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A. ACADEMIC TRAINING

Ph.D.	1987	Mass Communication	Bowling Green State University, OH
MBA	1986	Business Administration	West Texas State University, TX
ED. S	1984	Instructional Design	The University of Toledo, OH
M. Ed	1981	Educational Media	Bowling Green State University, OH
M.F.A.	1977	Film Arts & Theater	Royal University of Lund, Sweden
M.A.	1973	Media Sociology	Uppsala University, Sweden
BA (hons)	1971	Cinema, Theater, Sociology	Royal University of Lund, Sweden

Doctoral Dissertation: **Correlation between gratifications sought and obtained from the movies.**
(completed in 1983, revised and submitted in 1987)

Ed.S: Dissertation: **Training Educational Technologists: A proposal for a national media academy in a developing nation.** (1983)

MFA Thesis: **The art and craft of screenplay writing.** (1976)

MA Thesis: **The role of media in national development.** (1973)

B. TEACHING AND ACADEMIC ADMINISTRATIVE EXPERIENCE

August 2008- Present. **Professor of Communication.** The Texas State University at Brownsville, TX.
Elected as Department Chair: March 2009. Tenured & Promoted from associate to full prof. August 2011.

Jan 2007 - May 2007. **Professor of Communication,** SUNY – Buffalo (Singapore Institute of Management).

June 2000 - August 2003. **Associate Dean & Professor of Communication,** Lynn University, FL

Fall Semester 1998. **Professor of International Marketing.** Franklin College, Lugano, Switzerland.

1995 - 1996. **Senior Visiting Fellow,** College of Mass Communication, Nanyang Technological University, Singapore.

1991 - 1996. **Chair and Professor, Business/Corporate Communication,** Northern State University, Aberdeen, SD. *Appointed as Chair of the Department of Industrial Technologies: June 1993.*

1988 - 1991. **Associate Professor of Mass Communication**, Lamar University, Beaumont, TX.
Tenured: May 1989.

1985 - 1988. Assistant/Associate Professor & Program Coordinator for Radio-TV-Film, West Texas State University, Canyon, TX. *Promoted from assistant to associate professor: May 1988.*

1984 - 1985. **Visiting Assistant Professor of Mass Communication**, The Pennsylvania State University, PA.

1983 - 1984. **Visiting Assistant Professor**, Miami University, Oxford, OH.

1979 - 1983. **Instructor & TA**, Bowling Green State University, OH.

1974-1978. **Professor of Educational Technology** and **Director of Institute Of Educational Technology**, The Open University, Islamabad, Pakistan.

1971 - 1973. **Director**, Lund Film Institute, Lund, Sweden.

1967 – 1973 & 1978-1979. **Instructor**, Adult Education Program (Vuxenskolan), Lund, Sweden.

C. Professional Employment

September 2003 – December 2006, and April. 1998 - June 2000. **V.P. Marketing**, Teleman Communication, Lund, Sweden.

October 1996 – April 1998. **President**, IIS Television Studio, Altadena, CA.

1973-1974. **Seniors Executive Producer**, Pakistan Television Corporation and Radio Pakistan.

COURSES TAUGHT

American Business Systems
Audience Research
Broadcast Journalism
Business and Professional Speaking
Communication Research
Communication Theories
Corporate Communication
Directing for Stage and Screen
Film Appreciation
Film Production
History of American Cinema
Instructional Television
International Cinema
Interpersonal Communication
Introduction to Acting
Intro to Advertising
Intro to Marketing

Intro to Mass Communication
Intro to Theatre
Journalism
Macro and Micro Economics
Marketing Research
Media and Society
Media Management
Media Programming
Movies as Producer's Medium
Newspaper & Magazine Production
Organizational Communication
Photojournalism
Radio Drama
Small Business Management
Statistics for the Medical Profession
Television Production
Theatre Production

D. SCHOLARSHIP

PUBLISHED RESEARCH (60 publications) *Selected listing: First authors highlighted.*

Rehman, S.N. (2012). Decision-making under conditions of uncertainty. *The American Association of Behavioral and Social Sciences Journal*, 2012, Vol. 16. 29-41

Rehman, S.N. (2010). Cross-cultural challenges in advertising. In *Language, Culture & Politics*, (eds.) Grodzki, E. & Colombo, K. Deer Park, N.Y.: Linus Publications.

Rehman, S.N. (2009). Trace elements and awareness of herbs. *Journal of Trace Element and Electrolytes*. Fall, 2009.

Rehman, S.N. & Van Maanen, M. (2009). Awareness of alternative medicine: a pilot survey. *Journal of Trends in Biomedicine*. Spring, 2009.

Rehman, S.N. & Kennan, W.(2008). Management and Organizational Communication Preferences: Singapore. The Yearbook of the 17th Annual World Business Congress of International Management Development Association, Paramaribo, Surinam.

Rehman, S.N. & **Grodzki, E. M.** (2008). Utilizing Lacuna theory for advertising. In *Lakunen-theorie: Ethnopsycholinguistische aspekte der sprach und kulturforschung*. Eds. Panasiuk, I. & Schröder, H. Berlin, Germany: Lit Forlag.

Rehman, S.N. & Falk, L. (2004). Role of Music in marketing movies. Proceedings of the 13th Annual World Business Congress of International Management Development Association, Maastricht, The Netherlands.

Rehman, S.N. & Ludwig, M. (2004). Using the WEB for music distribution and marketing. *Business Research Yearbook 2004*. Vol XI. Ed. Jerry Biberman. New York. University Press of America.

Rehman, S.N. & **Falk, L.** (2001). Rogue websites and the changing nature of consumer complaint. *Business Research Yearbook 2002*. Vol IX. Eds. Jerry Biberman & A. Alkhafaji. New York. University Press of America.

Rehman, S.N., **Falk, L.**, Jones, R., & Foster, D. (1999). Comparative Analysis of Informational Content in US & Mexican editions of a men's magazine. *International Journal of Commerce and Trade*. Vol. 9, No. 3&4.

Rehman, S.N. & **Falk, L.** (1998). Distance learning and the WEB: Are advertising programs missing the target? *International Journal of Instructional Media*. Vol. 26, #1.

Rehman, S.N., Falk, L., & Kennan, W. (1997). International students and their communication apprehension. In *Business Research Yearbook: Global Business Perspective-1997*. Ed. Jerry Biberman. New York: University Press of America.

Rehman, S.N. (1995). Humor in international advertising is no laughing matter. In *European Business Review*. (Ed.). Peter Curwen. Sheffield: Sheffield-Halan University Press.

Rehman, S.N. (1993). The role of media in cross-cultural communication. *Journal of Intercultural Communication Studies*, Vol. 3. No. 2.

Rehman, S.N. & Unger, K. (1992). Hiring and retaining the right employees. *Business Research Yearbook 1992*. Vol VII. Ed. A. Alkhafaji. New York. University Press of America.

Rehman, S.N. & Reilly, S. S. (1990). U.S. and foreign students perceive international news differently. *International Journal of Instructional Media* Vol. 17(4).

Rehman, S.N. & Jorns, D. L. (1988). Theatre faculty: A national survey of self-perception. *College Student Journal*, Vol. 23. No. 2.

CONFERENCE PAPERS (120 presentations) *Selected listing. First authors highlighted.*

Rehman, S.N. & **Ludwig**, M. (May 2012) Interpreting graphic design: A cross cultural study of the British edition of *Maxim* magazine. 4th Annual conference on Language, Culture, and Politics. Tischner University, Krakow, Poland.

Rehman, S.N. (May 2012). Changes in the media industries and their impact on consumers' lifestyles. 4th Annual conference on Language, Culture, and Politics. Tischner University, Krakow, Poland.

Rehman, S.N. (April 2012). Portrayal of women in Indian cinema. Western Social Science Association Conference, Houston, TX.

Rehman, S.N. (April 2012). Engaging the students in a film appreciation course. Western Social Science Association Conference, Houston, TX.

Rehman, S.N. (March 2012). Mines along the on-line path. Southwest Teaching & Learning Conference, San Antonio, TX.

Rehman, S.N. (March 2012). Report it, or it may kill you. 3rd Annual Conference on Violence Against Women, Brownsville, TX.

Rehman, S.N. (Feb. 2012). Decision-making in times of uncertainty. 15th Annual Conference of the American Association of Behavioral and Social Sciences. Las Vegas, NV.

Rehman, S.N. (July 2011). Interpretation of colors and symbols in films of Zhang Yimou... 1st International Film Conference, London, UK

Rehman, S.N. (June 2011). Meeting the needs of the students: Challenges in class scheduling. 2nd International Conference on Language, Culture, and Politics. Tischner University, Krakow, Poland.

Rehman S.N. (April 2011) America's darkest secret: Violence against women. 2nd annual conference on Women's Issues, organized by Friends of Women. Brownsville, TX.

- Rehman, S.N. & Strong, W.** (May 2010). Screen adaptation: Is it art or craft? The 2nd Conference on Literature and Film, Istanbul University, Turkey.
- Rehman, S.N. (March 2010): Common herbs as source of micronutrients – An awareness survey. BIT Life Sciences' 3rd Annual PepCon-2010. Theme: After a Solution for the Machines of Life. Beijing, China
- Falk, L.K., Sockel, H., & Rehman, S.N.** (October 2009). What's in it for me? Social Networking. Annual Conference of the American Society for Competitiveness. Washington, D.C.
- Cook, J., Telese, J., & Rehman, S.N.** (October 2009) A Study of Participant Reactions to Difficult Dialogues Regarding Immigration and the Border Fence. 4th International Colloquium of Northeast Mexico and Texas. UTB, Brownsville, TX.
- Rehman, S.N.** (June 2009). Cultural; challenges in global advertising of controversial products and services. 1st International Conference on Language, Culture, and Politics. Tischner University, Krakow, Poland.
- Rehman, S.N.** (October 2009). Trace elements in common herbs. UNESCO Conference on Trace Elements, Athens, Greece.
- Rehman, S.N. & Van Maanen, M.** (April 2009). Awareness of alternative medicine- a pilot survey. International Conference on Trends in Biomedicine, Marrakesh, Morocco.
- Rehman, S.N.** (March 2008). Ads for controversial products in Singapore. Annual Conference of the International Academy of Business Disciplines, Huston, TX.
- Rehman, S.N., Grodzki, E., & Ludwig, M.** (October 2007). Ethical concerns in photojournalism. Midwestern Popular Culture Association Annual Conference, Kansas City, MO.
- Rehman, S.N. & Ludwig M.** (Feb. 2006). Internet as a medium for movie marketing. AEJMC annual Midwestern states conference, Bowling Green, OH.
- Rehman, S.N. & **Grodzki, E.** (April 2004). Investigating cultural differences in advertising creative strategy. Annual Conference of the International Communication Association, New Orleans, LA.
- Rehman, S.N. & Ludwig, M.** (March 2003). Marketing a movie on the Internet: A case study of The *Blair Witch Project*. Annual Conference of the International Academy of Business Disciplines, Orlando, FL.
- Rehman, S.N. & Grodzki, E.** (2002). Lacuna theory and international marketing. The 7th annual Conference of International Corporate and Marketing Communications. Antwerp, Belgium.
- Rehman S.N. & Mendez, R.** (April 2001). Development of the Internet in Spain. Annual Conference of the International Academy of Business Disciplines. Orlando, FL.

Rehman, S.N. & Aw, A. (August 1996). Women in public relation: A case study of professional women in Singapore. The Chinese Communication Conference, Beijing, China.

Rehman, S.N. (April 1996). Television commercials in Singapore: A content analysis. Asian Mass Communication Conference, Singapore.

Rehman, S.N. (January 1990). Meeting the instructional needs of a self-directed learner. Seventh International Self-Directed Learning Symposium, West Palm Beach, FL.

Rehman, S.N. & Zeller, R. (April 1989). Using focus groups in movie audience research. 31st Annual Conference of Western Social Sciences Association, Albuquerque, NM.

E. PROFESSIONAL SERVICE & CREATIVE WORK

October 2012. Directed and produced *Six characters in search of an author* by Luigi Pirandello. The university of Texas – Brownsville.

December 2011. Wrote a stage play, *Four-hour Casanova*.

November 2011. Directed and produced a set of two short plays. *The Last Fire* and *Frogs of Carmen County*. The university of Texas – Brownsville.

April 2011. Wrote, produced, and directed, *Chasing “A”s*. The University of Texas – Brownsville.

November 2010. Directed and produced a set of three short plays by August Strindberg, R.L. Stevenson, and Tony Broadwick. *The Stronger, Markhiem, Zero is not a number*.

April 2010. Wrote produced and directed, *Iris in Bloom*. The University of Texas – Brownsville.

April 2009. Wrote and produced, *You’re not listening*. The University of Texas – Brownsville. November 2009. Directed and produced *Who’s Afraid of Virginia Woolf?* By Edward Albee for The University of Texas – Brownsville.

October 2009. Directed and produced *The Line in the Sand* for the Border studies Conference and for The University of Texas – Brownsville.

June 2009. Delivered keynote speech at the 1st International Conference on Language, Culture and Politics held at Tischner University, Krakow, Poland.

April 2009. Adapted, directed and produced a stage play, *The Line in the Sand* for The University of Texas – Brownsville.

2002. Directed 26 episodes of a weekly, 30-minute business program for NBC affiliate in West Palm Beach, FL.

1997. *You’re Not Listening*. A two-act play on the subject of date rape. Published by NSU Foundation Press.

1993. Scripted and produced an audio book-on-tape, *The Ghost of Tomahawk Creek*, by Jean Andrews. NSU Foundation Press.
1992. Started *Journal of Communication and Media Arts* as founding editor. Edited first three issues.
1992. Organized the first International Business Conference of South Dakota. Rapid City, SD.
1991. Directed and produced *Six characters in search of an author* by Luigi Pirandello for Lamar University Theater.
1991. Script consultant for a five-part video series on ethics, *You Decide*. Produced by W.C. Brown Publishing Company, Iowa.
1989. Directed and produced *The Glass menagerie* by Tennessee Williams for Lamar University Theater.