

# James Stapp

The Charles H. Dyson School of Applied Economics and Management  
Cornell SC Johnson College of Business  
College of Agriculture and Life Sciences  
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## **ACADEMIC APPOINTMENTS**

### **Lecturer of Marketing and Management Communication (2021–Present)**

The Charles H. Dyson School of Applied Economics and Management, SC Johnson College of Business, Cornell University

### **Lecturer of Management Communication (2014–2021)**

Spears School of Business, Oklahoma State University

### **Instructor of Composition (2013–2014)**

Northern Oklahoma College

### **Graduate Teaching Assistant (2007–2010)**

Department of English, Oklahoma State University

## **EDUCATION**

MFA in English Oklahoma State University	2012
BA in English Literature Oklahoma State University	2005
BA in Journalism/Broadcasting with focus in Public Relations Oklahoma State University	2001

## **TEACHING & INSTRUCTIONAL LEADERSHIP**

### **AEM 2700 – Management Communication (Undergraduate Core), 2021–Present**

- Primary instructor for the undergraduate Management Communication core course.
- Teach multiple sections per term, serving diverse student populations across majors.
- Course design emphasizes iterative practice, live delivery, and coaching-based skill development.

- Provide structured individual and small-group coaching, including scheduled conferences and supplemental evening practice sessions outside regular class hours.  
Responsible for instructional delivery and assessment-aligned assignments supporting program-level learning outcomes.

#### **AEM 5700 – Management Communication (MPS Core), 2021–Present**

- Primary instructor for the MPS Management Communication core course.
- Teach multiple sections per term across the MPS program.
- Instructional model centers on applied managerial communication, professional presence, and executive-level messaging.
- Conduct individualized coaching meetings and targeted after-hours practice sessions to support presentation readiness and professional skill development utilizing new technologies like Virtual and Augmented Reality.

#### ***Additional & Experiential Instruction***

#### **AEM 4002 / AEM 4003 – Grand Challenges Abroad: London, 2024–2025**

- Senior capstone field-based and experiential courses focused on global and societal challenges aligned with the UN Sustainable Development Goals.
- Integrated communication strategy, stakeholder analysis, and applied teamwork in international contexts.
- Designed and led a multi-modal experiential course for a cohort of 16 students, including organizing and directing a two-week, in-residence program in London with hands-on collaboration alongside U.K.-based project partners.

#### **AEM 4980 – Supervised Teaching Experience, 2021–Present**

- Supervision and mentoring of undergraduate students in independent teaching and instructional roles.

#### ***Instructional Leadership***

#### **Course Coordinator, AEM 2700 Management Communication, 2023–Present.**

- Coordinate curriculum delivery, instructional sequencing, and assessment practices across multiple sections of the undergraduate core course.
- Led the development and implementation of common instructional frameworks, assessment rubrics, and peer-feedback systems used consistently across sections.
- Align course content and assessment artifacts with program learning objectives and Assurance of Learning standards.
- Supervise and mentor up to 24 Course Assistants supporting multi-section course delivery with five faculty across schools in the SC Johnson College of Business.

## ***Prior Teaching Experience***

### **Lecturer of Management Communication, 2014–2021**

Spears School of Business, Department of Management  
Oklahoma State University, Stillwater, OK

- Taught undergraduate Business Communication and Online Business Communication courses.
- Designed and delivered course curriculum emphasizing professional writing, presentation, and workplace communication.
- Participated in the Virtual Business Professional project, a six-week global collaboration providing students with real-world experience using contemporary corporate communication technologies.

### **Instructor of Composition, 2013–2014**

Northern Oklahoma College, Stillwater, OK

- Taught First-Year Composition and introductory writing courses.
- Designed course curricula focused on academic writing, rhetoric, and critical thinking.
- Provided individualized student feedback through conferences and iterative writing assignments.

### **Graduate Teaching Assistant, 2007–2010**

Department of English, Oklahoma State University

- Primary instructor for Freshman Composition and Introduction to Creative Writing courses.
- Planned all lessons and assignments and led discussion sections and provided feedback on student writing and creative work.

## **EXTERNALLY ENGAGED TEACHING & EXECUTIVE EDUCATION**

### **Professional Development Consultant / Corporate Trainer, 2018–Present**

- Design and deliver professional and executive education programs focused on managerial communication, leadership presence, and applied persuasion.
- Develop curriculum and instructional materials that translate academic communication frameworks for use by frontline leaders, managers, and executive-level professionals.
- Facilitate cohort-based workshops and training programs in in-person, virtual, and hybrid formats, emphasizing practical application and skill development in workplace communication.

### **Executive and Professional Development Instructor, 2018–2021**

Center for Executive and Professional Development, Oklahoma State University

- Designed and delivered executive and professional education programs in management communication and leadership development for regional and statewide organizations.
- Collaborated with university partners to deliver applied, practice-oriented instruction aligned with organizational and workforce development goals.

### **Representative Programs and Partners**

- ONE Gas (frontline operations leaders and corporate professionals)
- Chesapeake Energy
- Oklahoma Healthcare Authority
- Chickasaw Nation
- State government leadership and municipal programs

### **PUBLICATIONS**

Stephen Carradini, Kristen Getchell, Peter Cardon, Carolin Fleischmann, Jolanta Aritz, James Stapp (2024). Evidence-based recommendations for recorded-meetings policies. *Business Horizons*, Volume 67, Issue 1, 83-92.

Getchell, K. M., Carradini, S., Cardon, P. W., Fleischmann, C., Ma, H., Aritz, J., & Stapp, J. (2022). Artificial Intelligence in Business Communication: The Changing Landscape of Research and Teaching. *Business and Professional Communication Quarterly*, 85(1), 7–33.

Stapp, James, Cardon, Peter, Aritz, Jolanta, Fleischmann, Carolin, Elhaddaoui, Terri, Getchell, Kristen, Helens-Hart, Rose, Iivonen, Kirsti, Insignares, Frank, Li, Xiaoli, Logemann, Minna et al. (2020). “What Happens to Global Virtual Teams When a Pandemic Hits? Maintaining Normalcy and Stability with Disruption All Around.” *The Western ABC Bulletin*, 2.1.

### **CONFERENCE PRESENTATIONS**

Stapp, James, Anders, Abram, Aritz, Jolanta, Cardon, Peter, Carradini, Stephen, Fleishman, Carolin, Getchell, Kristen, Heidewald, Jeannette, Ogilvie, Andrew (2023) “AI and Business Communication Research Summit,” International Association for Business Communication Conference, Denver, Colorado.

Stapp, James, Quagliata, Andrew (2022) “Moving from Monologue to Dialogue: Reimagining How to Teach Oral Communication,” International Association for Business Communication Conference, Tampa, Florida.

Stapp, James, Keller, Karl, Morse, Jenny, Shwom, Barbara, (2022) “Know When to Hold ‘Em, Know When to Fold ‘Em: When to Walk Away from a Consulting Gig,” Panel Leader, International Association for Business Communication Conference, Tampa, Florida.

Stapp, James, Cardon, Peter, Aritz, Jolanta, Fleischmann, Carolin, Getchell, Kristen, Carradini, Stephen, Habing, Ma (2021) "Artificial Intelligence for Business Communication," Conference Workshop Co-Coordinator, International Association for Business Communication Conference, Online.

Stapp, James. (2021) "My User Manual," in "My Favorite Assignment: Selections from the ABC 2021 Annual Conference," International Association for Business Communication Conference, Online.

Stapp, James, Cardon, Peter, Aritz, Jolanta, Fleischmann, Carolin, Getchell, Kristen, Carradini, Stephen, Habing, Ma (2020) "Artificial Intelligence for Business Communication," Conference Workshop Co-Coordinator, International Association for Business Communication Conference, Online.

Stapp, James, Owens, Rita, Goettsch, Karin, Waters, Eric (2020) "Our First or Best Communication Consulting Gigs: Yours Too," Panel Participant, International Association for Business Communication Conference, Online.

Stapp James, Cardon, Peter, Aritz, Jolanta, Fleischmann, Carolin, Elhaddaoui, Terri, Getchell, Kristen, Helens-Hart, Rose, Iivonen, Kirsti, Insignares, Frank, Li, Xiaoli, Logemann, Minna. (2020) "What Happens to Global Virtual Teams When a Pandemic Hits? Maintaining Normalcy and Motivation with Disruption All Around," International Association for Business Communication Conference, Online.

Stapp, James (2019) "The PowerPoint Slide That Killed: Revisiting a Powerful Pedagogical Tool for the Business Communication Classroom," International Association for Business Communication Conference, Detroit, Michigan.

Stapp, James. (2019) "Pre-suasion' and the President: The Persuasive Communication Techniques of Donald Trump," Corporate Communication International Conference, Los Angeles, CA.

Stapp, James (2018) "The Amazon Six-Pager: Harnessing the Power of Narrative Memos in Business Communication Courses," International Association for Business Communication Conference, Miami, Florida.

Stapp, James. (2018) "New Thought Leaders in Persuasion: Integrating Fresh Voices and Research in Teaching Business Students and Practitioners," Corporate Communication International Conference, New York, NY.

Stapp, James. (2017) "The Changing Art of Persuasion: New Thoughts on an Ancient Subject," International Association for Business Communication Conference, Dublin, Ireland.

Stapp, James. (2009) “Cal Ripley and the Riptones” (Fiction Reading), National Pop Culture Association/American Culture Association Conference, New Orleans, Louisiana.

Stapp, James. (2009) “Shell” (Fiction Reading) Southwest Texas Pop Culture Association/American Culture Association Conference, Albuquerque, New Mexico.

Stapp, James. (2007) “City Gardens” (Fiction Reading) Regional Fiction Writers Group, South Central Modern Language Association Conference, Memphis, Tennessee.

Stapp, James. (2007) “Off the Reservation: Place, Memory, and Reconciliation in Sherman Alexie’s *Ten Little Indians*,” Southwest Texas Pop Culture Association/American Culture Association Conference, Albuquerque, New Mexico.

Stapp, James. (2007) “Let’s Chat: The New Virtual Center,” International Writing Center Association Conference, Houston, TX.

## **SERVICE TO INSTITUTION, COLLEGE, AND PROFESSION**

### **Institutional & College Service**

- Course Coordinator, AEM 2700 Management Communication (2023–Present).
- Faculty Fellow for Inclusive Excellence, Dyson Office of Diversity and Inclusion (2021–Present)
- Chair, Dyson Assurance of Learning Committee (2025–Present).
- Member, AI at Dyson Education (AIDE) Faculty Committee (2025–Present).
- Member, Dyson Assurance of Learning Committee (2023–2024).
- Written Assessment Evaluator, Spears School of Business AACSB Accreditation (2015, 2017, 2019).

### **Program & Student-Facing Service**

- Facilitator, Cornell Dyson Summer Reading Program (2021, 2022, 2023, 2024, 2025).
- Faculty Advisor, Banking at Cornell (2023–2025).
- Faculty Advisor, Cornell Commodity Trading Club (2023–Present).
- Faculty Advisor, Vision Brand Consulting, Cornell Dyson student consulting club (2022–2024).
- Faculty Advisor, Ashling, Cornell student art organization (2022–2023).
- Faculty Judge, Cornell SC Johnson MBA Marketing Case Competition (2021, 2022).
- Faculty Mentor, Hilton Hospitality Hackathon, Cornell University (2021).

### **Professional Service & Development**

- Committee Member, Business Practices Committee, Association for Business Communication (2023–Present).

- Research Assistant, Federico Aime, Ph.D., “Organizational Identity and Strategic Action” (2016–2017).
- Attendee, Southwest Association for Business Communication Conference, Oklahoma City, OK (2016).

## **MEMBERSHIPS AND CERTIFICATIONS**

Corporate Communication International  
 Federation of Business Disciplines  
 Association for Business Communication  
 TRACOM Social Style and Versatility Accredited and Certified Instructor

## **AWARDS**

2025 Curriculum Development and Innovation Fund (CDIF) Award, Charles H. Dyson School of Applied Economics and Management, SC Johnson College of Business, Cornell University

Awarded to establish and pilot the Management Communication Speaker’s Lab, supporting student presentation skills, confidence, and competence through immersive VR-based practice.

2020 Nominee and Finalist for Oklahoma State University Online Teaching Excellence Award

2019 Spears School of Business Innovation in Pedagogy Award

2018 “Golden Acorn” Best Presentation Award, Corporate Communication International Conference

## **PROFESSIONAL EXPERIENCE**

### **Operations Manager, 2014–2018**

Yost Lake Country Club, Glencoe, OK

- Oversaw daily operations of a historic, 100-year-old seasonal lake resort with average annual operating income of approximately \$150,000.
- Supervised and trained a staff of six employees across multiple functional areas, coordinating complex seasonal projects and peak-period operations serving over 300 members and guests.
- Managed ongoing communication with more than 150 dues-paying members, addressing customer service concerns, mitigating organizational risk, and supporting member relations.
- Coordinated with suppliers and vendors to meet operational objectives, improve efficiency, and execute capital improvement projects.
- Reported directly to the Board of Directors, preparing and presenting monthly operational reports and recommendations.

- Certified Class C Water System Operator, Department of Environmental Quality, State of Oklahoma.

### **General Manager, 2010–2013**

Daddy O's Music Company, Stillwater, OK

- Directed daily operations of an independent musical instrument retail business, supervising six employees and overseeing approximately \$500,000 in annual gross sales.
- Managed inventory purchasing, control systems, and point-of-sale logistics across a large and diverse product catalog.
- Administered accounts receivable and payable, contributing to a 15% increase in net profit through operational efficiencies, new product lines, and expanded outreach.
- Led customer communication, marketing, and community engagement initiatives, including the design and execution of multiple traditional and digital marketing campaigns annually.
- Certified Silver Level Technician, Taylor Guitars.

### **Editorial Assistant, 2007–2009**

*Cimarron Review*, Oklahoma State University

- Reviewed and evaluated fiction submissions for publication in a nationally recognized literary quarterly.
- Initiated and led development of an online podcast featuring selected published stories and poems.