

ROBERT M. McCANN, Ph.D.
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El Segundo, Cal. 90245 U.S.A.
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EDUCATION

UNIVERSITY OF CALIFORNIA, SANTA BARBARA (U.C.S.B.) 2003
Doctoral Degree – Communication

Dissertation title: *Intra- and Intergenerational Communication in the Workplace: Perspectives from Thailand and the United States of America*

UNIVERSITY OF CALIFORNIA, LOS ANGELES (U.C.L.A.) 1992
Master of Arts Degree - Applied Linguistics

EMORY UNIVERSITY, Atlanta, Georgia 1985
Bachelor of Arts Degree - International Studies

ACADEMIC APPOINTMENTS

UNIVERSITY OF SOUTHERN CALIFORNIA 1/2006-
MARSHALL SCHOOL OF BUSINESS
Associate Professor of Clinical Management Communication

UNIVERSITY OF THE THAI CHAMBER OF COMMERCE, Bangkok, Thailand 1995-2004
DEPARTMENT OF GRADUATE STUDIES (1-2 terms annually)
Visiting Assistant Professor/Visiting Lecturer of Communication

UNIVERSITY OF CALIFORNIA, SANTA BARBARA (U.C.S.B.) 1998-2000
Teaching Assistant & Guest Lecturer of Communication

UNIVERSITY OF CALIFORNIA, SANTA BARBARA (U.C.S.B.) 1997-8
Research Assistant (UC Pacific Rim Grant)

CHULALONGKORN UNIVERSITY, Bangkok, Thailand 1992-6
CENTER FOR BUSINESS COMMUNICATION, Bangkok, Thailand
Communication Instructor

CHULALONGKORN UNIVERSITY, Bangkok, Thailand 1992-4
SASIN GRADUATE INSTITUTE OF BUSINESS ADMINISTRATION
Organizational Communication Instructor

COURSES AND SEMINARS TAUGHT

Professional Development for Leaders (MBA)
Managerial Communication (MBA)
Strategic Business Communication (BBA)
Organizational Communication
Persuasion
Public Speaking (BBA, MBA)
Intercultural Communication
Interviewing
Intergenerational Communication
Global Organizational Communication
(Inter)group Communication
Marketing Communication (BBA, MBA)

Connecting Senior Executives to a Career in the Classroom (AACSB)

AREAS OF SPECIALIZATION

Organizational Gerontology & Intergenerational Communication

Intercultural Communication (especially Southeast Asia)

Strategic Public Speaking

Persuasion & Marketing Communication

Thai Social Psychology & Organizational Communication/Behavior

GRANT ACTIVITY (Principal Investigator)

Co-Principal Investigator – University of California Pacific Rim grant. (2000-2003). Co-wrote grant on workplace ageism with Howard Giles of UCSB. Procured and arranged all contacts and collaborators. Grant proposal was for \$36,400. (Grant accepted for \$28,000).

GRANT ACTIVITY (Support)

Country Collaborator – University of California Pacific Rim (2008-2009). Leading Thailand segment of grant on community policing across the Pacific Rim.

Country Liaison – University of California Pacific Rim grant (1998-2001). Led Thailand segment of grant on intergenerational communication across the Pacific Rim.

PUBLICATIONS

Kellermann, K., & McCann, R.M. (in press). Mindlessness and automaticity. *The International Encyclopedia of Communication*. Blackwell Publishing.

McCann, R.M., & Giles, H. (2007). Age differentiated communication in organizations: Perspectives from Thailand and the USA. *Communication Research Reports*, 24, 1-12. (lead article).

McCann, R.M., & Honeycutt, J. (2006). A cross-cultural analysis of imagined interactions. *Human Communication Research*, 32, 274-301.

McCann, R.M. & Giles, H. (2006). Communication with people of different ages in the workplace: Thai and American data. *Human Communication Research*, 32, 74-108.

McCann, R.M., Dailey, R., Giles, H., & Ota, H. (2005). Beliefs about intergenerational communication across the lifespan: Middle age and the roles of age stereotyping and filial piety. *Communication Studies*, 56, 293-311.

McCann, R.M., Cargile, A., Giles, H., & Cuong, B.T. (2004). Communication ambivalence towards elders: Data from North Vietnam, South Vietnam, and the U.S.A. *Journal of Cross-Cultural Gerontology*, 19, 275-287.

McCann, R.M., Kellermann, K., Giles, H., Gallois, C., & Viladot, M.A. (2004). Cultural and gender influences on age identification. *Communication Studies*, 55, 88-105.

McCann, R.M., Ota, H., Giles, H., & Caraker, R. (2003). Accommodation and nonaccommodation across the lifespan: Perspectives from Thailand, Japan, and the United States of America. *Communication Reports*, 16 (2), 69-91 (*lead article/winner of WSCA Milton Dickens Award for best article in *Communication Reports* from 2001-2003).

Metzger, M.J., Flanagin, A.J., Eyal, K., Lemus, D.R., & McCann, R.M. (2003). Credibility for the 21st century: Integrating perspectives on source, message, and media credibility in the contemporary media environment. *Communication Yearbook* 27, 293-335.

McCann, R.M. & Giles, H. (2002). Ageism and the workplace: A communication perspective. In Todd D. Nelson (Ed.) *Ageism*, (pp. 163-199). Cambridge, MA: MIT Press.

Giles, H., McCann, R.M., Ota, H., & Noels, K. (2002). Challenging intergenerational stereotypes: Across eastern and western cultures. In M.S. Kaplan, N.Z. Henkin, & A.T. Kusano (Eds.), *Linking Lifetimes: A Global View of Intergenerational Exchange* (pp. 13-28). Honolulu: University Press of America, Inc.

Giles, H., Ballard, D., & McCann, R.M. (2002). Perceptions of intergenerational communication across cultures: An Italian case. *Perceptual and Motor Skills*, 95, 583-591.

Harwood, J., Giles, H., McCann, R. M., Cai, D., Somera, L. P., Ng, S. H., Gallois, C., & Noels, K. (2001). Older adults' trait ratings of three age-groups around the Pacific rim. *Journal of Cross-Cultural Gerontology*, 16, 157-171.

Giles, H., Liang, B., Noels, K., & McCann, R.M. (2001). Communicating across and within generations: Taiwanese, Chinese-Americans, and Euro-American's perceptions of communication. *Journal of Asian Pacific Communication*, 11, 161-176.

TEXTBOOKS AUTHORED

McCann, R.M. (publishing agreement signed/in progress). *Ageism at work: The role of language in a changing workplace*, Editorial Aresta, Girona, Spain.

McCann, R.M. (in progress). *Business Jargon: The Essential Guide to Business Buzzwords*.

McCann, R.M. (1999; 2002; 2003). *Banking English*, Bangkok, Thailand: Bank of Ayudhya.

McCann, R.M. (1992-2005; reprinted annually). *Situations in Business English*, Bangkok, Thailand: Chulalongkorn University Press.

BOOK REVIEWS

McCann, R.M. (2000). Being an Older Woman: A Study in the Social Production of Identity, by I. Paoletti. Reviewed in *Journal of Sociolinguistics*, 4, 486-491.

RESEARCH AWARDS & ACHIEVEMENTS

The Top Paper in Intergroup Communication. ICA, San Francisco, California, May 24-28, 2007

2005 National Communication Association Outstanding Dissertation Award in Communication and Aging (for dissertations completed between 2001-2004)

The Top Paper in Communication and Aging. NCA, Boston, Massachusetts, November 16-20, 2005

Top Papers in Communication and Aging. NCA, Chicago, Illinois, November 11-14, 2004

2004 Western States Communication Association Milton Dickens Award for Exemplary Empirical Research for the best article in *Communication Reports* from 2001-2003

2003 Lancaster Graduate Dissertation Award (Honorable Mention), university-wide competition at the University of California, Santa Barbara

2002-03 Brython Davis Award (investigate intergenerational communication in Vietnam)

2002 James J. Bradac Award for Excellence in Research

2001 George D. McCune Dissertation Fellowship Award

South East Asian fellowships (UC system) in two successive years to study and conduct M.A. research at Chiang Mai University, Chiang Mai, Thailand

Departmental fellowship – UCSB

GPA 3.98/4.00 during UCSB academic career (4.00/4.00 in Communication)

TEACHING AWARDS & ACHIEVEMENTS

2007 USC MBA (Full time) teaching evaluations 4.89/5.00

Summer, 2007 USC teaching evaluations 4.88/5.00

Spring, 2007 USC teaching evaluations 4.97/5.00; 4.86/5.00; 4.81/5.00

Fall, 2007 USC teaching evaluations 4.90/5.00

2007 AACSB (USC Executive Education) teaching evaluations 4.79/5.00

Spring, 2006 USC teaching evaluations 5.00/5.00; 4.81/5.00; 4.75/5.00

Spring 2006 Dean's commendation for excellence in teaching

1998-2000 mean teaching evaluation 1.1 for all UCSB courses as TA (1.0 being the best possible rating)

ACADEMIC COMMITTEES

Faculty Lead, USC Marshall School of Business ExCel Program Abroad in Thailand (2008)

Course Director, GSBA 502 - Professional Development for Leaders (2007-2008)

Chair, CMC Public Relations Committee (2008)

Mentor, Faculty Staff Residence Hall Mentor Program, USC (2007, 2008)

Member, Industry Liaison Committee, USC (2006, 2007)

Member/Mentor, Mellon International Student Mentor Committee (Grant), USC (2006, 2007)

Member, Strategic Business Communication Course Committee, USC (2006, 2007)

Member, Asia Pacific Business Outlook Planning Committee, USC (2006)

Member, Management Communication Research Committee, USC (2006)

Mentor, Faculty Staff Residence Hall Mentor Program (Birnkran Hall), USC (2006)

EDITORIAL BOARD MEMBERSHIPS AND REVIEW WORK

Guest Editor (Special Issue on South East Asia), *Journal of Asian Pacific Communication* (2008)

Editorial Board Member, *Journal of Asian Pacific Communication* (2006, 2007, 2008)

Reviewer, *Journal of Cross Cultural Psychology* (2007, 2008)

Reviewer, *International Journal of Conflict Management* (2007)

Reviewer, *Human Communication Research* (2006, 2007)

Reviewer, *International and Intercultural Communication Annual, 29* (2006)

Reviewer, *Journal of Asian Pacific Communication* (2004)

Reviewer, *UTCC Journal* (Thailand) (2002, 2005)

MEDIA PLACEMENT

Liquor Journal (quoted in 3/2007 Korean edition; spirits expert)

CarLife (quoted in 1/2007 Korean edition; spirits expert)

GQ (featured in 1/2007 Korean edition; spirits expert)

Esquire (quoted in 12/2006 Korean edition; spirits expert)

Tour de Monde (featured in 12/2006 edition; spirits expert)

JJ Magazine (featured in 12/2006 edition; spirits expert)

Tattler (quoted in 12/2006 Korean edition; spirits expert)

The International Herald Tribune (featured in 12/2006 Korean edition; spirits expert)

Thailand Timeout (appeared in 4/2005 edition; spirits expert)

Esquire (featured in 4/2005 Thailand edition; spirits expert)

Radio Thailand (interviewed in 3/2005 radio broadcast; spirits expert)

Krungthep Biz Week (quoted in 11/2004 edition; spirits expert)

GM (appeared in 11/2004 edition; spirits expert)

Oriental Morning Post – Shanghai (featured in 7/2004 edition; spirits expert)

Hunter Shanghai (featured in 7/2004 edition; spirits expert)

GM (appeared in 9/2003 edition; spirits expert)

Cleo (appeared in 11/2002 edition; spirits expert)

Image (appeared in 9/2002 edition; spirits expert)

Home & Décor (appeared in 9/2002 Thailand edition; spirits expert)

CONVENTION AND CONFERENCE PAPERS

Ota, H., & McCann, R.M. (under review/2008). *Younger Adults' Communicative Approach and Avoidance in Intra- and Intergenerational Communication: Data from Japan and Thailand*. Submitted to the Horibu-APRU Research Conference 2008 on Gerontology, University of Tokyo, Tokyo, Japan, September 8-12, 2008.

McCann, R.M., & Honeycutt, J. (under review/2008). *Do imagined interactions predict communication satisfaction in different cultural contexts?: Views from Japan, Thailand, and the USA*. Submitted to NCA, San Diego, California, November 21-24, 2008.

Honeycutt, J., McCann, R.M., & Caraker, R. (2007). *Predicting intrapersonal communication satisfaction on the basis of imagined interaction functions and measures of horizontal and vertical individualism and collectivism in the Pacific Rim*. ** The Top (#1) Paper in Intergroup Communication. ICA, San Francisco, California, May 24-28, 2007.

Honeycutt, J., & McCann, R.M. (2006). *An intercultural analysis of imagined interactions*. ICA, Dresden, Germany, July 19-23, 2006.

McCann, R.M. (2006). *Aging and communication in organizations: Issues in the Thai and American business sectors*. Global Business, Burapha University, Bangkok, Thailand, June 22-23 2006.

Dailey, R., McCann, R.M., Giles, H., & Ota, H. (2005). *An Integrative Perspective on Intergenerational Communication Across the Lifespan*. **The Top (#1) Paper in Communication and Aging. NCA, Boston, Massachusetts, November 16-20, 2005.

McCann, R.M., Giles, H., Cargile, A., & Cuong, B.T. (2004). *Communication ambivalence towards elders: Data from North Vietnam, South Vietnam, and the U.S.A.* **Top Papers in Communication and Aging. NCA, Chicago, Illinois, November 11-14, 2004.

Ballard, D., Lammers, J., & McCann, R.M. (2004). *The speed of service: A two-study examination of pace across work groups in the service industry: Intra-organizational and cross-national comparisons*. Special showcase panel on group communication in the workplace. NCA, Chicago, Illinois, November 11-14, 2004.

Ota, H., Dailey, R., McCann, R.M., & Giles, H. (2004). *Younger versus older adults: Younger adults' communication norms and behaviors to younger, middle-aged, and older adults in Japan, Thailand, and the United States*. International Conference of Language and Social Psychology, Pennsylvania State University, Pennsylvania. June 30 – July 3, 2004.

McCann, R.M., Ota, H., Giles, H., & Caraker, R. (2002). *How problematic is talk with elderly people? Data from Asian and Western settings*. ICA, Seoul, Korea. July 15-19, 2002.

McCann, R.M., Kellermann, K., Giles, H., Gallois, C., & Viladot, A. (2001). *International dimensions of age identity: Data from Thailand, Laos, Spain, Australia, and the U.S.A.* NCA, Atlanta, Georgia. November 1-4, 2001.

McCann, R.M., Honeycutt, J., & Caraker, R. (2001). *Predicting horizontal and vertical dimensions of individualism and collectivism in the Pacific Rim on the basis of imagined interactions*. NCA, Atlanta, Georgia. November 1-4, 2001.

McCann, R.M., Ota, H., Giles, H., & Caraker, R. (2001). *Age, communication, and culture: Beliefs about intra- and intergenerational communication among young Thai, Japanese, and American adults*. Fifth International Conference on Language and Development: Defining the Role of Language in Development. Phnom Penh, Cambodia, September 5-7, 2001.

INVITED PRESENTATIONS

McCann, R.M. (2008). *Intergenerational Communication Across the Pacific Rim*. Interdisciplinary Research Colloquium Series on Aging, Davis School of Gerontology, University of Southern California, Los Angeles, California, February 14, 2008.

McCann, R.M. (2008). *International Social Graces: The Thailand Context*. GLOBUS, Los Angeles, California, March 5, 2008.

McCann, R.M. (2006). Session Chair. *Doing Business in Thailand*. Asia Pacific Business Outlook, Bangkok, Thailand, Nov 2-4, 2006.

WORK IN PROGRESS

Honeycutt & McCann (manuscript under review). Imagined interactions as predictors of communication satisfaction: Perspectives from Thailand, Japan, and the USA. Submitted to Communication Research.

Ballard, D., Lammers, J., & McCann, R.M. (in progress). *Pace across work groups in the service industry: Intra-organizational and cross-national comparisons*. To be submitted to Human Communication Research.

McCann, R.M., Singelis, T., Ota, H., Williams, A., Yeh, Y-H., & Giles, H. (in progress) *Filial piety and horizontal and vertical individualism-collectivism as predictors of intergenerational communication beliefs: A cross-cultural analysis among young adults in the United States, Japan, Taiwan, and Wales*. To be submitted to Journal of Cross-Cultural Psychology.

McCann, R.M., & Giles, H. (in progress). *How do older people view their communication with younger people? Data from Thailand and the U.S.A*. To be submitted to the Journal of Asian Pacific Communication.

McCann, R.M. (in progress). *Stereotypes of young and older adults in Thailand and the United States*. To be submitted.

Mulac, A., Giles, H., McCann, R.M., & McGilrath, M. (in progress). *Instant aging: Age identity triggers*. To be submitted.

McCann, R.M. (in progress). *Web site satisfaction*. To be submitted.

McCann, R.M. (in progress). *Moderator involvement in focus group research*. To be submitted.

ADDITIONAL EMPLOYMENT

JOHNNIE WALKER (DIAGEO/RICHE MONDE): BANGKOK, THAILAND)
Senior Brand Ambassador (Asia Region)

2004-2005

JOHNNIE WALKER (RICHE MONDE): BANGKOK, THAILAND)
Johnnie Walker Black Label, The Journey of Taste
Thailand Brand Ambassador & Relationship Marketing Manager

2002-2005

THE BANK OF AYUDHYA, BANGKOK, THAILAND
Communication Training Consultant

1995-8 & 2000-3

BANK OF CREDIT & COMMERCE INTERNATIONAL, Los Angeles, California
International Trade Finance Marketing Manager, Asian Desk

1987-1988

International Loan Officer, London, England

1986-1987

Graduate Trainee Officer, Karachi, Pakistan

1985-1986

Trainee Officer, New York, New York

1985

CURRENT PROFESSIONAL AFFILIATIONS & CERTIFICATIONS

National Communication Association (NCA)
International Communication Association (ICA)
Association for Business Communication (ABC)

LANGUAGES

Thai (Very strong working knowledge); Spanish (Working knowledge)

EDUCATION ABROAD

Oxford University, Oxford, England ; Chiang Mai University, Chiang Mai, Thailand;
Syracuse University, Madrid, Spain; Saint Louis University, Madrid, Spain