

Curriculum Vitae

Susan L. Luck, Ph.D.

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PROFESSIONAL PROFILE

- Accomplished career demonstrating consistent success as a Higher Education professor, with outstanding track record as a faculty member and in ensuring student learning.
- Seasoned practitioner with strong ties to industry in consulting, mediation, arbitration, and global business.
- Extensive background in service to the university in many areas, including policy writing, legal and compliance requirements, and outreach.
- Effective communicator with outstanding planning, organizational, and negotiation strengths as well as the ability to lead, establish goals, reach consensus, and attain results.

EDUCATION:

- University of South Carolina, Ph.D.
- University of North Carolina at Charlotte, M.A.
- Queens College, B.A.
- Additional work for M.A. at the University of Tennessee.
- Coursework for Executive MBA program certificate program in Global Negotiations through Thunderbird School of Global Management.
- Extensive legal training in securities law and conflict resolution through FINRA and NC Bar Association continuing education courses.
- Continuing education in FINRA rulings and negotiation law; required to have 16 hours continuing education each per year for arbitration and mediation certifications.

ACADEMIC/TEACHING EXPERIENCE

Full Professor of Business Administration, Pfeiffer University, Charlotte, NC 1996-Present.

- Teach MBA courses in organizational communication, negotiation and conflict resolution, critical thinking and managing a diverse workforce; teach both seated and on-line courses. Responsible for evaluating and coaching writing for master's theses for international MBA students.

Visiting Professor of Writing, Davidson College, Davidson, NC 1990-1995.

- Taught professional writing and freshman composition

Adjunct Professor of Business Communication and Writing, Queens University, Charlotte, NC, 1990–2001.

- Taught Business Writing, Freshman Composition, Expository Composition, American Literature, Specialized Writing and Rhetoric Courses, both in Undergraduate and MBA Programs.

HONORS AND AWARDS

- Winner of Case Competition held by Association for Business Communications, 2015, for “What Did IT Say?” This case was be the basis of the 2015-2016 Student Case Competition.
- Winner of the Provost’s Award for Outstanding Teaching, Pfeiffer University, 2013.

NON-ACADEMIC PROFESSIONAL EXPERIENCE

Consulting and Training

Long-term experience in business consulting and coaching in the following areas: communication strategy, written and oral presentation skills, negotiation, conflict resolution, leadership, business etiquette, twitter, talent development, identification of complex business issues, cross-departmental diversity, professional communications in management, and gender communications. Current clients include Piedmont Natural Gas, Incorporated, Carolinas Health Systems, Duke Energy, and Novant Executive Health. Other clients have included Oracle, BE and K Builders, Decision One/Household Finance, the Department of Justice, Mecklenburg County Government, General Motors Acceptance Corporation, Piedmont Natural Gas, and CSX Corporation.

Legal and Industry

FINRA arbitrator specializing in cases concerning written communication, including writing legal decisions based on the case; mediator for NC Superior Court. In this work I have written many decisions that have then gone to the SEC for consideration and in two cases on to be policy changes that affected the financial industry.

Non-Academic Professional Writing Experience:

- Professional Editor for manuscripts, annual reports, industry reports
- Contributing editor to *American Cheerleader* magazine, 1996—2015.
- Contributing editor to *Dance Spirit* magazine, 2008-2010
- Member Dog Writers of America, 1996—present
- Initial copy editor for *Southern Fried*, award-winning mystery novel published by Cathy Pickens, and *Justice Betrayed*, by Daniel Bailey.
- 20+ years’ experience of published free-lance experience; publications include *Dolls* magazine, book reviews for the *Charlotte Observer*, and radio editorials.
- Working free-lance writer for over 20 years, with strong editing and popular publication record
- Two years’ television writing experience as head writer on daily national children’s television show and as ad copywriter.

COURSES TAUGHT

MBA Courses:

Organizational Communications
 Negotiations and Conflict Resolution
 Managing a Diverse Workforce
 Critical Thinking

Undergraduate Courses:

English 101 and 102
 Expository Writing
 Communications Ethics
 Business Communication

RECENT PUBLICATIONS

- Luck, S., Swartz, S., Barbosa, B., and Crawford, I. Does My Country's Social Media Work For You? A Virtual Teams Project with an International Twist. *Journal of Business Simulation and Experiential Learning*. 46(1) Spring 2019.
- Swartz, S., and Luck, S. (2018) Virtual Teams: Learning Intercultural Business Communication by Doing. *Journal of Organizational Psychology*. 18(1). Fall 2018.
- Luck, S., and Swartz, S. (2018) What's in a Word? Findings from Experiential Group Intercultural Communication Projects. *Business Communication Research and Practice*. Vol. 1. 90-94. Fall 2018. 10.22682/bcrp.2018.1.2.90.
- *Zen and the Art of Business Communications*, book. Business Expert Press, September 2017.
- Whalen, D. Joel, with Susan L. Luck et al. Teaching Innovations Soaring Like a Flight of Balloons Over Albuquerque. *Business and Professional Communication Quarterly*, Volume: 80 issue: 3, page(s): 379-401, Article first published online: March 17, 2017; Issue published: September 1, 2017 [10.1177/2329490617693351](https://doi.org/10.1177/2329490617693351)
- Luck, Susan L. *Zen and the Art of Business Communication*, book, Business Expert Press, September 2016.
- Susan L. Luck, "A German-American Alliance: simulated real-life cross-cultural business communication exercise involving German and American classrooms." *Journal of Business Diversity*, Fall 2016.
- Luck, Susan L., with Dr. Anne Murray, "Engaging Students Via Online Discussion Boards," Special Edition, the Proceedings for the 2015 Interdisciplinary Symposium: Entrepreneurship in Higher Education," March 2015.
- Whalen, D. Joel, Susan Luck, et. al. (2015). "Let Favorite Assignments Ring: Sharpening Communication Tools and Self & Career Development Selections from the ABC 2014 Annual Convention, Philadelphia, Pennsylvania." *Business & Professional Communication Quarterly*. Vol 78. No. 2. June 2015.

RECENT PRESENTATIONS

- Swartz, S., and Luck, S. Does My Country's Social Media Work For You? ABSEL International Conference, San Diego, CA, March 21, 2019. Virtual Presentation.
- Luck, S. "Show, Don't Tell," Dr. Luck's Rules for Writing. NC Mystery Writer's Association, High Point, NC, March 17, 2019.
- Luck, S., and Swartz, S., Building Intercultural Competence Through Virtual Team Collaboration Across Global Classrooms. Celebrating Diversity and Culture in Business

Communication, International Conference for the Association for Business Communication, Miami, FL October 26, 2018.

- Luck, S, Remley, R., Philadelphia, M, Veltsos, J, Brower, K, and White, K. Administrative Perspectives in Preparing Teachers New to Online Business Communication Pedagogy. Celebrating Diversity and Culture in Business Communication, International Conference for the Association for Business Communication, Miami, FL October 26, 2018.
- Luck, S. Increasing Interdisciplinary Critical Thinking Skills in MBA Students. Celebrating Diversity and Culture in Business Communication, International Conference for the Association for Business Communication, Miami, FL October 27, 2018.
- Crawford, I, Swartz, S, Luck, S, and Barbosa, B. It's a small world after all: An Intercultural Experiential Exercise in Business Communication. Future Work, Future Graduates: Forging the Link Learning and Teaching Conference 2018. Robert Gordon University, Aberdeen, Scotland, May 2, 2018. Combined in-person and virtual presentation.
- Luck, S. Calling in the Cavalry: Using Mentors in the MBA Classroom, Fifth Annual Interdisciplinary Symposium: A Teaching and Research Conference for Free Market Intellectuals and Academic Diversity in Higher Education. Myrtle Beach, SC, March 16, 2018.
- Luck, S. The World Is Flat: Virtual International Teams in Experiential Intercultural Communication Competence, Fifth Annual Interdisciplinary Symposium: A Teaching and Research Conference for Free Market Intellectuals and Academic Diversity in Higher Education. Myrtle Beach, SC, March 16, 2018.
- Luck, S. International Virtual Teams: Learning Intercultural Business Communication by Doing, National Communications Association 103rd Annual Convention, November 17, 2017, Dallas, TX
- Luck, S. and Swartz, S. Virtual Teams: International Business Communication, Association for Business Communication, October 19, 2017, Dublin, Ireland. Virtual.
- “Disconnects and Opportunities in Higher Ed, International Rotary Club of Charlotte address, January 30, 2017.
 - Web-based Pedagogy: Assessing Beliefs in Course Design, Pfeiffer University Research Colloquium, December 2, 2016, Charlotte, NC
 - Do You Hear Me Talking to You? Non-Traditional Delivery Methods for Student Feedback. Association for Business Communications International Conference, October 20, 2016, Albuquerque, New Mexico.
 - Out of Your Comfort Zone Diversity Assignment, Association for Business Communications International Conference, October 20, 2016, Albuquerque, New Mexico.
 - Addressing Challenging Design Issues in Web-based/Online Courses, Association for Business Communications International Conference, October 21, 2016, Albuquerque, New Mexico.
 - Anything But PowerPoint, Association for Business Communications International Conference, October 21, 2016, Albuquerque, New Mexico.
 - “Weapons of Mass Instruction .” , With Alan A. Belcher, Interdisciplinary Symposium: Entrepreneurship in Higher Education, March 18, 2016, Litchfield Beach, SC
 - Luck, Susan L. “How Not to Bore Your Students.” Interdisciplinary Symposium: Entrepreneurship in Higher Education, March 18, 2016, Litchfield Beach, SC
 - Susan L. Luck, “A German-American Alliance: simulated real-life cross-cultural business communication exercise involving German and American classrooms.” Journal of Business Diversity, Fall 2016.

- Luck, Susan L., with Dr. Alan Belcher, “Weapons of Mass Instruction,” National Conference on Teaching and Learning, November 4-6, 2015, online, hosted by Ashford University.
- Luck, Susan L., with Dr. Dale Cyphert, DR. Dirk Remley, and Dr. Abram Andrews, Panel Discussion, “Best Practices in Online Teaching, ,” International Association for Business Communication Annual Conference, October 29 ,2015, Seattle, Washington
- Luck, Susan L., with Dr. Stephanie Swartz, “A German-American Alliance,” International Association for Business Communication Annual Conference, October 30,2015, Seattle, Washington
- Luck, Susan L., with Dr. Alan Belcher, “The Right Tools for Mass Instruction,” Distance Teaching and Learning Conference, August 12, 2015, Madison, Wisconsin.
- Luck, Susan L., with Dr. Anne Murray, “Engaging Students Via Online Discussion Boards,” Interdisciplinary Symposium: Entrepreneurship in Higher Education, March 13, 2015, Litchfield Beach, SC
- Luck, Susan L, with Dr. Alan Belcher, “The Best Tool for the Job,” International Association for Business Communication Annual Conference, October 23, 2014, Philadelphia, PA.
- Luck, Susan L. “Is your Social Media Hurting Your Career?” International Association for Business Communication Annual Conference, October 24, 2014, Philadelphia, PA
- Luck, Susan L, with Dr. Alan Belcher, “The Right Tools for the Job,” Association for Business Communication’s Teaching and Technology Conference, March 28, 2014, Orlando, Florida. This presentation won the conference’s Special Interest Group’s sponsorship to be presented at the International Association for Business Communication Annual Conference to be held in Philadelphia, PA in October 2014.
- Luck, Susan L. “Twittering our Way to a Team.” International Association for Business Communication Annual Conference, October 24, 2013, New Orleans, Louisiana
- Luck, Susan L. “Meetings Madness.” International Association for Business Communication Annual Conference, October 24, 2013, New Orleans, Louisiana
- Luck, Susan L. *Editor on My Phone: Apps and software to help the adult learner with relearning writing skills.* International Conference for the Association for Business Communication, October 24-27, 2012, Honolulu, Hawaii.
- Luck, Susan L. *Alice in CubicleLand* . International Conference for the Association for Business Communication, October 24-27, 2012, Honolulu, Hawaii.
- Luck, Susan L., with Dr. Brad Frazier, “Transparency and Decision-Making: A Teaching Perspective,” ACBSP Regional Conference, presentation, Asheville, NC, September 2012.
- Luck, Susan L “Online Grammar Checkers: Friend or Foe?” Lilly Conference on College and University Teaching at Greensboro, NC, February 11, 2012.
- Luck, Susan L., “Dr. Luck, Won’t You Just Let Me Fail this Paper and Get on with My Life?” International Conference for the Association for Business Communication, Montreal, Canada, October 21, 2011.

Seminars, training programs, etc., conducted for business and Industry:

- Luck, Susan L. “Telling Our Story.” Training for Duke Energy executives. October 27, 2017. Charlotte, NC.
- Luck, Susan L. “Effective Communication in Health Care.” Carolinas Health Care Systems Executive Board, 8-hour training, May 17, 2017. Charlotte, NC.
- Luck, Susan L., “Twentieth Century Business Skills—Why are Recent College Graduates Unemployable?” Speech. Charlotte International Rotary, January 24, 2017.
- Luck, Susan L. “How Do I Get There From Here?” seminar and training session for the Stanley County United Methodist Ministers Association, November 13, 2014, Misenheimer, NC.
- Luck, Susan L. “Generational Diversity,” Seminar and consulting session, Piedmont Natural Gas, Incorporated, May 15, 2014, Greenville, SC.
- **Luck, Susan L.**, Building the Right Team, Eight-hour training session for HR representatives from throughout the Southeastern United States, Piedmont Natural Gas, Greenville, SC, May 14, 2014.
- Luck, Susan L. “Conflict Resolution,” Seminar and Training session, Human Resources Department, South Piedmont Community College, April 23, 2014, Wingate, NC.
- Luck, Susan L. “Communicating Diversity of Thought.” Seminar and consulting session, Piedmont Natural Gas, Incorporated, December 10, 2013, Charlotte, NC
- Luck, Susan L. “How to Talk to Get Others to Listen,” Legal Marketers of the Southeastern United States, September 9, 2013, Charlotte, NC.
- Professional writing and adherence to the Plain Language Act’s requirements seminar and workshop, April 13, 2012, for Novant Health/Presbyterian Hospital, Charlotte, NC. The audience for this workshop is comprised of marketing officials, heart specialists, and ER physicians.
- Business writing seminar and workshop, November 9, 2011, for Premier, Inc, a national pharmaceutical company
- “Critical Thinking,” week-long course delivered to International students from Germany at Pfeiffer University International Summer Conference, July 28-August 1, 2014.
- “Negotiations and Conflict Management,” week-long course delivered to International students from Germany at Pfeiffer University International Winter Conference, February 20-25, 2014.

PROFESSIONAL AFFILIATIONS

- Association for Business Communication
- American Communication Association
- Association of Professional Communication Consultants
- ABSEL
- National Communication Association
- Accreditation Council for Business Schools and Programs
- World Affairs Council, Charlotte
- Global Chamber of Commerce, Charlotte
- Charlotte Economics Club
- The Plain Language Group
- Sisters in Crime,
- Murder We Write

- Grammar Geeks
- Society of Children's Books Writers and Illustrators
- Dog Writers Association of America

PROFESSIONAL DEVELOPMENT

- Certified Advanced Online Instructor (OLC/Sloan-MIT)
- Professional Writer
- Certified online instructor with 10+ years of experience;
- QM certified Peer Reviewer
- MERLOT peer reviewer
- Completed courses in gamification, e-portfolios, using mobile apps in the classroom, and social media for education, completed through OLC/Sloan 2016; additional courses in Mobile Instruction, Mobile Apps, Diversity, Team Management, Teaching Plain Language and UX communication.

CERTIFICATIONS

- Certified Advanced Online Instructor, OLC/Sloan
- Certified Quality Matters Peer Reviewer
- Certified Quality Matters Online Instructor
- Certified Peer Review Editor, MERLOT
- Certified arbitrator for FINRA
- Certified Mediator for NC Superior Court

RECENT PROFESSIONAL MEETINGS AND CONFERENCES

- Untangling the Uncertainty of Brexit, Discussion by Klaus Becker, Honorary Consul of Germany to Western North Carolina, Charlotte International Rotary and Charlotte Country Day School, April 29, 2019, Charlotte, NC.
- Technology, Colleges, and Communities 24th Annual Online Conference, April 16-19, 2019, TCC Hawaii.
- 2019 Online Learning Consortium Innovate Virtual Conference, April 3-5, 2019.
- Transforming the Teaching and Learning Environment Virtual Conference 2019, The University of Idaho, February 5-14, 2019. Sessions attended included "Virtual Incivility: Challenges for Online Faculty"; "Are you listening? Teaching and learning with podcasts"; and "Mobile Learning Across UC Campuses."
- The Value of Educational Credentials in the Current Economy, Dr Sean Gallagher, Northeastern University, Charlotte, NC, January 23, 2019.
- International Diversity in Charlotte, Panel Discussion, NC Zeitgeist Foundation and International Rotary, January 21, 2019.
- World Affairs Council, Ambassadors Circle Address by H.E. Emily Haber, German Ambassador to the United States, January 15, 2019.
- Celebrating Diversity and Culture in Business Communication, International Conference for the Association for Business Communication, Miami, FL October 24-27, 2018.

- MidEast Meltdowns: Causes and Consequences, Charlotte, NC. Speaker Ambassador Ryan Crocker, Woodrow Wilson Scholar at Princeton University, September 5, 2018.
- Conference on Capitalism, Wake Forest University, May 30, 2018.
- World Affairs Council of Charlotte, Session with Professor Dr. Peter Huber, Justice German Supreme Federal Constitutional Court, The Intersection of German-US Legal Systems, April 4, 2018.
- Fifth Annual Interdisciplinary Symposium: A Teaching and Research Conference for Free Market Intellectuals and Academic Diversity in Higher Education. Myrtle Beach, SC, March 16, 2018.
- International Rotary. The Magellan Society, and US Peace Project, Ambassador Ed Brynn, Brexit and other concerns, March 5, 2018.
- World Affairs Council of Charlotte, Session with former CIA Director John Brennan, US National Security Challenges, March 1, 2018.
- World Affairs Council of Charlotte, Session with Stephen Blank, Senior Fellow for Russian Studies, American Foreign Policy Institute, on economic issues with current political conditions with US-Russia, Putin in Play. February 7, 2018.
- World Affairs Council of Charlotte, Session with Todd Moss, Senior Fellow for Center for Global Development, on economic development and entrepreneurship in Africa. December 7, 2018.
- Barings/UNCC Economic Forecast: How the Recovery is and isn't Helping North Carolina. December 5, 2017.
- Our Legacy, Our Relevance, the NCA 103rd Annual Convention, November 16-19, 2017, Dallas, TX
- World Affairs Council of Charlotte, Session with Graham Allison, Director of the Belfer Center for Science and International Affairs at Harvard Kennedy School, on "Thucidides' Trap: China and the US.
- Transforming the Teaching and Learning Environment, the 2017 Virtual Conference. Penn State System of Higher Education, February 13-24, 2017.
- Association for Business Communications International Conference, October 19-22, 2016, Albuquerque, New Mexico.
- Global Competitiveness Summit V, March 23, 2016, Charlotte, NC.
- Interdisciplinary Symposium: Entrepreneurship in Higher Education, March 18, 2016, Litchfield Beach, SC
- International Association for Business Communication Annual Conference, October 27-31, 2015, Seattle, Washington
- Interdisciplinary Symposium: Entrepreneurship in Higher Education, March 13, 2015, Litchfield Beach, SC

SERVICE TO THE UNIVERSITY

- **Serve on Contracts and Promotions Committee**, 2004-present; currently Chair.
- **Served as Chair of Technology Committee**, University Strategic Plan , Fall 2013--2017
- **Vice Chair of Faculty Senate and Chair of the Graduate School**, Fall 2009—Spring 2012
- **Created** promotions template and timeline; trained first year and third year faculty to prepare for promotion. Oversee all faculty portfolio work.
- **Wrote** Contracts and Promotions Handbook for upcoming chairs.

- **Wrote**, with assistance of legal representation, Pfeiffer's Intellectual Property Contract and Policy
- **Responsible** for all Copyright and Fair Use legal updates; train rest of faculty every other year on updates
- **Developed** training for faculty on effective online instruction guidelines and trained faculty how to use these guidelines
- **Trained** faculty how to use advanced features of our LMS
- **Created** partnership with University of Mainz in Germany; this partnership will include student and faculty exchange
- **Created** partnership with FOM University in Essen, Germany; this partnership results in a two-week conference held at Pfeiffer summer and results in over \$5000 in net profit for Pfeiffer. I plan, organize, run, and teach in this conference yearly.
- **Revised** of our University Honor Code and what that looks like in an online environment; for this initiative, I have developed training videos, quizzes and interactive material for all faculty to use. - --]
- **Partnered** with the Dean of Continuing Education to create professional certificate in Negotiations and Conflict Resolution.
- **Wrote** the University Professional Conduct Policy
- **Serve** on Honor Board
- **Initiated partnership** with CMPD's leadership education to create leadership MBA cohort for its employees
- **Initiated partnership** with Mecklenburg County Government to create leadership MBA cohort for its employees
- **Served as Assistant Director of the MBA School, Fall 2006--Spring 2009.**

COMMUNITY SERVICE

- Represented the higher education community for the World Affairs Council of Charlotte's WACC Business Roundtable meeting with foreign dignitaries and think-tank experts May 2, 2019. Other attendees included H.E. Dirk Wouters, Ambassador of Belgium to the U.S. and Caroline Vicini, Deputy Head of the E.U. Delegation to the U.S.
- Serve on board of Charlotte Global Chamber of Commerce.
- Serve on Board of Accounting Department at Rowan Cabarrus Community College
- Serve as arbitrator for FINRA
- Serve as mediator for NC Superior Court
- Serve as judge for Dog Writers of America's annual Best Books competition; judge and peer reviewer for Best Book of the Year, Dog Writers of America Association Fall 2018.
- Serve as liaison for Charlotte Country Day School's online offerings initiative, teaching teachers to use online methodology
- Work as peer reviewer for SCBWII (Society of Children's Book Writers and Illustrators International) Carolinas Chapter
- Serve as member of the World Affairs Council
- Serve as member of the Charlotte Economics Club

- Work for outreach with The Relatives, non-profit home for troubled and endangered youth
- Work as outreach coordinator for creative writing students in NC to connect with the NC Sisters In Crime Chapter