

Bryan Ruppert, Ph.D.

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Education

Ph.D., rhetoric, University of Birmingham, UK
B.A., political science, University of Washington

Academic appointments

Seattle University (2007–present)

- Senior instructor (2015–present)
- Instructor (2007–15)

University of Birmingham, UK (2004–07)

- Visiting lecturer

Relevant work experience

Pre-doctorate work as an advocate/lobbyist responsible for communicating with potentially hostile audiences

Research

General areas of interest

- Discourse analysis in corporate documentation and interpersonal workplace communication, pedagogy

Peer-reviewed articles

- Ruppert, B. K., & Hoption, C. (2021). Grade expectations: When 100% isn't good enough. *Journal of Management Education*. Advance online publication. doi.org/10.1177%2F1052562920964515

- Sedgwick, G., Ruppert, B. K., & Zenteno, Z. (2021). A by-product of summer programs: Student marketers and career readiness. *Summer Academe: A Journal of Higher Education*, 13, 2–16. doi.org/10.25894/sa.115
- Ruppert, B. K., Weihrich, S. & Carpenter, M. (2012). Identifying need and measuring improvement in MBA writing. *Journal of the Academy of Business Education*, 13: 129–139.
- Obermiller, C., Ruppert, B. K., & Atwood, A. (2012). Instructor credibility across disciplines: Identifying students' differentiated expectations. *Business Communications Quarterly*, 75(2): 153–165. doi.org/10.1177%2F1080569911434826
- Ruppert, B. K., & Green, D. A. (2012). Practicing what we teach: Credibility and alignment in the business communication classroom. *Business Communications Quarterly*, 75(1): 29–44. doi.org/10.1177%2F1080569911426475

Book

- Ruppert, B. K. (2009). *The formative debates and arguments sustaining Germany's constitutional supranationalism: A rhetorical history of political and economic ideas*. New York: Mellen Press.

Refereed presentations

- Ruppert, B. K., Dickinson-Cove, C., & Blackwell, H. (2021—accepted and forthcoming). *To frontload or not to frontload: Surprise bad news in earnings calls*. Association of Business Communication International Conference, Tampa, FL.
- Sedgwick, G., Ruppert, B. K., Zenteno, Z., & Sedgwick, J. (2019). *Creating a win-win: Building a successful summer programs marketing campaign with student marketers*. NAASS Conference, New Orleans, LA.
- Hoption, B. K., & Hoption, C. (2018). *Grade expectations: When 100% isn't good enough*. American Psychological Association, San Francisco, CA.
- Ruppert, B. K., & Green, D. A. (2015). *Email bootcamp: Evidence and strategies from organizational communication*. Professional and Organizational Development Network in HE Conference, San Francisco, CA.
- Ruppert, B. K., & Zamora, V. (2015). *Stance markers as a forensic tool in investigating how managers share information with financial analysts*. Association for Business Communication International Conference, Seattle, WA.
- Ruppert, B. K., & Green, D. A. (2014). *Craft without graft: Evidence and practice in rapport-building email*. Professional and Organizational Development Network in HE Conference, Dallas, TX.

- Ruppert, B. K., & Hopton, C. (2014). *Getting past the grade: Motivation strategies to promote good graduates*. International Society for the Scholarship of Teaching and Learning, Québec, Canada.
- Ruppert, B. K., & Green, D. A. (2014). *When less is more: Instructor availability, student ratings, and the promotion of self-efficacy*. International Society for the Scholarship of Teaching and Learning, Québec, Canada.
- Ruppert, B. K. (2005). *Advocating (inter)national identity: The contribution of postwar German essayists to the setting of new objectives of state*. Conference on Intellectuals and the Nation State, Dublin, Ireland.
- Ruppert, B. K. (2005). *The constitutional codification of internationalist and European-policy objectives: The Basic Law in a comparative matrix*. Pacific Northwest Political Science Association, Coeur d'Alene, ID.

Directed student research leading to presentations or publications

- Pineda, M., & Stamolis, P. (2019). *Little ado about something: Corporate wrongdoing in earnings calls*. Seattle University Undergraduate Research Association, Seattle, WA. Supervisor: B. K. Ruppert.
- Keane, I., & Shaw, R. (2019). *Repairing trust in financial and accounting services*. Seattle University Undergraduate Research Association, Seattle, WA. Supervisor: B. K. Ruppert.
- Duggan, R. (2016). *Starbucks' cultural awareness: A multi-lingual analysis of mission statements*. National Conference of Undergraduate Research, Asheville, NC. Supervisor: B. K. Ruppert.
- Schwartze, M. (2015). *Reclaiming "trust": Accounting firms' impression management post-Sarbanes Oxley*. Seattle University Undergraduate Research Association, Seattle, WA. Supervisor: B. K. Ruppert.
- Duggan, R. (2015). *Starbucks on the world stage: Evidence of cultural sensitivity*. Seattle University Research Association, Seattle, WA. Supervisor: B. K. Ruppert.

Current projects

- Athletes and employment skills marketing (with J. Neton)
- Earnings calls and surprise announcements (with H. Blackard & C. Dickinson-Cove)
- Efficacy of instructional techniques in short-term study tours (with V. Zamora)
- Identity-signaling in professional communication (with M. Cohan)
- Lexical alignment & diversity statements in accounting firms' webpages (with R. Ascencio)

Teaching

General areas of expertise

- Communication, advocacy, leadership

Undergraduate

- BCOM 1120: Business editing (elective)
- BCOM 2800: Business communication (business foundation)
- BCOM 4990: Directed research in business communication (independent research elective, by invitation)
- BUAD 2820/2830: Leadership development for business students (elective, competitive enrollment)
- GBUS 4940: The European business environment (international study tour elective, competitive enrollment)
- HONR 2180: The rhetoric of public debate (required course for the Society, Policy, and Citizenship Track of University Honors)

Graduate

- GBUS 5990: The European business environment (competitive international study tour)
- MBA 5235: Professional and interpersonal communications (MBA foundation)

Service

To the University

- Representative, Academic Assembly (2021–present), elected by peers
- Member, Annual Performance Review Committee (2021–present), appointed
- Faculty liaison, Men’s and Women’s D1 Swim Team (2021–present), invited
- Member, Seattle University Athletics Advisory Board member (2020–present), appointed
- Consultant, Academic Calendar Review (2020), invited
- Member, University Student Retention Task Force (2019–20), invited
- Member, University Term Faculty Steering Committee (2018–20), invited
- Consultant, University Strategic Planning (2019), invited
- Faculty panelist, Disability Services Search Committee (2017), invited

- Name reader, Seattle University Commencement (2016–2019), invited
- Faculty liaison, University Summer Programs (2013–19), invited
- Panelist, New Faculty Institute (2009, 2010, and 2014), invited
- External member, Communication Department Search Committee (2013), invited
- Consultant, Undergraduate Core Assessment Committee (2012), invited
- Presenter, Sullivan Leaders' Day (2011), invited
- Presenter, Learning Assistance Program's Learning Strategy Workshop (2011), invited
- Presenter, College Preview Day (2009–11), invited
- Participant, Vice Provost's Instructional Technology Forum (2010), invited

To the Albers School

- Member, Academic Program Portfolio Review Taskforce (2021), elected by peers
- Co-chair, Albers Teaching Community (2020–present), appointed
- Albers liaison, English Language and Culture Bridge (2019–present), appointed
- Member, Albers Diversity, Equity, and Inclusion Committee (2017–20), appointed
- Speaker, Accepted student open house (2011, 2019, 2020), invited
- Chair, Albers Term Faculty Promotion Committee (2016, 2017, and 2019), appointed
- Consultant, CFA Research Challenge (2013–19), invited
- Speaker, Freshman move-up event (2008–18), invited
- Member, Albers Strategic Planning (2017), appointed
- Presenter, Albers Awards Ceremony (2011–17), invited
- Presenter, Eth-X Implementation Committee (2016), invited
- Presenter, Internal Audit Advisory Board (2016), invited
- Member, Student Scholarship Committee (2011–15), appointed
- Presenter, Albers plagiarism workshop (2014), invited
- Participant, Albers Etiquette Dinner (2010 and 2014), invited
- Presenter, Academy of Finance (2009–14), invited
- Presenter, Albers curriculum writing workshop (2013), invited
- Presenter, Albers Celebration of Teaching (2012), invited
- Presenter, Summer Business Institute (2010-12), invited
- Member, Albers Technology Task Force (2010–11), appointed
- Participant, Undergraduate Learning Outcomes Consultation (2010), volunteer
- Presenter, Albers Staff Development Workshop (2010), invited

To the student body

- Faculty advisor, Albers Undergraduate Leadership Club (2019–present), appointed
- Faculty advisor, Alpha Kappa Psi business fraternity (2015–present), invited
- Faculty advisor, Toastmasters International (2009-17, 2021-present), appointed

- Faculty advisor, Men's Club Soccer (2012–present), invited
- Faculty advisor, Men's Rugby (2015–19), invited
- Faculty advisor, Water Polo (2015–18), invited
- Faculty advisor, MoneyThink (2010–12), invited