. Executive credibility is critical. *Tampa Bay Business*. 1984, 4, 19-20.
- Pettegrew, L. S. Europe: A separate surfing reality. *Surfer Magazine*, 1973, 14, No. 5.

BOOK REVIEWS

- Pettegrew, L. S. The Uncensored War: The Media and Vietnam, by R. Halin. Book review in *Journal of Communication*, 1987.
- Pettegrew, L. S. *The Handbook of Interpersonal Communication*, by G. F. Miller and M. Knapp in *Social Science and Medicine*, 1987.
- Pettegrew, L. S. *Communication breakdown: Cause and Cure*, by Shave. Book review in *Journal of Communication*, 1976, 26, 220-222.
- Pettegrew, L. S. *Human Communication Handbook: Simulations and Games*, by Ruben and Budd. Book review in *Journal of Communication*, 1976, 26, 160-162.
- Pettegrew, L. S. *Change: Problem Formation and Problem Resolution*, by Watzlawick, Weakland, and Fisch. Book review in *Journal of Communication*, 1975, 25, 208-209.

HONORS & AWARDS

Trustee, Arthur W. Page Society (1988-1998)

"1990 USF Undergraduate Teaching Enhancement Award" for excellence in undergraduate education.

"Top Three Competitive Paper" honor awarded by the Health Communication Division, International Communication Association, Honolulu (1985).

"Top Three Competitive Paper" honor awarded by the Health Communication Division, International Communication Association, Acapulco (1980).

"Top Three Competitive Paper" honor awarded by the Health communication Division, International Communication Association, Berlin (1977).

William Sattler Memorial Fund Grant awarded by the Department of Speech Communication, University of Michigan (1975, 1976, 1977).

Thomas Clarkson Trueblood Scholarship awarded by the Department of Speech Communication, University of Michigan (1975).

PROFESSIONAL SERVICE

A. Professional Organizations

Arthur W. Page Society
 American Association of Public Opinion Researchers
 American Marketing Association
 American Psychological Association
 International Communication Association
 Southern Speech Communication Association
 National Communication Association

B. Professional Activities

Reviewer, *International Journal of Communication*, 2017

Reviewer, *International Journal of Communication*, 2017

Reviewer, *Journal of Health Psychology*. 2017

Director, USF Communications Marketing Internship Program, 1982-2003.

Marketing Consultant, USF Office of Public Affairs, 2002-Present (assist the Associate Vice President with community reputation research and branding initiatives).

Reviewer, *Southern Communication Journal*, 1999-2001.

Member of the Arthur W. Page Society, which includes terms chairing the Research, Executive Education and Marketing Committees, 1987-2000.

Reviewer, *American Educational Research Journal*, 1983-1991.

Reviewer, *Journal of Occupational Behavior*, 1992-1994.

Speech Communication Association Task Force on Graduate Education, 1990-1992.

Program Development Committee for the SCA "Applied Communication in the 21st Century" Conference in Tampa, FL, March 1991. This work included assistance with site location, program design, and corporate fundraising that resulted in approximately \$10,000 in financial support for the conference.

Editorial Board, *Southern Communication Journal*, 1990-92.

Chair, USF Marketing Task Force, 1990-1992.

Florida Chamber of Commerce Research Committee including the development and oversight of "Funding Florida's Future: Tax Alternatives and their Consequences." 1989-1992.

Participant, Emory University Business School Symposium for Communications and Information Industry Executives, Atlanta, 1990.

Designed and chaired, "Managing Corporate Communication in a Crisis," a program sponsored by the Annenberg School of Communications (USC) and the Arthur W. Page Society. (September 1989)

Discussant, "Communication as A Strategic Weapon," A Conference sponsored by Kellogg School of Management and Medill School of Communications, Northwestern University. (November, 1989)

Chairman, Research Committee and Trustee of the Arthur W. Page Society (1989-1990).

Member, Research Council, Florida Chamber of Commerce Foundation (1990).

Trustee, Multiple Sclerosis Society (1990).

Editorial Board, *Communication Education* and *Journal of Applied Communication Research*.

Member, Research Council, Florida Chamber of Commerce Foundation, (1988-1991).

Chairman, Research Committee, Arthur W. Page Society (1989-1991).

Editorial Board, *Communication Education* (1988-89).

Editorial Board, *Journal of Applied Communication Research* (1988-1989).

Reviewer, *Southern Speech Communication Journal* issue on Applied Communication Research, 1988-93.

Board of Trustees, Multiple Sclerosis Society, Suncoast Chapter (1986-88).

Member, Arthur W. Page Society (1986-1988).

Chairman, Nominating Committee, International Communication Association, 1984-1985).

Chairman, Health Communication Division, International Communication Association (1981-1984).

Consulting Editor, *Human Communication Research* (1981).

Editorial Board, *Progress in Communication Sciences* (1982-1987).

Journal Reviewer/Referee, *Communication Education*, *Journal of Occupational Behaviour*, *Journal of Educational Psychology*, *Journal of Communication*, *Southern Communication Journal* (1985-1990).

Publication Board, *Journal of Applied Communication Research* (1982-1988).

Program Chairman, "A Short Course on Therapeutic Communication," International Communication Association Convention, Portland (1976).

Program Chairman, "Communication Theory and Research in Professional-Consumer Relations." International Communication Association Convention, Berlin (1977).

GRANTS AND CONTRACTS

- “2004 BrightHouse Networks Leadership Competitiveness Seminar.” Program developer and facilitator, \$2,500.
- “2004 Yamaha U.S.A. Executive Teamwork & Leadership Seminar.” Program developer and lead trainer, \$31,000. Executive management training program for president and all vice presidents of Yamaha U.S.A.
- “2003 Over-the-Top Customer Service Seminar for Media General Newspaper Division.” Program developer and lead trainer, \$56,000. Top level management training program for all Media General’s newspaper properties in the southeast.
- “2002 USF Health Sciences Center Opinion Leader Research,” Principal Investigator, \$12,000. Face-to-face interviews with top level health care leaders across the Tampa Bay area to determine USF Health Sciences Center’s reputational strengths and weaknesses in the marketplace.
- “2002 USF Opinion Leader Research,” Principal Investigator, \$16,000. Face-to-face interviews with top level business leaders across the Tampa Bay area to determine USF’s reputational strengths and weaknesses in the marketplace.
- “2001 Outback Steakhouse, Inc. Market Assessment of New Upscale Restaurant Concepts,” Principal Investigator, \$12,000. These project revenues funded graduate and undergraduate students.
- “2000 Marshall Center New Customer Survey” for the University of South Florida Student Center, Principal Investigator, \$6500. The money from this project funded graduate students.
- “1999 GTE Classic Survey of Event Players, Attendees and the Tampa Marketplace,” Principle Investigator, \$37,200.
- “1998 New York Yankees Spring Training Marketing Survey of Residents and Visitors to Tampa,” Principle Investigator, \$14,400.
- “1998 Orange County Target Industry Committee’s Comprehensive Visitor Transportation Needs Assessment,” Principle Investigator, \$23,500.
- “1997 Marketing the School to Work Program to the Community” for the Hillsborough County Public School System,” Principle Investigator, \$17,500.
- “1996 AT&T Knowledge Solutions National Marketing Plan,” Principle Investigator, \$34,000.
- “1996 USF-Sarasota Community Educational Needs Assessment,” Principle Investigator, \$26,000.
- “1995 Florida Aquarium Tourist Destination Study,” Principle Investigator, \$10,100.
- “1994 AT&T Marketing to America’s Youth Conference.” A professional development program for AT&T executives designed to sensitize them to the unique problems and opportunities of the youth market, Basking Ridge, NJ. \$40,000.
- “1994 Tampa Stadium Visitor Smoking Survey,” Principle Investigator, \$13,200.
- “1994 Coca-Cola Nestle Refreshments Company Product Positioning Study,” Principle Investigator, \$8,700. Project revenue funded undergraduates.
- “1993 Florida Aquarium Marketing Research Study,” Principle Investigator, \$12,500.
- “Tampa Cabdriver Ambassador Program.” A continuing education program which used departmental graduate students to design and deliver professional development training to all Hillsborough County cabdrivers, including a special program series prior to the Super Bowl, 1990-91, \$20,000.

- "YMCA Central City Marketing Research Project." A marketing study that derived from an internship study done for the YMCA during 1990. I secured the funding for this project and gave it to USF's Institute for Black Life but donated design, operations and research expertise to the project. This project provided funding for approximately five departmental undergraduates. 1991. \$15,000.
- "1990 USF Public Image Survey." Principal Investigator of an internal grant from USF's Office of the President to study our image among State residents, high school juniors and their guidance counselors, community college sophomores and their guidance counselors, mass media representatives, and USF students. In all, 2700 interviews were conducted for this survey, State-wide. \$28,000
- "The Kellogg Children's Nutrition Survey," Louis Harris & Associates, Inc., 1989. \$136,000.
- "Tourism Marketing Research Project for the St. Petersburg Pier," The Bay Plaza Companies, 1989. \$20,000.
- "Hillsborough County Public Transportation Survey of Rail Transit Preference," Hillsborough Metropolitan Planning Organization, 1988. \$22,000. (With Michael Garko)
- Sunbelt Publishing Company (Media General) Readership Marketing Survey of Hillsborough, Pinellas, Pasco, Hernando and Citrus Counties, 1988. \$14,625.
- "The Tampa Bay Performing Arts Center Marketing Survey," 1988. \$7,000.
- "The Hillsborough County Cab Driver Training Needs Assessment," 1988-89. \$50,000.
- "The Gasparilla Festival Marketing Research Survey," 1988. \$15,000.
- "Coloplast New Product Marketing Focus Group Research," \$8,500.
- "The AT&T Corporate Citizenship Survey of Dade and Broward Counties," 1987. \$2,500.
- "The N. W. Ayer Advertising International Markets Feasibility Survey," 1987. \$57,000.
- "The Florida Chamber of Commerce, "Florida Business Opinion Poll," 1987. \$18,000.
- "The Lincoln Property Company Tampa Commercial Office Space Survey," 1987. \$17,000.
- "Perrier, Inc. Still Water Marketing Research of Tampa and Miami," 1987. \$16,000.
- "The IABC Corporate Doctrine Survey," 1987. \$4,800.
- "USF Press Marketing Survey," 1987. \$3,150.
- "The Harbour Island Hotel Tourism Marketing Survey," 1987. \$9,800.
- "The United Methodist Church, USF Communication Institute," 1987. \$9,500.
- "The Florida Power Speakers Bureau Seminar," 1987. \$4,200.
- "The Lincoln Property Company B2B Marketing Research for the Sun Bank Center in Orlando," 1986. \$10,000.
- "The SUS Board of Regents' Marketing Study of Florida's Academically Talented High School Seniors," 1986. \$17,000.
- "Airdrome Tire Center Customer Market Survey for Tully-Menard Advertising," 1986. \$9,000.
- "Brown Derby Restaurant Customer Opinion Survey," 1986. \$7,200.
- "The AT&T American Transtech Product Focus Group Research," 1986. \$8200.
- "The Harbour Island Hotel Visitor Marketing Survey," 1986. \$1,700.

- “The New College at USF Incoming Student Survey,” 1986. \$1,700.
- “The Tampa Apartment Association Professional Development Seminar Series,” 1986. \$2,500.
- “The Lincoln Property Company Harbour Island Visitor Market Survey of Hillsborough County,” 1986. \$12,300.
- “The Tampa Electric Company Speakers Bureau Seminar,” 1986. \$4,100.
- “AT&T American Transtech Teleservice Market Feasibility Study,” 1985. \$19,000.
- “The Humana Inc. Pinellas County Health Care Market Survey,” 1985. \$7,700.
- “Research Grant with the International Association of Business Communicators to study how *Fortune 500* companies communicate their corporate doctrine internally and externally,” 1985. \$5,000.
- “The Edison Community College/USF Fort Myers Community Marketing Assessment,” 1985. \$4,000.
- “The State Department of Revenue Property Appraisers Professional Development Seminar Series,” 1984. \$4,100.
- USF College of Arts and Letters Research Council Grant to study "Vietnam Veterans and Role-related Stress," 1984. \$2,800.
- “Mid-Florida Schools Member Marketing Assessment Research,” 1983. \$3,200.
- USF Faculty Research and Creative Scholarship Fund Grant to "Behaviorally Validate Measures of How Patients Communicate About Their Illness," 1983. \$1,500.
- Humana, Inc. Grant to promote activities of the Health Communication Division of the International Communication Association and produce and public Straight Talk: Explorations in Provider and Patient Interaction, 1982. \$15,000.
- Vanderbilt Medical Research Grant to "Validate Measures of Teacher Stress," 1981. \$5,000.
- Spencer Foundation Research Grant to "Validate Measures of Teacher Stress," 1981. \$15,000.
- "Job-related Stress in Nursing Practice at Nashville Veterans' Administration Hospital" Project Director under Chief Joyce Norris, Nashville, TN, 1980. \$3,500.
- "Job-related Stress in the State of Tennessee Department of Personnel" Project Director for Commissioner William Koch, Nashville, TN, 1979. \$1,200.
- “Management/Communication Problems at Vanderbilt University Medical Center" Assistant Director and Principal Investigator under Dr. Vernon Wilson, Vice President for Medical Affairs, Nashville, TN, 1977-80. \$225,000.
- "Communicator Style and Teacher Effectiveness at the University Level" Research Assistant under Dr. Robert W. Norton, University of Michigan, 1975-76. \$5,000.

PROFESSIONAL PAPERS READ

- Pettegrew, L.S. “Innovating in the Academy’s Innovation-Resistant Environment.” Address to the Pearson *Innovation Insights 2014: Connecting to Culture*. Las Vegas, NV. September 2014.
- Miller, Robert, Larsen, Kent, Pettegrew, Loyd S. & Musella, Rosario, “Gamma Knife Radiosurgery for Trigeminal Neuralgia 2002-2010.” Paper to be presented to the Leksell Gamma Knife Society Annual Meeting, Sydney Australia, 2012.

- Kodish, S. & Pettegrew, L.S. "A Communication Approach to the Perplexing Marketplace: Can Communication Theory Add Insight?" Paper presented to the Public Relations Division of the National Communication Association Convention, Chicago, IL. November, 2007.
- Kodish, S. & Pettegrew, L.S. "The Perplexing Marketplace: Can Communication Theory Make It More Friendly?" Paper presented to the American Marketing Association Convention, Washington, D.C.. October, 2007.
- Pettegrew, L. S. "Examining the continuing resistance to IMC adoption by U.S. corporations." Paper to be presented to the Southern Communication Association Convention, Spring 2004.
- Pettegrew, L.S. "Necessity: The Big Mamma of IMC Invention: Case Study of Continental Airlines." Paper presented to the Southern Communication Convention, April, 2004.
- Pettegrew, L. S. "The problems with just good marketing as communication." Address to be given at the Integrated Marketing Communication Conference, Northwestern University, Spring, 2002.
- Pettegrew, L. S. "Marketing the newspaper in the age of the Internet." Keynote address to the Southern Newspaper Publisher's Association Annual Meeting, Tampa, FL. November, 1998.
- Pettegrew, L. S. "Marketing communications requirements of multi-national corporations in a global business environment." Paper read at the Organizational Communication Division of the International Communication Association, Chicago, 1996.
- Pettegrew, L. S. "Traditional business' need to capture the attention of America's youth market: Challenges for AT&T." Keynote address to the AT&T Youth Marketing Conference, Basking Ridge, NJ, 1996.
- Pettegrew, L. S., Garko, M. & Blanco, S. R. "The neglected role of communication in corporate social performance." Paper presented to the Organizational Communication Division of the International Communication Association, Sydney, Australia, 1994.
- Pettegrew, L. S. "Corporate challenges in marketing and recruiting GEN-Xers for the coming millennium." Paper presented to the Annual Meeting of the Arthur W. Page Society, New York, 1994.
- Blanco, S. R., Garko, M. & Pettegrew, L. S. "An empirical test of measures of corporate social responsibility." Paper presented to the Organizational Communication Division of the International Communication Association, Miami, 1992.
- Pettegrew, L. S. & Ruddell, T. "The I.A.B.C. Corporate Doctrine Survey: Final Results." Paper presented to the Public Relations Interest Group at the International Communication Association Convention, San Francisco, 1989.
- Pettegrew, L. S. Corporate public relations as narrative. Paper presented to the Arthur W. Page Society Spring Seminar, New York, 1987.
- Pettegrew, L. S. & Thomas, R. C. Communication, role strain and adjustment of Vietnam veterans. Paper presented to the Health Communication Division of the International Communication Association Convention, Montreal, 1986.
- Pettegrew, L. S. A critical review of health communication research during the past decade. Paper presented to the Health Communication Division of the Speech Communication Association Convention, Boston, 1986.
- Pettegrew, L. S. & Turkat, I. D. How Patients Communicate About Their Illness: A Final Report. Presented to the Health Communication Division of the International Communication Association, Honolulu, 1985.
- Pettegrew, L. S. Investigating How Patients Communicate About Their Illness. Paper presented to the Health Communication Division, International Communication Association, Dallas, 1983.

- Pettegrew, L. S. & Raney, D. Job-related stress in the medical residency across two points in time. Paper presented to the Health Care Administration Division of the Academy of Management Convention, New York, 1982.
- Pettegrew, L. S. & Wolf, G. E. Validating measure of teacher stress. Paper presented to the Instructional Communication Division of the International Communication Association Convention, Boston, 1982.
- Pettegrew, L. S. The S.O.B. theory of management: Organizational leadership as the common enemy. Paper presented to the ICA/SCA Conference on Interpretive Approaches to Organizational Communication, Alta, Utah, July, 1981.
- Pettegrew, L. S., Wolf, G. E., & Ford, J. Differentiating job-related stress among three nursing services. Paper presented to the Health Communication Division, International Communication Association Convention, Minneapolis, 1981.
- Pettegrew, L. S., Thomas, R. C., Ford, J., & Costello, D. E. The effects of job-related stress on medical center employee communicator style. Paper presented to the Organizational Communication Division, International Communication Association Convention, Acapulco, 1980.
- Pettegrew, L. S., Thomas, R. C., Costello, D. E., Wolf, G. E., Lennox, L., & Thomas, S. Developing an effective research metaphor for diagnosing communication problems in organizations: A case for job-related stress. Paper presented to the Organizational Communication Division, International Communication Association Convention, Acapulco, 1980.
- Pettegrew, L. S. Compliance and other problems relevant to applied communication research. Paper presented at the Southern States Speech Association Convention, Biloxi, 1979.
- Pettegrew, L. S., Costello, D. E., & Thomas, R. C. Developing an analytic model for diagnosing communication in health organizations: A first step. Paper presented to the Health Communication Division, International Communication Association Convention, Philadelphia, 1979.
- Pettegrew, L. S., & Norton, R. W. Attentiveness as a style of communication. Paper presented to the Interpersonal Communication Division, International Communication Association Convention, Berlin, 1977.
- Pettegrew, L. S. An investigation of therapeutic communicator style. Paper presented to the Health Communication Division, International Communication Association Convention, Berlin, 1977.
- Pettegrew, L. S., & Norton, R. W. Communicator style as an antecedent of attraction in instructional settings. Paper presented to the Instructional Communication Division, Speech Communication Association Convention, San Francisco, 1976.
- Pettegrew, L. S. Paradigms and research in therapeutic communication. Chairman's remarks at a short course on therapeutic communication. Presented to the Health Communication Division, International Communication Association, Portland, 1976.
- Pettegrew, L. S., & Norton, R. W. Communicator style as an effect determinant of attraction. Paper presented to the Interpersonal Communication Division, International Communication Association Convention, Portland, 1976.
- Pettegrew, L. S. Personhood is powerful: A rhetorical and ideological alternative to the women's movement. Paper presented to the Political Communication Division, International Communication Association Convention, Portland, 1976.
- Pettegrew, L. S. A paradigmatic consideration of therapeutic communication. Paper presented at the Michigan State University Doctoral Honors Seminar, East Lansing, 1975.

Pettegrew, L. S., Norton, R. W., & Land, S. Communicator style correlates of attraction. Paper presented to the Interpersonal Communication Division, International Communication Association Convention, Chicago, 1975.

THESIS AND DISSERTATION COMMITTEE WORK

- ◆ Chaired 1 doctoral dissertation committee in Information Systems & Decision Sciences, 1994
- ◆ Served on 8 doctoral dissertation committees in Marketing, Communication and Applied Anthropology, 1985, 1995, 1996, 2002, 2003 (4), 2004 (3)
- ◆ Chaired 2 masters thesis committees, 1983, 1999
- ◆ Served on 6 masters thesis committees, 1983, 1987, 1988, 1999, 2000, 2001, 2003

RESEARCH METHODOLOGY EXPERTISE:

Psychological measurement (including assessing validity & reliability)

Large sample survey research

Metric & non-metric multidimensional scaling including factor analysis

Multiple regression analysis (both with and without multicollinearity present)

Multiple Classification Analysis & ANOVA

COURSES RECENTLY TAUGHT

MAR 7931—Communication in Marketing Organizations

COM 7325—Interpreting Quantitative Research

COM 7325—Interpreting Marketing Communications Research

COM 6313—Interpreting Quantitative Research

COM 6121—Communication Theory in the Organizational Context

COM 5930—Communication Training in Organizations

COM 4942—Marketing Communications Internship Program

COM 4124—Integrated Organizational Communications

COM 4530—Influencing Public Opinion: Sinning, Spinning or Just Winning?

COM 4930—Communication in a Business-to-Business World

COM 4142—Communication & Organizational Change

COM 3121—Interview Communication Lab

COM 3122—Interview Communication

COM 3120—Communication in Organizations

COM 2541—Human Persuasion