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Department of Management & Marketing - College of Business  
Texas A&M University - San Antonio  
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### **Education**

- Ph.D. - Marketing Communication, University of Connecticut (1993)
- Master of Arts - Speech Communication, University of Houston, (1984)
- Bachelor of Science - Journalism, Texas A&M University (1983)

### **Recent Academic Experience**

- Instructional Assistant Professor, Texas A&M University – San Antonio (August 2019 - Present)
- Adjunct Faculty & Curriculum Developer, University of Oklahoma (2016 - Present)
- Adjunct Faculty & Curriculum Developer, Grace Christian University (2018 - 2019)
- Adjunct Faculty, Strayer University/San Antonio Campus (June 2017 - 2019)

### **Professional Experience**

- Ruby A. Daniels Management & Research Consulting, LLC (2008 – Present)
- Director of Acquisitions & Marketing, Daniels Investments (2001 – 2009)
- Director of Marketing, Texas Academy of Aesthetic Dentistry (1992 - 1999)
- Fundraising Chairman, Project Any Baby Can (1987 - 1988)
- Senior Consultant, On-Point (1985 - 1988)
- Public Relations Account Executive, Dublin, McCarter & Associates (1984 - 1985)

### **Peer Reviewed Publications**

Miller, L. A., & Daniels, R. A. (2022). Psychological assessment and testing. In J. Zumbach, D. A. Bernstein, S. Narciss, & G. Marsico (Eds.), *International handbook of psychology learning and teaching* (pp. 1 - 34). Springer International Handbooks of Education. doi:10.1007/978-3-030-26248-8\_23-1

Daniels, R. A., Pemble, S., Allen, D., Lain, G., & Miller, L. A. (in press). LinkedIn blunders: A mixed method study of college students' profiles. *Community College Journal of Research and Practice*.

Daniels, R. A., & Dempsey, M. (2021). Leveraging LinkedIn: How can educators help college students market themselves? *Community College Journal of Research and Practice*. <https://doi.org/10.1080/10668926.2021.1919242>

Daniels, R. A., Torres, D., & Reeser, C. (2016). Where words fail, music speaks: A mixed method study of an evidence-based music protocol for hospice social workers. *Journal of Evidence-Based Social Work*, 1-17. doi:10.1080/23761407.2015.1111825

- Wilson, C., Sour, A. J., Miller, L. A., Saygbay-Hallie, M., Miller, C., & Daniels, R. A. (2016). A standardized tool for measuring military friendliness of colleges and universities. *SAGE Open*, 6(2)1-13. doi:10.1177/2158244016644009
- Rouse, R. A., & Al-Maqbali, M. (2014). Identifying nurse managers' essential communication skills: An analysis of nurses' perceptions in Oman. *Journal of Nursing Management*, 22(2), 192-200. doi:10.1111/jonm.12222
- Rouse, R. A. (2009). Ineffective participation: Reactions to absentee and incompetent nurse leadership in an intensive care unit. *Journal of Nursing Management*, 17(4), 463-473. doi:10.1111/j.1365-2834.2009.00981.x
- Rouse, R. A., & Kaplan, J. B. (2008). Why do some hospital leaders 'speak no evil' about their medical errors? *Journal of Leadership Studies*, 2(3), 6-16.

### Conference Presentations

- Miller, L. A., Mian, M. Z., Ehlers, S., Pettingill, M., Daniels, R. A., & Pemble, S. (2018). *Misconduct in the firehouse: How to foster cultural change when everyone is watching*. Session presented at the 2018 Society for Industrial and Organizational Psychology Conference, Chicago, Illinois.
- Rouse, R. A., & Kaplan, J. B. (2015). *A 'Schoolhouse Rock' approach to teach writing style*. Session presented at the 2015 Southeastern Writing Center Association Conference, Nashville, Tennessee.
- Rouse, R. A. (2014, October 18). *Customizing evidence-based practices: A comparative analysis of nurse manager leadership and communication in Oman*. Keynote address presented at the 7th Annual Dubai Health Authority Nursing and Midwifery Research Conference, Dubai, United Arab Emirates.
- Rouse, R. A., Miller, L. A., Peed, J., & Kircher, B. (2014, May 15). *EnterTRAINment: Schoolhouse Rock meets APA*. Session presented at the 29th Annual Convention of the Society of Industrial and Organizational Psychology, Honolulu, Hawaii.
- Miller, L. A., & Rouse, R. A. (2014, May 16). *Employer perceptions, preferences, and hiring practices of military personnel*. Poster session presented at the 29th Annual Convention of the Society of Industrial and Organizational Psychology, Honolulu, Hawaii.
- Rouse, R. A. (2014, March 1). *East meets west: Identifying the root cause of nurse-to-nurse violence*. Keynote address presented at the 2nd Annual Dubai Health Authority Conference on Violence in the Healthcare Sector, Dubai, United Arab Emirates.
- Rouse, R. A. (2011, November 10). *Show me the money: Is it worth it for adult learners to return to school?* Paper presented at the meeting of the Council for Adult and Experiential Learning, Chicago, IL.
- Rouse, R. A., & Ritter-Williams, D. (2011, October 14). *Slaying emotional monsters: Strategies to improve the retention of adult learners*. Paper presented at the meeting of the Association for Continuing Higher Education, Orlando, FL.

Rouse, R. A. (2011, March 30). *More than money: Promoting the intangible value of tuition assistance programs*. Workshop presented at the meeting of the CLO Symposium, Amelia Island, FL.

Miller, L. A., & Rouse, R. A. (2010, November 2). *A great divide: Job seeker and employer perspectives of needed skills*. Presentation at the meeting of the 2010 STEMtech Conference, Orlando, FL.