

# Abram Anders

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## EDUCATION

Doctor of Philosophy in English  
Pennsylvania State University, University Park, PA, 2009

Master of Arts in English  
Pennsylvania State University, University Park, PA, 2005

Bachelor of Arts in English and Philosophy/Religion; Minor: Art  
Buena Vista University, Storm Lake, IA, 2001

## ACADEMIC APPOINTMENTS

Associate Professor of Business Communication, Finance and Management Information Sciences,  
Labovitz School of Business and Economics, University of Minnesota Duluth, 2016-Present.

Assistant Professor of Business Communication, Finance and Management Information Sciences,  
Labovitz School of Business and Economics, University of Minnesota Duluth, 2009-2016.

Graduate Assistant and Lecturer, Department of English, Pennsylvania State University, 2003-2009.

## ADMINISTRATIVE ASSIGNMENTS

Faculty Fellow for Online and Technology-Enhanced Learning, Office of the Vice Chancellor of  
Academic Affairs, University of Minnesota Duluth, 2013-2014.

## RESEARCH EXPERIENCE

### Peer Reviewed Journal Articles

Anders, A., Coleman, J., & Castleberry, S. (2017). Communication preferences of business-to-business buyers for receiving initial sales messages: A comparison of media channel selection theories. *International Journal of Business Communication*. <https://doi.org/10.1177/2329488417702476>

Anders, A. (2016). Team communication platforms and emergent social collaboration practices. *International Journal of Business Communication*, 53(2), 224-261.  
<http://dx.doi.org/10.1177/2329488415627273>

Anders, A. (2016). Flipping the composing process: Collaborative drafting and resume writing. *Business and Professional Communication Quarterly*, 79(1), 102-118.  
<http://dx.doi.org/10.1177/2329490615602251>

Anders, A. (2015). Theories and applications of massive online open courses (MOOCs): The case for hybrid design. *The International Review of Research in Open and Distributed Learning*, 16(6), 40-62.  
<http://dx.doi.org/10.19173/irrodl.v16i6.2185>

Anders, A. (2015). Formative feedback tools and Google Apps. *Academic Exchange Quarterly*, 19(2), 54–60.

Anders, A. (2013). Foucault and “the right to life”: From technologies of normalization to societies of control. *Disability Studies Quarterly*, 33(3). Retrieved from <http://dsq-sds.org/article/view/3340/3268>

Anders, A. (2011). Pragmatism by incongruity: “Equipment for living” from Kenneth Burke to Gilles Deleuze. *KB Journal*, 7(2). Retrieved from <http://kbjournal.org/anders/>

Anders, A. (2008). Castaneda’s ecstatic pedagogy: “The teachings of don Juan.” *Configurations*, 16(2), 245–267. <http://dx.doi.org/10.1353/con.0.0051>

## Chapters and Cases

Anders, A. (2016). Formative feedback tools and Google Apps. In *STEM Education: Twenty Examples, Part I* (vol. 9). New York: Sound Instruction Books. ISBN 0-9709895-1-9

Anders, A. (2011). “Building better resumes the open source way.” In Whalen, D. J. (Ed.), *My Favorite Assignment: From the ABC 2010 Annual Convention, Chicago, Illinois*. *Business Communication Quarterly*, 74(3), 356–371. doi:10.1177/1080569911413812

## Open Digital Scholarship

Anders, A. (2012-Present.) *Research, Media, Flows, etc.* Research Blog. <http://abramanders.com/>

Anders, A. & Duin, A. H. (Eds.). (2012-2014). *Cultivating Change Series: Open Digital Scholarship for Cultivating Change in the Academy* (Vols. 1-4). Minneapolis, MN: University of Minnesota.  
<http://cultivatingchangeseries.com/>

Anders, A. & Moses, J. (Eds.). (2014). *Stories from Faculty Fellows: Adventures in Technology-Enhanced Learning*. Cultivating Change Series (Vol. 3). Minneapolis, MN: University of Minnesota.  
<https://cultivatingchangeseries.com/ffp/>

Anders, A. (2014). Student voices: Networked learning. In A. Anders & J. Moses. (Eds.), *Stories from Faculty Fellows: Adventures in Technology-Enhanced Learning*. Cultivating Change Series (Vol. 3). Minneapolis, MN: University of Minnesota. <https://cultivatingchangeseries.com/ffp/>

Anders, A. (2012). Custom learning assessment and student feedback applications with Google Apps Script. In A. H. Duin, E. Nater, and F. Anklesaria (Eds.), *Cultivating Change in the Academy: 50+ Stories from the Digital Frontlines at the University of Minnesota in 2012*. Minneapolis: University of Minnesota. <http://purl.umn.edu/125273/>

## Conference Presentations

Anders, A (2017, October). *Exploring Cultural Diversity with Brainwriting and Post-It Notes*. 82nd Annual Association for Business Communication Conference. Dublin, Ireland.

Anders, A (2016, October). *Building High Performing Teams: Promoting Psychological Safety with Storytelling and Empathy Exercises*. 81st Annual Association for Business Communication Convention, Albuquerque, NM.

Anders, A. (2016, April). *Business Storytelling: Applications for Teaching Emotional Intelligence and Leadership Skills*. ABC Midwest/Southeastern Regional Conference, St. Louis, MO.

Anders, A (2015, October). *Plenary Address: Teaching with Technology: A Few of My Favorite Next Big Things*. 80th Annual Association for Business Communication Convention, Seattle, WA.

Cyphert, D., Luck, S., Remley, D., Anders, A., & Meyer, J. (2015, October). *Going the Distance: Opportunities and Enhancements when Business Communication Goes On Line*. 80th Annual Association for Business Communication Convention, Seattle, WA.

Anders, A. (2015, May). *Business-to-Business Sales Messages: Media Channel Selection and Client Preferences*. ABC Western Region Conference, University of Southern California, Los Angeles, CA.

Anders, A. (2014, May). *Student Responses to Networked Learning for Professional Communication*. 79th Annual Association for Business Communication Convention, Philadelphia, PA.

Anders, A. (2014, April). *From Threshold Concepts to Threshold Genres: Elevator Pitches as Gateways to Effective Business Communication*. Association for Business Communication - Midwestern Conference, Minneapolis, MN.

Anders, A. (2013, November). *Networked Learning for Professional Communication*. Great Plains Alliance for Computers and Writing Conference, University of Minnesota, St. Paul, MN.

Anders, A. (2013, October). *My Favorite Technology Assignment: Collaborative Invention and Brainstorming*. 78th Annual Association for Business Communication Convention, New Orleans, LA.

Anders, A., Andersen, K., Wilson, A., Andersen, R., Davis-Carter, J., Leeds, C., McPherson, W., Smith, L. (2013, October). *Undergraduate Studies Committee: A Discussion of Competency-Based Education*. 78th Annual Association for Business Communication Convention, New Orleans, LA.

Anders, A., Duin, A. H., & Moses, J. (2013, July). *Personal Learning Networks (PLNs) for Educators*. MN eLearning Summit 2013, St Paul, MN.

Anders, A. & Moses, J. (2013, April). *Tapping the Power of Networked Learning for Professional Development*. Nonprofit Technology and Communications Conference, Minnesota Council of Nonprofits, Minneapolis, MN.

Anders, A. & Moses, J. (2012, November). *Experimenting with MOOCs: Network-based Communities of Practice*. Great Plains Alliance for Computers and Writing Conference, Minnesota State University, Mankato, MN.

Anders, A. (2012, October). *Learning Analytics and Peer Review for Sustainable Ethical Communication*. 77<sup>th</sup> Annual Association for Business Communication Convention, Honolulu, HI.

Anders, A. (2011, October). *Zen and the Art of New Media Communication*. 76<sup>th</sup> Annual Association for Business Communication Convention, Montreal, Quebec (CA).

Anders, A. (2011, August). *Collaborative Writing Practices for Cooperative Learning*. National Forum on Improving Undergraduate Education Through Active Learning Spaces, Minneapolis, MN.

Anders, A. (2010, October). *Employment Communication: Social Media Contexts, Multimodal Composition, and Iterative Design Process*. 75th Annual Association for Business Communication Convention, Chicago, IL.

Anders, A. (2010, October). *My Favorite Assignment Session: Building Better Bullet Points the Open Source Way*. 75th Annual Association for Business Communication Convention, Chicago, IL.

Anders, A. (2010, October). *Collaborative Learning Spaces: Methods, Ethics, Tools, Design*. Great Plains Alliance for Computers and Writing Conference, North Dakota State University, Fargo, ND.

Anders, A. (2010, May). *Twitter as Heraclitean War Machine: Real-time Revolutions and Aggregating Utopian Flows*. 14th Rhetoric Society of America Biennial Conference, Minneapolis, MN.

Anders, A. (2009, October). *Computer-Mediated Careers: Social Networking, Digital Exposures, and the Composition of Professional Identities*. Great Plains Alliance for Computers and Writing Conference, St. Cloud State University, St. Cloud, MN.

Anders, A. (2007, July). *Technology and Composition: Access, Ethics, Interface*. Rhetorics and Technologies, Pennsylvania State University, State College, PA.

Anders, A. (2007, May). *Goodbye Blue Monday: Hacker Utopianism Meets Open-Source Capitalism*. Computers and Writing 2007, Wayne State University, Detroit, MI.

## **Invited Presentations and Workshops**

Anders, A. (2016, October). *Creating Instruction Videos with Camtasia*. LSBE Tech Tools Workshop, Duluth, MN.

Anders, A. (2014, October). *Curation: Using Online Tools to Keep Track of Everything*. UMD TEL Community of Practice, Duluth, MN.

Zuck, R. R. & Anders, A. (2014, October). *Metempsychosis in Robert Montgomery Bird's "Sheppard Lee."* Philosophy Colloquium, UMD Philosophy Department, Duluth, MN.

Anders, A. (2014, March). *Screencasting for the Flip*. UMD TEL Community of Practice, Duluth, MN.

Anders, A. (2013, October). *Personal Learning Networks (PLNs) Workshop*. Educational Technology Workshop (ETW), Office of Information Technology, Minneapolis, MN.

Duin, A. H., Moses, J., & Anders, A. (2013, May). *MOOCs: A Place for Writing?* Engaging Controversies Series, UMN Writing Studies Department, Minneapolis, MN.

Anders, A. (2013, March). *Personal Learning Networks (PLNs) for the FFP Crowd*. OIT Faculty Fellowship Program, Minneapolis, MN.

Anders, A., Duin, A. H., Moses, J., & Sandfort, J. (2012, November). *CCMOOC: Cultivating Change with MOOCs*. Parlor: Current Research in Writing Studies. Department of Writing Studies, University of Minnesota, Minneapolis, MN.

Anders, A. (2012, March). *Creating Custom Assessment and Feedback Tools with Google Scripts*. TechFest 2012, University of Minnesota Duluth, Duluth, MN.

Gulachek, B., Cohen, B., & Anders, A. (2011, December). *Cloud Computing: Realizing its Opportunities Responsibly*. Board of Regents – Audit Committee, University of Minnesota, Minneapolis, MN.

### **Conferences and Faculty Development Events Organized**

Conference Co-Organizer. *UMD Technology-Enhanced Learning Unconference*. University of Minnesota Duluth, April 2015.

Conference Co-Organizer. *UMD Technology-Enhanced Learning Unconference*. University of Minnesota Duluth, April 2014.

Co-leader. *Online and Technology-Enhanced Learning Community of Practice*. (Monthly speaker and workshop series). University of Minnesota Duluth, 2013-2014.

Co-facilitator. *Educational Technology Workshop*. Office of Information Technology, University of Minnesota, October 2013.

### **TEACHING EXPERIENCE**

## **University of Minnesota Duluth**

Communicating for Leadership, MBA 8995: graduate level course for the LSBE MBA program addressing advanced business communication principles including strategic aspects of communicating for leadership and creative problem solving

Rhetoric, Power, and the Theory Toolbox, MLS 8591: graduate level directed-study course for the Masters of Liberal Studies program exploring poststructuralist theory and its intersections with rhetoric

Business Communication, FMIS 3141: upper division course for undergraduate business majors exploring the principles of business communication and their application to oral, written, and nonverbal communication

Numerous guest lectures on topics in theory, technology, and pedagogy for the UMD English MA program, UMN Writing Studies Program, and the UMN Humphrey School of Public Affairs

## **Pennsylvania State University**

Advanced Technical Writing, ENGL 418: upper division advanced professional writing course focusing on advanced editing, design, and usability techniques

Technical Writing, ENGL 202c: upper division professional writing course for majors in Engineering and the sciences

Rhetoric and Composition, ENGL 15: lower division course introducing rhetorical principles and persuasive writing at the college level

## **AWARDS AND HONORS**

Rising Star Award. Association for Business Communication, October 2016.

Outstanding Faculty Award Nomination. UMD Student Awards Program, University of Minnesota Duluth, 2016.

Pearson Award for Innovation in Teaching with Technology, Association for Business Communication, October 2014.

LSBE Above and Beyond Award, Labovitz School of Business and Economics, University of Minnesota Duluth, April 2014.

Faculty Fellowship, Faculty Fellowship Program, Office of Information Technology, University of Minnesota, 2012-2013.

Outstanding Faculty Award Nomination. UMD Student Awards Program, University of Minnesota Duluth, 2012.

Single Semester Leave Award (FA12), University of Minnesota Duluth, 2011.

## **GRANTS**

“Dean's Research Award.” Labovitz School of Business and Economics. February 2016: \$700; December 2015: \$1000; September 2015: \$700; September 2015: \$700; August 2013: \$1,200; September 2011: \$700.

“Dean's Travel Award.” Labovitz School of Business and Economics. September 2016: \$2000. September 2015: \$1,500; September 2014: \$1,500; August 2013: \$1,500; July 2012: \$1,000; July 2012: \$1,000; August 2011: \$1,000; October 2010: \$1,000; February 2010: \$1,000.

“Chancellor's Small Grant.” University of Minnesota Duluth. May 2014: \$1,000; November 2013: \$1,200; November 2011: \$1,000; October 2010: \$750.

“Faculty Fellowship Program Grant.” Office of Information Technology, University of Minnesota. September 2012: \$10,000.

“Chancellor's Cabinet Strategic Initiative Grant.” University of Minnesota Duluth. March 2012: \$3,000.

“Faculty Development Grant.” Labovitz School of Business and Economics. February 2011: \$252; November 2010: \$400.

“LSBE Technology Grant.” Labovitz School of Business and Economics. December 2010: \$2,300.

## **GRADUATE COMMITTEES**

Exam Committee. Seth Langreck. English M.A. University of Minnesota Duluth, 2013-2014.

Exam Committee. Erika Lumen. English M.A. University of Minnesota Duluth, 2012-2013.

## **EXECUTIVE TRAINING**

Facilitator for Interpersonal Communication. Allete, Inc.: Pillars Executive Leadership Program, Continuing Education, University of Minnesota Duluth, 2014-2015; 2015-2016; 2017-2018.

## **PROFESSIONAL ACTIVITIES**

Director-at-Large, Association for Business Communication, 2018-2021.

Reviewer, Business and Professional Communication Quarterly, 2016-Present.

Reviewer, SAGE Publishing: Business and Management, 2016.

Reviewer, International Journal of Feminist Approaches to Bioethics, 2015-2016.

Technology Committee. Association for Business Communication, 2013-2016.

Undergraduate Studies Committee. Association for Business Communication, 2012-2015.

Reviewer, ABC Sponsored Papers for the National Communication Association Convention, Association for Business Communication, 2012-2015.

## **ACADEMIC SERVICE**

### **University of Minnesota System**

Faculty Representative. System-Wide Strategic Planning Committee. University of Minnesota. 2016-2017.

Faculty Council on Academic Technology, Office of the Provost and University Information Technology, University of Minnesota, 2012-2013.

### **University of Minnesota Duluth**

Vice Chair, Strategic Planning and Budget Committee, University of Minnesota Duluth, 2016-2017.

Center for Excellence in Teaching and Learning Advisory Council, University of Minnesota Duluth, 2016-2017.

Chair, Technology Committee, Labovitz School of Business and Economics, University of Minnesota Duluth, 2014-2017.

eLearning Steering Committee, Office of Academic Affairs, University of Minnesota Duluth, 2013-2016.

Chair, Technology-Enhanced Learning Task Force, Labovitz School of Business and Economics, University of Minnesota Duluth, 2014-2015.

Technology Committee, Labovitz School of Business and Economics, University of Minnesota Duluth, 2012-2014.

Co-Chair, LSBE Faculty Discussion Series, Labovitz School of Business and Economics, University of Minnesota Duluth, 2011-2012.

Chair, Committee for Awards, Recognition, and Excellence, Labovitz School of Business and Economics, University of Minnesota Duluth, 2011-2012.



Committee for Awards, Recognition, and Excellence, Labovitz School of Business and Economics, University of Minnesota Duluth, 2009-2011.

Teams Undergraduate Curriculum Subcommittee, Labovitz School of Business and Economics, University of Minnesota Duluth, Fall 2010.

## **MEDIA APPEARANCES**

UMD News, "Anders Receives Rising Star Award", <https://news.d.umn.edu/news-center/news/anders-rising-star/>. (November 15, 2016).

Money at Time.com, "Science Cracks the Code to Better Resume Writing", <http://time.com/money/4041383/resume-writing-better-study-science/>. (September 29, 2015).

UMD Statesman, "Professor's innovative teaching lands him award", <http://umdstatesman.wp.d.umn.edu/2014/12/03/8109/>. (December 3, 2014).

UMD News, "LSBE Faculty Member honored with Pearson Award", <http://duluth.umn.edu/external-affairs/homepage/14/anders.html>. (November 2014).

Rochester Area Chamber of Commerce, "University of Minnesota Duluth MBA: Professor Wins Pearson Award", <http://business.rochestermnchamber.com/news/details/university-of-minnesota-duluth-mba-professor-wins-pearson-award-11-18-2014>. (November 18, 2014).

Main Street, "Are MOOCs the Answer to Massive Tuition Hikes", <https://www.mainstreet.com/article/are-moocs-answer-massive-tuition-hikes-0>. (May 2, 2013).

UMN News, "Google Apps at the U", <http://discover.umn.edu/news/vision-leadership/google-apps-university-minnesota>. (January 22, 2013).

The Cite, "University of Minnesota Creates E-Book in 10 Weeks", <http://thecite.blogspot.com/2012/08/university-of-minnesota-creates-e-book.html>. (August 2, 2012).

Insider Higher Ed, "Showcasing Academic Technology", [www.insidehighered.com/news/2012/07/27/university-minnesota-releases-e-book-about-academic-technology](http://www.insidehighered.com/news/2012/07/27/university-minnesota-releases-e-book-about-academic-technology). (July 27, 2012).