

MICHELLE K. JOHNSTON
4826 CHESTNUT STREET
NEW ORLEANS, LOUISIANA, 70115 (504) 864-7969
MKJOHNST@LOYNO.EDU

ACADEMIC EXPERIENCE

Loyola University New Orleans
College of Business

Clifton A. Morvant Distinguished Professor in Business 2023- current

Gaston Professor of Business 2019 -2022

- ◆ Received the “Creative Canvas Course Award” while teaching during COVID-19, Fall 2020

Professor of Management 2017-2019

- ◆ Chase Minority Entrepreneurship Professorship of Management

Associate Professor of Management 2008 - 2016

- ◆ Awarded the “MBA Association Graduate Teacher of the Year”
- ◆ Received the “40 under 40” honor by Gambit Magazine in recognition of individuals making positive contributions to New Orleans
- ◆ Granted tenure

Assistant Professor of Management 1999 - 2008

- ◆ Advising Award, 2007
- ◆ Service Award, 2006
- ◆ Service Award, 2004

Courses Taught:

- ◆ MGT 705 Strategic Communication, elective for MBA program
- ◆ BA101 Business Communication, required for undergraduate program
- ◆ MGT/MKT 335 Advanced Business Communication, business elective
- ◆ MGT/MKT420 Leadership and Teambuilding, business elective
- ◆ MGT 245 Organizational Behavior, required course for undergraduate program

EDUCATION

Louisiana State University, Baton Rouge, La

Doctorate of Philosophy

1999

Department of Communication Studies

- ◆ Major Area: Communication Theory
- ◆ Minor Area: Organizational Development

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- ◆ Dissertation title: *"The Influence of Communication Variables on Group Attraction and Group Communication Satisfaction"*
- ◆ Co-Chairs: Dr. Loretta Pecchioni and Renee Edwards
- ◆ **J. I. Brown Award (top student paper)** 1996
- ◆ **Who's Who in the South and Southwest** 1996
- ◆ **Ralph Nichols Award (top-three paper)** 1995

Auburn University, Auburn, Al

Master of Arts 1994

Department of Communication

Thesis Title: *"Can We Talk? Exploring the Impact of Gender-role Self-perceptions on Communication Styles"*

- ◆ Thesis Advisor: James B. Weaver, III
- ◆ **The Bert E. Bradley Excellence Award** 1994
 - *Awarded for academic and teaching excellence*
- ◆ **The Graduate Assistant Service Award** 1994
 - *Awarded for outstanding service*

Auburn University, Auburn, Al

Bachelor of Arts 1991

Department of Communication

- ◆ Major Area: Public Relations
- ◆ Minor Area: Journalism
- ◆ Phi Eta Sigma Honor Society

RECENT NOTABLE ACCOMPLISHMENTS

- ◆ Published *The Seismic Shift in Leadership: How to Thrive in a New Era of Connection* in February, 2022, by Advantage, Inc.
 - Amazon Bestseller
 - Profiled in Forbes 4x, reaching an estimated 65 million readers.
- ◆ Launched "The Seismic Shift Podcast" out of Loyola, with 10 episodes profiling top business leaders
- ◆ Recorded and released The Seismic Shift Audio Book
- ◆ Appeared as a guest on over 50 business podcasts (national and international), radio, and tv programs talking about The Seismic Shift in Leadership.

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REFERRED PUBLICATIONS

- ◆ Reed, K., Goolsby, J., and Johnston, M. (2016) Listening In and Out: Listening to customers and employees to strengthen an integrated marketed-oriented system. *Journal of Business Research*, 69(9), 3591-3599. **(6-8% Acceptance Rate)**
- ◆ Johnston, M. and Reed, K. (2016). Team Listening Environment. In G. Bodie and D. Worthington (Eds), *Listening Source Book*.
- ◆ Johnston, M., and Reed, K. (2014). “Listening Environment and the Bottom Line: How a Positive Environment Can Improve Financial Outcomes. *International Journal of Listening*. 1-9. **(12-15% Acceptance Rate)**
- ◆ Reed, J., Goolsby, J., and Johnston, M. (2014). Extracting Meaning and Relevance from Work: The Potential Connection among Listening Environment and Organizational Identification and Commitment. *International Journal of Business Communication*, 53(3), 326-342. **(12-15% Acceptance Rate)**
- ◆ Johnston, M., Reed, K., and Lawrence, K. (2011) Team Listening Environment Scale: Development and Validation. *International Journal of Business Communication*, 42(1). **(12-15% Acceptance Rate)**
- ◆ Joyner, B., Johnston, M.K., Christner, R. (Winter, 2008) Are strategic choices in the wine industry changing public perceptions? Content Analysis. *International Journal of Business and Public Administration*. **(15% Acceptance Rate)**
- ◆ Johnston, M., Reed, K., Lawrence, K. and Onken, M. (Winter, 2007). The link between communication and financial performance in simulated organizational teams. *Journal of Managerial Issues*. **(21-30% Acceptance Rate)**
- ◆ Johnston, M.K. (2007). The influence of communication on group attraction during team activities. *Journal of Organizational Culture, Communication, and Conflict (JOCCC)* **(21-30% Acceptance Rate)**

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- ◆ Johnston, M.K. and Joyner, B. (2005). Leadership and Communication: A Multiple-Perspective Study of Best Practices. *Journal of Organizational Culture, Communication, and Conflict (JOCCC)*. **(21-30% Acceptance Rate)**
- ◆ Kirtley Johnston, M., Weaver, J.B., Watson, K.W., & Barker, L.L. (2000). Listening Styles: Biological or psychological differences? *The International Journal of Listening*. **(25% Acceptance Rate)**
- ◆ Kirtley Johnston, M., Pecchioni, L., & Edwards, R. (2000). The influence of interpersonal communication variables on group communication satisfaction. *Academy of Managerial Communications Journal*. **(21-30% Acceptance Rate)**
- ◆ Kirtley, M. D., & Weaver, J.B. (1999). Exploring the impact of gender role self-perception on communication style. *Women's Studies in Communication*. **(13% Acceptance Rate)**
- ◆ Kirtley, M. D., & Honeycutt, J. (1996). Listening styles and their correspondence with second-guessing. *Communication Research Reports*, 13 (2), 1 - 9. **(21-30% Acceptance Rate)**
- ◆ Weaver, J. B., & Kirtley, M. D. (1995). Listener preferences and empathic response styles. *The Southern Communication Journal*, 60, 131-140. **(13-18% Acceptance Rate)**

PROFESSIONAL PUBLICATIONS

- ◆ Johnston, M. (February, 2022) *The Seismic Shift in Leadership: How to Thrive in a New Era of Connection*. Published by Advantage, Inc.
 - Amazon Bestseller, Profiled in Forbes 3x, reaching an estimated 65 million readers.
- ◆ Johnston, M. & Watson, Kirtie (2019). *The Facilitator Guide to the Communication Preference Profile*. Innolect, Inc.
- ◆ (Johnston, M. Barker, L., Watson, K. (2011). *Communication Preference Profile*. Innolect, Inc.
- ◆ Kirtley, M. D. (1996). Win/win negotiating. *Right of Way Magazine*. 43 (3), 10-12.

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- ◆ Watson, K. W., & Kirtley, M. D. (1994). The effect of cultural differences on Japanese managers and American employees. *Training and Development*, 48, 71-72.

EDITORIAL EXPERIENCE

Staff writer and editor of:

- ◆ Johnston, M. and Adrienne Daly (2014). **MBA Mandatory Writing Guide**. Loyola University New Orleans.
- ◆ Watson, K. W., and Barker, L. B. (1998). Managerial Communication Reference Guidebook. New Orleans, LA: Spectra Inc. Publishers.
- ◆ Barker, L. B., and Watson, K. W. (1995). Listen Up: Learning Activities. San Diego: Pfeiffer & Co. Publishers.
- ◆ Barker, L. B., Wahler, K., Watson, K.W. (1994). Groups in Progress. Englewood Cliffs, NJ: Prentice Hall.

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ACADEMIC PRESENTATIONS

- ◆ Johnston, M. & Reed, K. (Spring, 2018). Communication Preference Profile: Reliability and Validation. Presented at the Association of Business Research Annual Conference, New Orleans, LA
- ◆ Johnston, M. & Barnes, F. (Fall, 2015). Working Professional MBA: Metacognition Unexpected. Presented at the Association of Business Communication Annual Conference, Seattle, Wa.
- ◆ Johnston, M. & Barnes, F. (Spring, 2012). Using the Communication Preference Profile in the MBA Classroom. Presented at the Southern Association of Business Communication, Tampa, Fl.
- ◆ Johnston, M. (Fall, 2011). Introducing the Communication Preference Profile. Presented at the International Association of Business Communication, Montreal, Canada.
- ◆ Johnston, M. (Spring, 2010) Applying the Checklist Manifesto Theory to Business Communication. Presented at the Association of Business Communication, Birmingham, Al.
- ◆ Johnston, M.K., Reed, K., & Lawrence, K. (Spring, 2009) Does Communication Affect Financial Performance? Absolutely! Presented at the Association of Business Communication, Atlanta, GA.
- ◆ Johnston, M.K., Reed, K., & Lawrence, K. (Fall, 2007) Are you there Team? It's me, Margaret. Development and Validation of the Team Listening Environment (TLE) Scale. Presented at the Association of Business Communication, Washington, D.C.
- ◆ Matherne, B., Johnston, M., Lawrence, K., and Fok, W., (May, 2006). The Express Lane to Recovery: Two Field Study Cases of Recovery after Hurricane Katrina." Presented at the 17th Annual Production and Operations Management Society Conference, Boston, MA.
- ◆ Lawrence, K., Johnston, M., and Matherne, B. (August, 2006). Lessons from Katrina From a Marketing Perspective. Presented at the AMA Summer Educator's Conference, Chicago, IL.

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- ◆ Johnston, M.K., Reed, K., & Lawrence, K. (Fall, 2005) Linking Communication to Performance: How Group Attraction, Processes, and Satisfaction Contribute to Financial Performance. Association of Business Communication (couldn't present b/c of Hurricane Katrina)
- ◆ Joyner, B., Johnston M.K. (presenter), Christner, R., (January, 2004) Strategic Choices in the Wine Industry: Changing Public Perceptions, Presented at the IABPAD Conference, New Orleans, LA.
- ◆ Johnston, M.K., Fisher, C. (March, 2003) Is your business web site communicating effectively with your customers? Creating a model of web site effectiveness. Presented at the Association of Business Communication Regional Conference, New Orleans, LA
- ◆ Joyner, B., Johnston M.K., Christner, R., (July, 2003) Strategic Choices in the Wine Industry: A Study of Health Benefits Marketing, Presented at the Business & Economics Society International (B&ESI), San Francisco, California.
- ◆ Johnston, M.K. (September, 2002). A model of excellence: Exploring communication and customer Service practices of SuperQuinn, Accepted at the annual conference of the Association of Business Education, Key West, FL. **Competitively Selected**
- ◆ Johnston, M.K. (November, 2001). Customer service competencies in a highly competitive service environment: A closer look at the importance of communication skills. Presented at the annual conference of the Association of Business Communication, San Diego, CA. **Competitively Selected**
- ◆ Johnston, M.K. (July, 2001). An analysis of the strategies and core competencies of an exemplary learning organization: Pfizer Pharmaceutical. Presented at the International conference of the Business and Economics Society, Paris, France. **Competitively Selected**
- ◆ Johnston, M.K. (April, 2001). Tools for teaching managers strategic listening. Presented at the annual conference of the Allied Academies, Nashville, TN. **Competitively Selected**
- ◆ Johnston, M.K. (October, 2000). The Influence of Interpersonal Communication Variables on Group Communication Satisfaction.

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Presented at the annual conference of the Association of Business Communication, Atlanta, GA. **Competitively Selected**

- ◆ Johnston, M.K. (September, 2000). The Influence of Communication on Group Attraction During Team Activities. Presented at the annual conference of the Association of Business Education, Bermuda. **Competitively Selected**
- ◆ Kirtley Johnston, M. (April, 2000). Tools for Teaching Managers Effective Listening. Presented at the Allied Academies National Conference, Myrtle Beach, S.C. **Competitively Selected**
- ◆ Roberts, C., Kirtley Johnston, M., Watson, Watson K. W., Barker, L. L., (March, 2000). The Revision of the Watson-Barker Listening Test. Presented at the annual convention of the International Listening Association, Virginia Beach, VA. **Competitively Selected**
- ◆ Kirtley, M. D., and Honeycutt, J. (1999). Listening styles and their correspondence with second-guessing. Presented at the annual convention of the International Listening Association, Albuquerque, NM.
- ◆ Kirtley, M. D. (March, 1998). Exploring the Listening Heritage in the Ancient Greek Rhapsodic Tradition. Presented at the annual convention of International Listening Association, Kansas City, MO. **James I. Brown Award for Top Paper.**
- ◆ Edwards, R., Bello, R., Brandau Brown, F., Futch, A., Hollems, D., and Kirtley, M. (April, 1997). Personality and Gender Influence: the Interpretation of Messages. Presented at the annual convention of the Southern States Communication Association, Savannah, GA. **Awarded Top Paper in Communication Theory**
- ◆ Weaver, J. B., Richendoller, N. R., and Kirtley, M. D., (1995, November). Individual Differences in Communication Style. Presented at the annual convention of the Speech Communication Association, San Antonio, TX. **Competitively Selected**
- ◆ Kirtley, M. D., & Weaver, J. B. (1995, May). Can We Talk? Exploring the Impact of Gender-role Self-perceptions on Communication Styles.

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Presented at the annual convention of the International Communication Association, Albuquerque, NM. **Competitively Selected**

- ◆ Kirtley, M. D. (1995, April). The Impact of Gender-role Self-perceptions on Occupational Aspirations. Presented at the annual convention of the Southern Speech Communication Association, New Orleans, LA. **Competitively Selected**
- ◆ Weaver, J. B., Kirtley, M. D., Watson, K.W., Barker, L.B. (1995, March). Listener Preferences: Biological or Psychological? Presented at the annual convention of the International Listening Association Convention, Little Rock, AK. **Ralph Nichols Award for Top Three Paper**
- ◆ Weaver, J. B., & Kirtley, M. D. (1994, March). Listener Preferences and Empathic Response Styles. Presented at the annual convention of the International Listening Association Convention, Boston, MA. **Competitively Selected**

**PROFESSIONAL
KEYNOTE
PRESENTATIONS/PODCASTS**

- ◆ *Featured speaker, Junior Achievement Empowerment Conference, June, 2021*
- ◆ *Featured speaker at the Women's Leadership Academy, Spring 2020 & Summer, 2021*
- ◆ *Featured speaker on MG100 Podcast, May, 2021*
- ◆ *Featured speaker on Deep Listening Podcast, August 2020*
- ◆ *Authentic Leadership: The Power of Connection*, Presented at the International Association for College Admission Counseling Annual Conference, July, 2018
- ◆ *The Missing Piece of Leadership*, Presented at Securities America's Annual Conference, Summer, 2018

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- ◆ *Compassionate Connections: The Power of You*, Presented at the 75th Anniversary of Ochsner Health System's Annual Conference, Summer, 2017
- ◆ *Communicating Smarter, Better, Faster*, Presented at Festigals' Annual Leadership Conference, Summer 2017
- ◆ *Communicating with Impact*, Presented at Bobcat/Doosan's Annual Conference, Summer, 2017
- ◆ *Communicating Smarter, Better, Faster*, Presented to the Young President's Organization (YPO) Annual Meeting, Summer 2015

SERVICE

- ◆ **College of Business, Loyola University New Orleans**
 - ◆ CBA Rank and Tenure Committee, Currently Chair, 2016-2018, 2013-2015, 2011-2013, 2009-2010, 2004-2005 and 2000-2001
 - ◆ Faculty Senate, 2016-2018
 - ◆ MBA Curriculum Committee, 2016-present
 - ◆ AACSB Committee, 2013-2018
 - ◆ Marketing Search Committee, 2015-present
 - ◆ Management Search Committee, 2012, 2011
 - ◆ *Director of the Executive Mentoring Program (EMP), Fall 2003-2011*
 - Coordinate mentoring program with 30 executives, three professors, and 150 students
 - Enlist executives to be mentors
 - Hold orientation programs for all executive mentors
 - Organize speaker panels and field trips
 - Make numerous presentations about the program throughout the year: CBA freshmen meeting, faculty meetings, International Business Advisory Board meetings, and Visiting Committee meetings
 - Send out surveys to students and executives to assess the program
 - Compile the survey data and facilitate a strategy session to revise the program based on executive and student feedback
 - ◆ *Coordinator of Business Communication BA101, Fall 1999-2011*

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- Coordinate all sections of BA101 Business Communication courses (average eight sections per year)
- Spearheaded a Center where students receive coaching on their oral and written communication skills (Bradley Warshauer now serves as our business writing tutor)

- ◆ CBA Scholarship Committee, 2001-2011
- ◆ MBA Association Faculty Advisor, 1999-2004
- ◆ Narrator of the Coleman Grant's Music Business Video, 2001
- ◆ **University Level**
 - SCCC (Standing Committee on Common Curriculum), 2016-present Centennial Committee, Fall 2009-2012
 - Committee for Faculty Excellence, Fall 2002-2003
 - Undergraduate Curriculum Committee, Spring 2002-2004
 - Writing Across the Curriculum Committee, 1999-2004
- ◆ **Business Community**
 - Reviewer, *Journal of Business Education*, Spring 2002-present
 - Member of the Roundtable Club, existing and emerging Leaders coming together to create a stronger entrepreneurial city
 - Newsletter Editor, Organizational Behavior Teaching Society, Spring 2002

FACULTY DEVELOPMENT

- ◆ Attended the AACSB Conference on Learning. Tampa, Fl. July 2006.
- ◆ Attended the Professional Organizational Development Meeting, Atlanta, Ga. October, 2002
- ◆ Attended the Organizational Behavior Teaching Society Conference, Harrisonburg, VA, July, 2001
- ◆ Attended the Colleagues in Jesuit Business Education Conference on E-commerce, Scranton, Pa, July, 2000

TELEVISION APPEARANCES

- ◆ *The Business Report*, with Senator John Johnson, guest speaker, August 2000
- ◆ WDSU Channel Six News, Expert on managing stress at work, 1999

AFFILIATIONS

- ◆ Association of Business Communication
- ◆ Organizational Teaching Society

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- ◆ International Listening Association
- ◆ Association of Business Education