

BRIAN S. HENTZ, Ph.D.

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EDUCATION

- 2016 **University of Connecticut, Neag School of Education** Storrs, CT
Ph.D., Adult Learning
Dissertation: “Learning Through Uncertainty: A Phenomenological Study of Older, Professional Men Coping with Involuntary Job Loss” (Director: Dr. Sandy Bell)
- 2005 **Iowa State University, Ivy School of Business** Ames, IA
MBA, Business Administration
- 1996 **University of Oklahoma** Norman, OK
M.A., English: Composition & Rhetoric
Thesis: “A Social Constructionist Analysis of Technical Writers’ Collaborative Writing Strategies” (Director: Dr. Michael Flanigan)
- 1992 **West Chester University** West Chester, PA
B.S., Secondary Education/English

CONTINUING PROFESSIONAL DEVELOPMENT

- 2013 **University of Queensland (Brisbane, AUST), UQ Business School**
Professional Certificate: Sustainable Development
Sponsor: Center for International Business Education & Research (CIBER)
- 2011 **University of Georgia, Institute of Gerontology**
Graduate Certificate: Gerontology

ACADEMIC POSITIONS & EMPLOYMENT

2022-2026	Senior Lecturer, Business Communication Program, and Director, Business Communication Center Isenberg School of Management University of Massachusetts Amherst, MA
2020-2022	Senior Lecturer, Business Communication Program Isenberg School of Management University of Massachusetts Amherst, MA
2016-2020	Assistant Professor In-Residence, Business Communication School of Business University of Connecticut, Storrs, CT
2011-2016	Instructor In-Residence, Business Communication School of Business University of Connecticut, Storrs, CT
2007-2010	Instructor In-Residence, Business Writing Department of Management University of Connecticut, Storrs, CT
2004-2007	Managing Editor, <i>Journal of Accounting Education</i> American Accounting Association Iowa State University, Ames, IA
2002-2004	Graduate Teaching Assistant Department of English Iowa State University, Ames, IA

PUBLICATIONS (Refereed)

Lucia, B., & **Hentz, B.** (2026). Transforming networking through positive communication: A pathway to professional growth. *Business and Professional Communication Quarterly*, 89(1), 55-70.
<https://doi.org/10.1177/23294906251406934>

Hentz, B. S., Lucia, B., & Vint, M. (2022). Critical approaches to sustainability in the business communication classroom: A developmental perspective. *Business and Professional Communication Quarterly*, 85(1), 99-114.
<http://doi.org/10.1177/23294906221074317>

Hentz, B. S. (2020). Learning through uncertainty: A phenomenological analysis of older, professional men coping with involuntary job loss in the United States. In P. Danaher & D. Mulligan (Eds.), *Researching within the Educational Margins: Strategies for Communicating and Articulating Voices* (pp. 299-313). London: Palgrave-Macmillan.

Hentz, B. S. (2014). Sustainability and transitional learning: Exploring the influence of adult learners' mental models on adaptive change. In J. K. Holtz, S. B. Springer, & C. Boden-McGill (Eds.), *Building Sustainable Futures for Adult Learners* (pp. 253-267). Charlotte, NC: Information Age Publishing.

Dzubinski, L., **Hentz, B. S.**, Davis, K. L., & Nicolaides, A. (2012). Envisioning an adult learning graduate program for the early 21st century: A developmental action inquiry study. *Adult Learning*, 23(3), 103-110.

Hentz, B. S. (2006). Enhancing presentation narratives through written and visual integration. *Business Communication Quarterly*, 69, 425-429.

Brasel, K., & **Hentz, B. S.** (2006). Increasing accessibility to academic publications in accounting education. *Issues in Accounting Education*, 21(4), 411-416.

CONFERENCE PROCEEDINGS (Refereed)

Hentz, B. S. (June, 2020). Learning through uncertainty: A phenomenological analysis of older, professional men coping with involuntary job loss. *Adult Education Research Conference (AERC) Proceedings*, Charlotte, NC.

Hentz, B. S. (October, 2014). Sustainable organizations, sustainable lives: Transformative learning and the 'great transition' in the business school context. *11th International Transformative Learning Conference Proceedings*, New York, NY.

SELECTED PROFESSIONAL PRESENTATIONS

Lucia, B. & **Hentz, B. S.** (October, 2024). Moving from Gen AI to Brass Tacks: Genre Implications for ChatGPT Users. *Association for Business Communication (ABC)*, Tulsa, OK.

Hentz, B. S. (October, 2023). ‘Tell me about your (re)branded self’: Cover letter strategies for adults in transition. *Association for Business Communication (ABC)*, Denver, CO.

Hentz, B. S. & Lucia, B (October, 2022). Authentic networking: Helping students connect with intention. *Association for Business Communication (ABC)*, Tampa, FL.

Gilchrist, M., Lawrence, H., Sheets, R., & **Hentz, B. S.** (March, 2021). ‘Uncommon’: Teaching writing, rhetoric, and communication in business schools. *Conference on College Composition & Communication (CCCC)*, Spokane, WA.

Hentz, B. S. & Lucia, B (October, 2020). ‘Search committee, interrupted’: The COVID-19 pandemic’s impact and influence on the faculty recruitment process. *Association for Business Communication (ABC)*, San Diego, CA.

Sheets, R., Bourjaily, P., Ernst, B., Gerst, K., & **Hentz, B. S.** (October, 2020). Center in a crisis: Challenges created by COVID-19. *Association for Business Communication (ABC)*, San Diego, CA.

Hentz, B. S. (March, 2020). Composing ourselves, (re)composing our stories: Life review narratives of older, professional men coping with involuntary job loss. *Conference on College Composition & Communication (CCCC)*, Milwaukee, WI.

Hentz, B. S. (October, 2019). ‘Pay attention!’ Integrating emotional intelligence into Executive MBA courses in Managerial Communication. *Association for Business Communication (ABC)*, Detroit, MI.

Hentz, B. S. (October, 2019). ‘Aging literacy’ for culturally competent professionals: An introduction [Teaching Diversity Roundtable]. *Association for Business Communication (ABC)*, Detroit, MI.

- Hentz, B. S.** (March, 2017). Composing ourselves, (re)composing our stories: Life review narratives of older, professional men coping with involuntary job loss. *Association for Gerontology in Higher Education (AGHE)*, Miami, FL.
- Hentz, B. S.** (November, 2016). Learning through uncertainty: A phenomenological study of older, professional men coping with involuntary job loss. *American Association for Adult and Continuing Education (AAACE)*, Albuquerque, NM.
- Hentz, B. S.** (June, 2016). Learning through uncertainty: A phenomenological study of older, professional men coping with involuntary job loss. *Adult Education Research Conference (AERC)*, Charlotte, NC.
- Hentz, B. S.** (March, 2016). Learning through uncertainty: A phenomenological study of older, professional men coping with involuntary job loss. *Association for Gerontology in Higher Education (AGHE)*, Long Beach, CA.
- Hentz, B. S.** (March, 2015). The rhetorics of sustainability: Writing our way through uncertainty. *University of Connecticut's Tenth Annual Conference on the Teaching of Writing*, Storrs, CT.
- Hentz, B. S.** (November, 2014). Learning to be: The sustainable path of flexible life trajectories. *American Association of Adult and Continuing Education (AAACE)*, Charleston, SC.
- Hentz, B. S.** (October, 2014). Sustainable organizations, sustainable lives: Transformative learning and the 'great transition' in the business school context. *11th International Transformative Learning Conference*, New York, NY.
- Hentz, B. S.** (November, 2013). Sustainability and transitional learning: Exploring the influence of adult learners' mental models on adaptive change. *American Association of Adult and Continuing Education (AAACE)*, Lexington, KY.
- Hentz, B. S.** (October, 2013). Sustainability and professional development: Critical literacies for emerging contexts. *Association for Business Communication (ABC)*, New Orleans, LA.
- Hentz, B. S.** (November, 2012). Older adults, reskilling, and mental models: Brain-based strategies for facilitating learning through uncertainty. *Council for Adult and Experiential Learning (CAEL)*, Washington, DC.

Hentz, B. S. (March, 2012). Cross-generational workplace communication: Bridging the divide in age-integrated contexts. *American Society for Aging (ASA)*, Washington, DC.

Dzubinksi, L., **Hentz, B. S.**, Davis, K. L., & Nicolaides, A. (November, 2011). Envisioning an adult learning graduate program for the early 21st century: A developmental action inquiry study. *American Association of Adult and Continuing Education (AAACE)*, Indianapolis, IN.

Hentz, B. S. (October, 2011). The aging revolution and the managerial communications curriculum: Preparing culturally competent practitioners. *Association for Business Communication (ABC)*, Montreal, Quebec, Canada.

Hentz, B. S. (June, 2009). Teaching professional communication as a working-class academic: A straddler's perspective. *Working Class Studies Association (WCSA)*, Pittsburgh, PA.

INVITED PRESENTATIONS, OUTREACH, & CONSULTING

“Developing Your Professional Presence.” Isenberg School of Management (UMass Amherst) Master’s in Finance (MF) Cohort (Professional Development Series (March, 2024).

“Strengthening Your Professional Presence.” Isenberg School of Management (UMass Amherst) Master’s in Finance (MF) Cohort (Professional Development Series (February, 2024).

“Designing Presentations with Impact.” Isenberg School of Management (UMass Amherst) MBA Integrated Practicum (February, 2024).

“Your Cover Letter Story.” Isenberg School of Management (UMass Amherst) MBA Bootcamp, Amherst, MA (August, 2023).

“Your LinkedIn Profile.” Isenberg School of Management (UMass Amherst) MBA Bootcamp, Amherst, MA (August, 2023).

“Your Cover Letter Story.” Isenberg School of Management (UMass Amherst) MBA Bootcamp, Amherst, MA (August, 2022).

“Personal Branding.” Isenberg School of Management (UMass Amherst) Annual Staff In-Service, Amherst, MA (May, 2022).

- “Writing with Impact & Influence.” Webinar for Online MBA Professional Development Series, Office of Career Success. Isenberg School of Management (April, 2022).
- “Emotional Intelligence and Authentic Networking.” Isenberg School of Management (UMass Amherst) MBA Strengths-Builder Series, Amherst, MA (February, 2022).
- “Your Cover Letter Story.” Webinar for Online MBA Professional Development Series, Office of Career Success. Isenberg School of Management (December, 2021).
- “Learning (and Leading) Through: Developing a Sustainability Mindset.” Isenberg School of Management (UMass Amherst) MBA Net Impact Association, Amherst, MA (November, 2021).
- “Your Cover Letter Story.” Isenberg School of Management (UMass Amherst) MBA Bootcamp, Amherst, MA (August, 2021).
- “Your Cover Letter Story.” Webinar for Online MBA Professional Development Series, Office of Career Success. Isenberg School of Management (February, 2021).
- “Emotional Intelligence & Developmental Leadership Strategies.” Aetna Inc., Experienced Financial Leadership Program (EFLP), Hartford, CT (May, 2019).
- “Communicating with Success: An Interpersonal Approach,” University of Connecticut Foundation Annual In-Service, Storrs, CT (September, 2016)
- “Motivation and Learning in Later Life: What’s Our Next Chapter?” Connecticut Training & Development Network (CTDN) Annual Meeting, Hartford, CT (June, 2015).
- “Writing with Fluency: A Developmental Workshop Series for Doctoral Students in Management,” University of Connecticut School of Business, Management Department, (Summers 2012, 2010).
- “Writing Strategies for Professional Development,” University of Georgia Lifelong Learning Association (UGALLA) Athens, GA (September, 2010).

“Enhancing PowerPoint Presentations for Persuasion,” American Society of Women Accountants (ASWA) Annual Conference, Ames, IA (July, 2006).

“The Rhetorical Situation and Writing for Scientific Publications,” BioMaP (“Biological Materials and Processes Project”), National Science Foundation (NSF)-funded series moderated by Dr. Balaji Narasimhan (Iowa State University, Department of Engineering), Ames, IA (July, 2006).

“Business Communication: A Primer on Writing in Plain Style,” Contemporary Issues in Professional Accounting Annual Conference, Ames, IA (October, 2005).

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EDITORIAL, REVIEW, AND INTERNAL PUBLICATION ACTIVITIES

Peer Reviewer, Association for Business Communication, Annual Conference Abstracts (2023-2024).

Peer Reviewer, Association for Gerontology in Higher Education (AGHE), Annual Conference Abstracts (2016-2018).

Peer Reviewer, American Society for Aging (ASA), Annual Conference Abstracts (tracks: lifelong learning, business and aging) (2013-2020).

Managing Editor, White Paper, “Green Business Australia: A Faculty Development in Business Program” (in conjunction with Center for International Business, Education, and Research), University of Connecticut School of Business (April, 2013).

Managing Editor, White Paper, “Doctoral Research Conference in Business: A Universitas-21 (U-21) Inaugural Event,” University of Connecticut School of Business (July, 2012).

Managing Editor, White Paper, “Inaugural Global Roundtable for Advanced Management Education Reform (GRAMER),” University of Connecticut School of Business (August, 2009).

Freelance Writer, *Horizons*, University of Connecticut School of Business Alumni Magazine (2007-2009).

SCHOLARSHIPS AND AWARDS

“UConn Connects” Facilitator-of-the-Year Recipient (mentoring program for at-risk undergraduates), University of Connecticut, Department of Student Services (2014).

Pre-Doctoral Fellowship Recipient, University of Connecticut, Neag School of Education, Department of Educational Leadership (2015, 2014, 2012).

Miller Fellowship for Academic Excellence, Iowa State University (2002-2004).

PACE (Award for Academic Excellence) Recipient, Iowa State University (2002-2004).

Richard Wright Critical Writing Award, Iowa State University, 2003.

SELECTED COURSES TAUGHT

Graduate

SCH-MGMT 518	Career & Professional Development (UMass)
MGMT 5650	Interpersonal Relations, Influence, & Ethical Leadership (UConn)
BADM 5182/83	Communicating with Impact & Influence (UConn)

Undergraduate

SCH-MGMT 200	Career & Professional Development (UMass)
SCH-MGMT 291	Transfer Connection (UMass)
SCH-MGMT 310	Managerial Communications (UMass)
BADM 4070	Effective Business Writing (UConn)
BADM 4075	Business Communications (UConn)

PROFESSIONAL MEMBERSHIPS

Association for Business Communication
Association for Talent Development
ACES: The Society for Editing

PROFESSIONAL REFERENCES

Available upon request.