

PETER W. CARDON

Associate Professor of Clinical Management Communication

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EDUCATION

Ph.D. in Business Education, Utah State University, *Major fields:* Business communication, international business communication. *Dissertation:* A qualitative study of face in Chinese business: Implications for American businesspersons. *Graduated:* April 2005.

Masters in Business Administration, Utah State University, *Major field:* International business. *Final project:* International human resources project in Taiwan. *Graduated:* May 1997.

B.A. in International Relations, Brigham Young University, *Areas of concentration:* International business, China. *Graduated:* April 1996.

TEACHING EXPERIENCE

2011 - present **Associate Professor of Clinical Management Communication**, University of Southern California, Los Angeles, California. Teach following graduate and undergraduate courses:

- BUCO 599: Leading with Virtual Communication
- GSBA 582: Business Environment and Management Practices in the Pacific Rim
- GSBA 542: Communication for Management
- BUCO 503: Management Communication
- BUCO 460: International Business Communication
- BUCO 458: Communication and New Media
- WRIT 340: Advanced Writing for Business

2005 - 2011 **Assistant/Associate Professor of Business Communication**, University of South Carolina, Columbia, South Carolina. Taught following graduate and undergraduate courses:

- TSTM 590R: Intercultural Business Communication
- TSTM 590D: Managing International Service Projects
- TSTM 346: Spreadsheets and Databases II
- TSTM 342: Business Communications
- TSTM 264: Spreadsheets and Databases I
- HRTM 399: Independent Study

- 2007 **Guest Lecturer, *Institute for Tourism Studies, Macau, China.***
- SOC 211: Social and Cultural Issues in Tourism
- 2003-2005 **Instructor/Adjunct Professor, *Utah State University, Logan, Utah.*** Taught graduate and undergraduate level courses in business communication, international business communication, and various computer courses for business. Taught following courses:
- BIS 6150: Communication for Business
 - BIS 5950: Independent Readings
 - BIS 4550: International Business Communication
 - BIS 2550: Business Communications
 - BIS 2450: Spreadsheets and Databases for Business
 - BIS 1400: Microcomputer Applications for Business
- 2002-2003 **Lecturer, *NEIEP International Cooperative College, Jilin, China.*** Taught about American culture and business practices to business management and English major students.
- 1999-2000 **English Instructor, *Internexus Language Schools, Salt Lake City, Utah.*** Taught English courses to international students preparing to enter American universities. Topics of courses included TOEFL preparation, intensive writing, and business English.
- 1995 **English Instructor, *Professional Educational Services, Hong Kong, China.*** Taught English to Chinese business professionals. Assisted in the development of corporate communications.
- 1994 **Chinese Instructor, *Language Training Center, Provo, Utah.*** Taught Chinese language courses.
- 1992-1993 **English Instructor, *Jordan English School, Taichung, Taiwan.*** Taught ESL to business executives and managers.
- 1990-1992 **Volunteer American Citizenship Instructor, *Oakland, California.*** Taught weekly ESL and citizenship courses to recent immigrants from China and Southeast Asia.

OTHER WORK EXPERIENCE

- 2001-2002 **School Program Evaluator, *Utah State University, Logan, Utah.*** Evaluated hiring and training practices of substitute teachers in Utah public schools. Conducted interviews and surveys with hundreds of Utah administrators and teachers.
- 1999-2000 **Marketing Director, *Internexus, Salt Lake City, Utah.*** Marketed study tours and educational programs to worldwide markets. Developed new educational programs to meet needs of international students. Taught business and writing courses.
- 1998-1999 **Business Education Evaluator, *Western Institute for Research and Evaluation, Logan, Utah.*** Conducted educational research for Junior Achievement (a business education program).

Interviewed program administrators, teachers, and students across the United States. Created assessment tools to measure performance of program participants.

1997-1998 **Business Manager**, *Architectural Detail Products*, Logan, Utah. Managed major financial issues for a rapidly growing company. Acted as account manager for major accounts. Wrote major bids and proposals for new projects.

BOOKS

Cardon, P. W. (2015, in press). *Business communication: Developing leaders for a networked world* (2nd edition) (New York: McGraw-Hill).

Cardon, P. W. (2013). *Business communication: Developing leaders for a networked world* (New York: McGraw-Hill).

RESEARCH IN PROGRESS

Cardon, P. W., Aritz, J., Walker, R., & Tiras, M. Impression management on a professional social networking websites: Variations across 16 cultures. Study of 3,200 LinkedIn profiles of finance professionals in the following countries: Australia, Brazil, Canada, China, Finland, France, Germany, India, Italy, Japan, Korea, Mexico, Russia, Sweden, the United Kingdom, and the United States

Aritz, J., Philadelphia, M., Walker, R., & Cardon, P. W. Managing virtual teams: Successes and challenges of electronic communication and social media. Study of 79 virtual teams.

Cardon, P. W., Okoro, E. A., Patel N., Marshall, B., & Washington, M. The impacts of multicomunication on listening and coordination during team writing projects.

Cardon, P. W. The great divide on swearing in the workplace: Perceived appropriateness and incivility. Survey of 297 full-time professionals about attitudes towards swearing in the workplace.

Cardon, P. W., Washington, M., & Okoro, E. A. Supervisors' use of mobile phones in meetings: Perceptions of civility. Survey of 446 full-time professionals about their perceptions of their direct supervisors' mobile phone use in meetings.

Cardon, P. W., & Little, S. Perceptions of credibility based on gender. Experimental survey work of roughly 900 respondents based on the trustworthiness model that includes benevolence, integrity, and ability.

REFEREED PUBLICATIONS

Cardon, P. W., & Philadelphia, M. (2015, in press). The role of motivational values in the construction of change messages. *Business and Professional Communication Quarterly*.

Cardon, P. W. (2015, in press). Enterprise social networks. *National Business Education Yearbook*, 53.

Godin, J., Leader, L., Gibson, N., Marshall, B., Poddar, A., & Cardon, P. W. (2015, in press). Virtual teamwork training: Factors influencing acceptance of collaboration technology. *International Journal of Information and Communication Technology*.

- Cardon, P. W., & Marshall, B. (2015, in press). The hype and reality of social media use for work collaboration and team communication. *International Journal of Business Communication*.
- Cardon, P. W., & Marshall, B. (2014). The impacts of team listening and unscheduled meetings on team coordination. *Studies in Media and Communication*, 2(2), 107-117.
- Cardon, P. W., & Dai, Y. (2014). Mobile phone use in meetings among Chinese professionals: Perspectives on multicomunication and civility. *Global Advances in Business Communication Journal*, 3(1), article 2.
- Moshiri, F., & Cardon, P. W. (2014). The state of business communication courses: A nationwide study. *Business and Professional Communication Quarterly*, 77(3), 312-329.
- Marshall, B., Cardon, P. W., & Godin, J. (2014). A longitudinal study of project-based learning in an introductory MIS course. *Issues in Information Systems*, 15(2), 24-30.
- Washington, M., Okoro, E. A., & Cardon, P. W. (2014). Perceptions of civility for mobile phone use in formal and informal meetings. *Business and Professional Communication Quarterly*, 77(1), 52-64.
- Marshall, B., & Cardon, P. W. (2013). Does sample size matter in qualitative IS studies? *Journal of Computer Information Systems*, 54(1), 11-22.
- Dioko, L. A. D., Harrill, R., & Cardon, P. W. (2013). The wit and wisdom of Chinese tour guides: A critical tourism perspective. *Journal of China Tourism Research*, 9(1), 27-49.
- Li, X., Lin, H., Harrill, R., & Cardon, P. W. (2012). Examining Japanese tourists' U.S.-bound travel constraints. *Current Issues in Tourism*, 1-18.
- Robertson, P., Marshall, B., Cardon, P. W., & Goreva, N. (2012). Taking green computing to the computer lab. *Issues in Information Systems*, 13(1), 294-299.
- Okoro, E. A., Cardon, P. W., & Marshall, B. (2011). Using theory-driven scenarios to teach about individualism and collectivism in cross-cultural training. *Journal of Business and Training Education*, 20, 27-44.
- Marshall, B., Cardon, P. W., Callender, C., Robertson, P., & Patel, N. (2011). Using VMware to teach system administration in a lab. *Issues in Information Systems*, 12(2), 153-161.
- Okoro, E. A., Cardon, P. W., Marshall, B., & Thomas, O. (2011). A hybrid analysis of horizontal and vertical individualist and collectivist tendencies among African American and European American management students. *Journal of Diversity Management*, 6(3), 7-18.
- Okoro, E. A., Washington, M. C., & Cardon, P. W. (2011). E-portfolios in business communication courses as tools for employment. *Business Communication Quarterly*, 73(3), 347-351.
- Cardon, P. W., Marshall, B., & Poddar, A. (2011). Using typologies to interpret study abroad preferences of American business students: Applying a tourism framework to international education. *Journal of Education for Business*, 86(2), 111-118.

- Harrill, R., Uysal, M., Cardon, P. W., Vong, F., & Dioko, L. D. (2011). Resident attitudes towards gaming and tourism development in Macao: Growth machine theory as a context for identifying supporters and opponents. *International Journal of Tourism Research*, 13(1), 41-53.
- Cardon, P. W., & Okoro, E. A. (2010). A meta-analysis of the cultural propositions about conflict management styles in face-negotiation theory: Recommendations for advancing intercultural business communication research. *Journal of Rhetoric, Professional Communication, and Globalization*, 1, 35-59.
- Cardon, P. W. (2010). Learning about stereotypes across cultures with films: Using target cultural members' perspectives. *Business Communication Quarterly*, 73(2), 150-165.
- Cardon, P. W., & Okoro, E. A. (2010). A measured approach to adopting new media in the business communications classroom. *Business Communication Quarterly*, 73(4), 434-438.
- Harrill, R., Dioko, D., & Cardon, P. W. (2010). Brand China: Tour guide perceptions and implications for destination branding and marketing. *Tourism Analysis*, 15(3), 345-355.
- Cardon, P. W., & Marshall, B. A. (2010). International opportunities for business students. *National Business Education Association Yearbook*, 48, 223-235.
- Okoro, E., Cardon, P. W., Marshall, B. A. (2010). An analysis of horizontal and vertical individualist and collectivist tendencies among African American and European American management students. *Washington Business Research Journal*, 2(1), 46-60.
- Cardon, P. W., Marshall, B., Norris, D. T., Cho, J., Choi, J., Cui, L., Collier, C., El-Shinnawy, M. M., Goreva, N., Nillson, S., North, M., Raunpaka, V., Ravid, G., Svensson, L., Valenzuala, J. P., Whelan, C., Usluata, A., & Wang, S. Online and offline social ties among social network website users: An exploratory study in eleven societies. (2009). *Journal of Computer Information Systems*, 50(1), 54-64.
- Cardon, P. W., & Okoro, E. (2009). Professional characteristics communicated by formal versus casual workplace attire. *Business Communication Quarterly*, 72(3), 355-360.
- Cardon, P. W., Marshall, B. A., Patel, N., & Goreva, N. (2009). A comparison of study abroad and globalization attitudes among information systems, computer science, and business students: Recommendations for IS curriculum design. *Issues in Information Systems*, 10(1), 28-39.
- Cardon, P. W. (2009). A model of face practices in Chinese business culture: Implications for Western businesspersons. *Thunderbird International Business Review*, 51(1), 19-36.
- Marshall, B., Cardon, P. W., Goings, D., Humphries, S., & Jones, N. (2009). An exploratory study of the impact of formatting on email effectiveness and recall. *Communications of the IIMA*, 9(4), 1-8.
- Cardon, P. W. (2008). A critique of Hall's contexting model: A meta-analysis of the intercultural business and technical communication literature. *Journal of Business and Technical Communication*, 22(4), 399-428.
- Cardon, P. W., & Marshall, B. (2008). National culture and technology acceptance: The impact of uncertainty avoidance. *Issues in Information Systems*, 9(2), 103-110.

- Marshall, B., Cardon, P. W., Norris, D. T., Goreva, N., & D'Souza, R. (2008). Social networking websites in India and the United States: A cross-national comparison of online privacy and communication. *Issues in Information Systems, 9*(2), 87-94.
- Cardon, P. W. (2008). Horizontal and vertical individualist and collectivist tendencies among Chinese and American management students. *Journal for Global Business Education, 8*, 1-18.
- Cardon, P. W., & Scott, J. C. (2007). Loss of face among Chinese businesspeople in intracultural and intercultural business interactions. *Delta Pi Epsilon Journal, 49*(3), 19-39.
- Marshall, B., Cardon, P. W., Goette, T., & Goreva, N. (2007). Finding light at the end of the graduation tunnel. *Issues in Information Systems, 8*(1), 59-64.
- Cardon, P. W. (2007). The importance of teaching about globalization in business education. *Journal for Global Business Education, 7*, 1-20.
- Cardon, P. W. (2006). Cross-cultural training in business communication classes: An experiment in cross-cultural learning. *Journal of Business and Training Education, 15*, 21-28.
- Cardon, P. W., & Bartlett, II, J. E. (2006). Evaluation of cross-cultural training: Application of a human resource development model. *Workforce Education Forum, 33*(2), 19-32.
- Cardon, P. W. (2006). Reacting to face loss in Chinese business culture: An interview report. *Business Communication Quarterly, 69*(4), 439-443.
- Cardon, P. W. (2005). Face: Western and Eastern perspectives. *National Business Education Association Yearbook, 43*, 172-186.
- Cardon, P. W., & Scott, J. C. (2003). Chinese business face: Communication behaviors and teaching approaches. *Business Communication Quarterly, 66*(4), 9-22.
- Cardon, P. W., Tippetts, Z., & Smith, G. G. (2003). The effectiveness of substitute teacher training: The results of a Utah study. *ERS Spectrum Journal of Research and Information, 21*(1), 40-46.
- Cardon, P. W. (2002). A qualitative study of the quality of substitute teaching. *SubJournal, 3*(2), 29-45.
- Cardon, P. W. (2001). Recruiting and retaining substitute teachers. *SubJournal, 2*(1), 37-44.
- Hillick, J., Lynch, R., & Cardon, P. W. (2001). The 2001 SubConference: Impressions of a trainer, administrator, and researcher. *SubJournal, 2*(2), 32-40.

REFEREED PROCEEDINGS AND ABSTRACTS

- Keane, L. B., Patten, K. P., Brookshire, R. G., Cardon, P. W., Gerdes, J. H., Jr., & Norris, D. T. (2009). Toward developing an experiential learning curriculum model in information technology. *Proceedings of the Fifteenth Americas Conference on Information Systems*. San Francisco, CA.

- Cardon, P. W., & Okoro, E. A. (2009). A meta-analysis of the cultural propositions about conflict management styles in face-negotiation theory: Recommendations for advancing intercultural business communication research. *Proceedings of the Global Advances in Business Communication Conference*. Ypsilanti, Michigan.
- Cardon, P. W., Marshall, B., & Norris, D. (2009). Topics discussed on social networking websites among university students in a dozen societies: Implications for cross-cultural business communication. *Proceedings of the 2009 Association of Business Communication Southeast Conference*. Atlanta, Georgia. August 6-9.
- Okoro, E., Cardon, P. W., & Marshall, B. (2008). Horizontal and vertical individualist and collectivist tendencies among African American and European American management students. *Proceedings from the 73rd Annual Convention of the Association for Business Communication*, article 14 [Available at <http://www.businesscommunication.org/conventions/Proceedings/2008/14ABC2008.pdf>].
- Cardon, P. W. (2008). A critique of Hall's contexting model: A meta-analysis of intercultural business and technical communication literature. In A. Usluata (Ed.), *Communication: Spanning cultures, change and challenges. Proceedings of the 9th ABC European Convention*, (pp. 283-304). Istanbul, Turkey: Yeditepe University.
- Bartlett, J. E., II, & Cardon, P. W. (2007). Western views of Chinese restaurant service quality: Implications for training and development. In F. M. Nafukho, Chermack, T. J., & Graham, C. M. (Eds.), *AHRD 2007 International Conference Proceedings*, 6, 9-16. (Contributed).
- Harrill, R., & Cardon, P. W. (2006). Resident attitudes toward international tourists: Implications for Western leisure and business travelers. In B. Wu & G. Feighery (Eds.), *Tourism and the New Asia: Implications for Research, Policy and Practice Conference Proceedings*, 776-777. Tourism Education Press: Beijing, People's Republic of China.
- Cardon, P. W. (2006). The role of face in Chinese and East Asian Cultures: Implications for applying context to marketing research. *2006 Korean Academy of Marketing Science Spring International Conference Proceedings*, 83-100. Korean Academy of Marketing Science: Seoul, Korea.
- Cardon, P. W. (2006). Emotional reactions to face loss among Chinese businesspersons. In C. Muir (Ed.), *Association for Business Communication Southeast/East United States Conference Proceedings*, 25-34. Association for Business Communication: Tampa, FL.
- Cardon, P. W., & Scott, J. C. (2005). The use of third persons to address the face needs of Chinese businesspersons. *2005 Delta Pi Epsilon National Conference Book of Readings*, 139-144. Delta Pi Epsilon: Little Rock, AR.

OTHER SCHOLARLY ARTICLES AND REPORTS

- Cardon, P. W. (2013). Book review: *Intercultural Rhetoric and Professional Communication: Technological Advances and Organizational Behavior* by Thatcher, B. *Journal of Business Communication*, 50(1), 117-118.
- Cardon, P. W. (2009). Online social networks. *Business Communication Quarterly*, 72(1), 96-97.

- Cardon, P. W. (2008). Frontline employee communication. *Business Communication Quarterly*, 71(2), 232-233.
- Ko, E., & Cardon, P. W. (2008). Marketing research in Korea: Special joint issue of Journal of Business Research and Journal of the Korean Academy of Marketing Science. *Journal of Business Research*, 61(1), 1-3.
- Cardon, P. W. (2007). Online sales messages. *Business Communication Quarterly*, 70(4), 476-477.
- Cardon, P. W. (2006). The changing nature of global assignments: Implications for cross-cultural training. *Business Education Forum*, 60(3), 48-50.
- Cardon, P. W., & Sparrow, B. J. (2004). International outsourcing of service jobs: The benefits and costs. *Business Education Forum*, 59(2), 36-38.
- Smith, G. G., Cardon, P. W., Tippetts, Z., Rodgers, P., & Taylor, M. (2002). *Management of substitute teachers in Utah: Current practices and recommendations for the future*. Logan, UT: Utah State University, Substitute Teaching Institute.
- Cardon, P. W. (2001). Guanxi relationships: The key to doing business in China. *Business Education Forum*, 56(1), 29-30, 39-40.

PRESENTATIONS

- Cardon, P. W. (2014, November 15). *Social collaboration tools for international communication*. California Business Education Association Conference. Monterey, California.
- Cardon, P. W., Okoro, E. A., & Washington, M. (2014, October 24). *Supervisors' use of mobile phones in meetings: Perceptions of civility*. Association for Business Communication 79th Annual International Convention. Philadelphia, Pennsylvania.
- Cardon, P. W. (2014, October 24). *My favorite assignment: Digital sabbatical*. Association for Business Communication 79th Annual International Convention. Philadelphia, Pennsylvania.
- Aritz, J., Cardon, P. W., Philadelphia, M., & Walker, R. (2014, October 23). *Managing virtual teams: Success and challenges of electronic communication and social media*. Association for Business Communication 79th Annual International Convention. Philadelphia, Pennsylvania.
- Patel, N., Cardon, P. W., Marshall, B., Goreva, N., & Bromall, G. (2014, October 3). *Dilemmas of wearable computing*. 54th Annual IACIS International Conference. Las Vegas, Nevada.
- Marshall, B., Cardon, P. W., & Godin, J. (2014, October 2). *A study of project-based learning in an introductory MIS course*. 54th Annual IACIS International Conference. Las Vegas, Nevada.
- Washington, M., Okoro, E. A., Cardon, P. W., & Patel, N. (2014, March 28). *The impacts of multi-communication on team listening environment and team coordination during team writing projects*. Association for Business Communication Southeastern Regional Conference. Orlando, Florida.

- Moshiri, F., & Cardon, P. W. (2014, March 13). *The state of business communication courses: A nationwide study*. Association for Business Communication Southwestern Regional Conference. Dallas, Texas.
- Cardon, P. W. (2013, November 21). *Multicommunicating across the globe*. National Communication Association 99th Annual Convention. Washington DC.
- Cardon, P. W., Okoro, E. A., Washington, M., Marshall, B., & Patel, N. (2013, October 24). *The impact of multicommunication on team listening environment and team coordination*. Association for Business Communication 78th Annual International Convention. New Orleans, Louisiana.
- Cardon, P. W., Okoro, E. A., & Washington, M. (2013, October 24). *Perceptions of civility for mobile phone use in formal and informal meetings*. Association for Business Communication 78th Annual International Convention. New Orleans, Louisiana.
- Marshall, B. A., Cardon, P. W., & Patel, N. (2013, October 3). *Building video production competencies among MIS students*. 53rd Annual IACIS International Conference. San Juan, Puerto Rico.
- Cardon, P. W., Marshall, B., Humphries, S., & Whelan, C. (2013, March 14). *The impact of team listening environment on team coordination*. ABC Asia Pacific Conference. Kyoto, Japan.
- Washington, M, Okoro, E. A., & Cardon, P. W. (2013, March 7). *Perceptions of civility for mobile phone use in formal and informal meetings*. ABC Midwestern/Southeastern Conference. Louisville, Kentucky.
- Brito, M., Vaughan, S., & Cardon, P. W. (2013, February 1). *Social business goes to school*. IBM Connect 2103. Orlando, Florida.
- Cardon, P. W. (2012, October 25). *Developing social networking solutions to improve organizational communication and culture*. Association for Business Communication 77th Annual International Convention. Honolulu, Hawaii.
- Robertson, P., Marshall, B., Cardon, P. W., & Goreva, N. (2012). *Taking green computing to the computer lab*. 52nd Annual Conference of the International Association of Computer Information Systems. Myrtle Beach, South Carolina.
- Cardon, P. W. (2012, May 31). *Web 1.0 and Web 2.0 users in voluntary community groups*. Association for Business Communication Europe Conference, Nijmegen, Netherlands.
- Cardon, P. W., & Marshall, B. (2011, October 21). *The hype and reality of social media for business communication*. Association for Business Communication 76th Annual International Convention. Montreal, Canada.
- Cardon, P. W., Washington, M., Okoro, E. A., Marshall, B., & Patel, N. (2011, April 1). *Cross-generational perspectives on how mobile phone use for texting and calling influences work outcomes and work relationships*. Association for Business Communication Southeast Conference. Charleston, South Carolina.

- Cardon, P. W., Marshall, B., Humphries, S., & Whelan, C. (2011, April 1). *Listening, learning, and leading: Research and teaching approaches*. Association for Business Communication Southeast Conference. Charleston, South Carolina. Charleston, South Carolina.
- Cardon, P. W., Washington, M., Okoro, E. A., Marshall, B., & Patel, N. (2010, October 28). *Emotional intelligence and norms of civility for mobile phone use in meetings*. Association of Business Communication 75th Annual Convention. Chicago, Illinois.
- Marshall, B., Cardon, P. W., Goette, T., & Patel, N. (2010, October 8). *Implementing the 12-step program to increase MIS enrollments*. 50th Annual Conference of the International Association of Information Systems. Las Vegas, Nevada.
- Cardon, P. W., Marshall, B., Okoro, E. A., Washington, M., Patel, N., Norris, D., & Altintas, V. (2010, March 19). *Emotional intelligence and emerging norms of civility for mobile phone use in meetings and the workplace*. Association for Business Communication Southeast Conference. Birmingham, Alabama.
- Cardon, P. W., & Okoro, E. A. (2009, November 6). *Attitudes and beliefs related to the communicative nature of formal versus informal professional dress: A comparison of the United States and India*. 74th Annual Convention of the Association for Business Communication. Portsmouth, Virginia.
- Cardon, P. W. (2009, November 6). *Indian perceptions of Slumdog Millionaire: Implications for intercultural learning through films*. 74th Annual Convention of the Association for Business Communication. Portsmouth, Virginia.
- Cardon, P. W., & Okoro, E. A. (2009, June 27). *Globalization of markets: An analysis of intercultural communication and negotiation between Chinese and Nigerians*. First Tricontinental Conference on Global Advances in Business Communication Conference. Ypsilanti, Michigan.
- Cardon, P. W., & Okoro, E. A. (2009, June 25). *A critique of face-negotiation theory and related recommendations for advancing intercultural business communication research*. First Tricontinental Conference on Global Advances in Business Communication Conference. Ypsilanti, Michigan.
- Cardon, P. W. (2009, April 23). *Professional characteristics communicated by workplace attire in American and Indian cultures*. College of Hospitality, Retail, and Sport Management Research Colloquium. Columbia, SC.
- Cardon, P. W. (2009, March 23). *Tourist role typologies and study abroad preferences among management students*. Comparative and International Education Society 53rd Annual Conference. Charleston, SC.
- Cardon, P. W., Marshall, B., & Okoro, E. (2009, March 21). *Email effectiveness: An experiment controlling for subject lines, directness, and formatting style*. 2009 Association for Business Communication Southeast Conference. Atlanta, Georgia.
- Cardon, P. W., Marshall, B., & Norris, D. (2009, March 20). *Topics discussed on social networking websites among university students in a dozen societies: Implications for cross-cultural business communication*. 2009 Association for Business Communication Southeast Conference. Atlanta, Georgia.

- Agarwal, S., Chitranshi, J., & Cardon, P. W. (2009, March 20). *Readiness of new recruits on contemporary trends in workplace communication*. 2009 Association for Business Communication Southeast Conference. Atlanta, Georgia.
- Cardon, P. W., & Marshall, B. A. (2008, October 4). *National culture and technology acceptance: The impact of uncertainty avoidance*. 48th Annual IACIS International Conference. Savannah, GA. [Won **Best Paper Award** among 86 papers].
- Marshall, B., Cardon, P. W., Norris, D. T., Goreva, N., & D'Souza, R. (2008, October 3). *Social networking websites in India and the United States: A cross-national comparison of online privacy and communication*. 48th Annual IACIS International Conference. Savannah, GA.
- Cardon, P. W., & Callister, R. (2008, August 11). *Etic and emic research on face in Chinese culture: Implications for cross-cultural management research*. 2008 Annual Meeting of the Academy of Management. Anaheim, CA.
- Okoro, E., Cardon, P. W., & Marshall, B. (2008, October 30). *Horizontal and vertical individualism and collectivism among African American and European American university students*. 73rd Association for Business Communication Annual Convention. Reno, NV.
- Cardon, P. W., Marshall, B., & Norris, D. (2008, March 27). *Cross-national comparisons of communication practices among university students on social network sites*. 8th ABC Asia Pacific Conference. Singapore.
- Cardon, P. W., & Norris, C. (2008, March 14). *Impact of instructor feedback on student writing and speaking confidence*. ABC Southeastern U.S. Conference. Columbia, SC.
- Zhang, X., Cardon, P. W., Harrill, R., & Hu, B. (2008, January 3). *Chinese tour guides' perceptions of economic benefits and respect when interacting with Western tourists*. 13th Annual Graduate Education & Graduate Student Research Conference in Hospitality & Tourism. Orlando, FL.
- Cardon, P. W., & Brookshire, R. G. (2007, October 10). *Using available cross-cultural data sets to advance intercultural business communication research*. 72nd Association for Business Communication Annual Convention, Washington DC.
- Norris, D., Cardon, P. W., & Marshall, B. (2007, October 5). *Cross-cultural comparisons of technology adoption and technology preferences for social networking sites*. 47th Annual IACIS Fall Conference. Vancouver, Canada.
- Marshall, B., Cardon, P. W., Goette, T., & Goreva, N. (2007, October 4). *Finding light at the end of the graduation tunnel*. 47th Annual IACIS Fall Conference. Vancouver, Canada.
- Cardon, P. W. (2007, May 23). *A meta-analysis of contexting in the intercultural business and technical communication literature, 1990-2006*. 9th European Convention of the Association of Business Communication. Istanbul, Turkey.

- Bartlett, J. E., II, & Cardon, P. W. (2007, March 1). *Western views of Chinese restaurant service quality: Implications for training and development*. 2007 AHRD Annual Conference. Indianapolis, ID. (Contributed)
- Cardon, P. W. (2007, February 11). *Communicating destination image online: The case of Yemen*. Conference for International Tourism Development. Sana'a, Yemen. (Invited)
- Cardon, P. W. (2007, February 9). *Communicating destination image online: The case of Sudan*. Conference on Tourism Development and Investment in Sudan. Khartoum, Sudan. (Invited)
- Cardon, P. W., Archuleta, D., & Johnson, M. (2006, November 11). *Product development of a database grading tool for business communication courses*. McGraw-Hill Business Communications Symposium. Pasadena, California. (Invited)
- Harrill, R., & Cardon, P. W. (2006, August 11). Resident attitudes toward international tourists: Implications for Western leisure and business travelers. *Tourism and the New Asia: Implications for Research, Policy and Practice Conference Proceedings*. Beijing, People's Republic of China.
- Cardon, P. W. (2006, May 20). *The role of face in Chinese and East Asian cultures: Implications for applying context to marketing research*. Paper presented at the 2006 Korean Academy of Marketing Science Spring International Conference. Seoul, Korea. (Contributed)
- Cardon, P. W., & Harrill, R. (2006, May 18). *Current tourism research about resident attitudes towards tourism development in China by the University of South Carolina*. Institute for Tourism Studies, Colina de Mong-Há, Macau, China. (Invited)
- Cardon, P. W. (2006, April 14). *Trends in global business: Implications for Business educators*. April 14, 2006. Paper presented at the 2006 NBEA Annual Convention. Tampa, Florida. (Contributed)
- Moss, R., Marshall, B., Cardon, P. W., & Olsen, D. (2006, April 13). *Current electronic business transaction management: is there a better way?* Paper presented at the WDSI (Western Decision Sciences Institute) Annual Conference. Big Island, HI. (Contributed)
- Marshall, B., Harris, M., Cardon, P. W., & Mills, B. (2006, April 12). *Incorporating training and development into the unified theory of acceptance and use of technology*. Paper presented at the WDSI (Western Decision Sciences Institute) Annual Conference. Big Island, HI. (Contributed)
- Cardon, P. W. (2006, March 18). *Using databases to measure improvement in business communication courses*. Paper presented at the ABC (Association for Business Communication) East/Southeast Conference. Tampa, Florida. (Contributed)
- Cardon, P. W. (2006, March 17). *Emotional reactions to face loss among Chinese businesspersons in domestic and international Business*. Paper presented at the ABC (Association for Business Communication) East/Southeast Conference. Tampa, Florida. (Contributed)
- Cardon, P. W., & Scott, J. C. (2005, November 17). *The use of third persons to address the face needs of Chinese businesspersons*. 2005 Delta Pi Epsilon National Conference. Cincinnati, OH. (Contributed)

Cardon, P. W. (2005, April 10). *Involving young people in international Rotary service projects*. 100th Anniversary of Rotary International - Logan Rotary Club Celebration. Logan, Utah. (Invited)

Cardon, P. W. (2002, June 11). *Effectiveness of substitute teacher training in Utah*. 2002 Annual SubSolutions Conference. Park City, UT. (Contributed)

Smith, G. G., Taylor, M., & Cardon, P. W. (2002, May 5). *Findings of House Bill 246*. Utah State Legislative Session. Salt Lake City, Utah. (Invited)

OP-EDS

Cardon, P. W. (2014, March 4). To build a personal brand with social media takes experimentation. *Huffington Post* (Business section). http://www.huffingtonpost.com/peter-cardon/to-build-a-personal-brand_b_4887210.html

Cardon, P. W. (2014 February 25). Companies without strong communities will die away. *Huffington Post* (Business section). http://www.huffingtonpost.com/peter-cardon/companies-need-strong-communities_b_4844110.html

Cardon, P. W. (2013, August 11). Does it matter where you study abroad? *Huffington Post* (College Section). http://www.huffingtonpost.com/peter-cardon/does-it-matter-where-you-_b_3737695.html

Cardon, P. W. (2012, December 13). Social business goes to school. *Huffington Post* (College Section). http://www.huffingtonpost.com/peter-cardon/social-business-goes-to-s_b_2296421.html

GRANTS

Soldier and Family Satisfaction with Graduation Family Day at Fort Jackson, 2009, Fort Jackson Army Base, \$5,000. Principal investigator: Peter W. Cardon; Co-PI: Dr. Rich Harrill.

Center for Exhibition Industry Research: CEIR Index 2009-2010, 2010, \$46,000. Principal Investigator: Rich Harrill, Co-PIs: Matthew T. Brown, Peter W. Cardon, Mark Nagel.

A Development and Economic Impact Study of the South Carolina National Heritage Corridor, including Edgefield and Blackville Discovery Centers, 2009. \$99,000. Principal Investigator: Rich Harrill; Co-PIs: Peter W. Cardon, Xiang (Robert) Li, Matthew T. Brown, Mark Nagel.

Research Grant, Institute for Tourism Studies, Macau, China, 2007, approximately \$12,000 (with Rich Harrill)

East-Asian Library Travel Grant, University of Pittsburgh, 2002, \$800

Delta Pi Epsilon Dissertation Grant, Delta Pi Epsilon, 2002, \$500

ACADEMIC AND COMMUNITY SERVICE POSITIONS

Executive Committee, Association for Business Communication, 2012-present. (4-year term)

Board of Directors, Association of Business Communication, 2010-present.

Editor, International Business section of the *Business Education Forum*, 2014-present.

Editorial Review Board, Business and Professional Communication Quarterly (formerly called *Business Communication Quarterly*), 2010-present.

Editorial Review Board, International Journal of Business Communication (formerly Journal of Business Communication), 2014-present.

Board Member, Orchid Foundation, 2009-present.

Chair of Executive Director Search Committee, Association of Business Communication, 2011.

Fellow, International Tourism Research Institute, University of South Carolina, 2006-present.

International Service Chair, Rotary E-Club of Southeast USA and Caribbean, 2009-2010.

Secretary, Rotary E-Club of Southeast USA and Caribbean, 2007-2008.

International Programs Director and Chair of International Activities Committee, College of Hospitality, Retail, and Sport Management, University of South Carolina, 2006-2009.

Faculty Senator, College of Hospitality, Retail, and Sport Management, University of South Carolina, 2007 – 2010 (3-year term).

Business Practices Committee Member, Association for Business Communication, 2006-present.

International Service Vice Chair, Logan Rotary Club, 2004-2005.

HONORS AND AWARDS

Patricia G. Moody Researcher of the Year, 2010, College of Hospitality, Retail, & Sport Management, University of South Carolina. Awarded annually to the college's top researcher.

First Place Award for Journal of Business Research Special Issues for 2005-2008, 2009, Chosen among ten edited issues for the *Journal of Business Research*.

Best Paper Award, International Association for Computer Information Systems Annual Conference, 2008. Won top award among 86 papers.

PROFESSIONAL AND COMMUNITY ORGANIZATIONS

Association for Business Communication (ABC), 2001-present

International Association of Information Systems (IACIS), 2005-present

National Communication Association (NCA), 2012-present

Society for Human Resource Management (SHRM), 2011-present

Orchid Foundation, 2007-present

Rotary Club, 2003-2012