
Martha Barnes, Psy.D.

Instructor of Management

Academic Background

Psy.D. Touro University Worldwide, 2019.
Doctor of Psychology in Human & Organizational Psychology
Resume formats and impression management: Resume reviewers' perceptions and the use of self-presentation tactics (Dissertation)

Ed.S. University of Alabama - Birmingham, 2007.
Counseling and Educational Psychology specialization
eParenting in Central Alabama: A case study describing parenting and interactive technology (Ed.S. research)

Allied Health Certification. Virginia Commonwealth University, 1997.
The Medical School – Gerontology/Aging Studies
The theology of remembrance (case study research)

M.Ed. Counseling Auburn University, 1987.
Counseling & Counseling Psychology
Emotional abuse and neglect in children: A perspective for counselors (master's research)

B.S. Education. Auburn University, 1983
Rehabilitation Education

Academic Experience

Instructor, University of Mississippi. University, Mississippi. July 2024 – Present.

Director of Career Preparation and Instructor of Management, University of Mississippi.
University, Mississippi. November 2014 – June 2024.

Director of Experiential Education, University of New Orleans. New Orleans, Louisiana. 2010 – 2014.

Career Advisor/Counselor/Life Coach Coordinator with Building Stars, Baton Rouge Community College. Baton Rouge, Louisiana. 2008 – 2010.

Adjunct Faculty Human Studies/Counseling, University of Alabama at Birmingham.
Birmingham, Alabama. 2006 – 2008.
Courses: Professional Orientation and Ethics - Clinical Practicum - Adlerian Family Counseling

Adjunct Faculty/Extension Associate/Vocational Assessor, Auburn University. Auburn, Alabama.
1983 – 1984.

Compilation of Articles or Readings

Barnes, M. (2025). Influence Summit Days: Real world authenticity training with research and AI. In A. Cavanaugh & J. Whalen, *Selections from the ABC 2024 Annual International Conference, Tulsa, Oklahoma, USA: A Slick Set of Artificial Intelligence (AI) Classroom Ideas to Fuel Your Teaching* (pp. 18-21). Montclair State University: Business & Professional Communication Quarterly. <https://doi.org/10.1177/23294906241308060>

Hollister, R., Barnes, M., Wright, A., & Zimmer, D. (2022). *Curated Resources for Teaching and Assessing Career Readiness Competencies 2022: Professionalism*.

Refereed Proceedings

Abstract Only

Tomlinson, E., Coon, J., Gunter, M., & Barnes, M. (in press, 2023). Not Chat-GPT: Other Software Used to Build Students' Communication Skills. *Association for Business Communication Proceedings*.

Presentation of Refereed Papers

International

Barnes, M. (2024). *Influence Summit Days: Real World Authenticity Training with Research & AI*. Association for Business Communication, Tulsa, Oklahoma.

Barnes, M., Tomlinson, E., Coon, J., & Gunter, M. J. (2023). *Not Chat-GPT: Other Software Used to Build Students' Communication Skills*. Association for Business Communication, Denver, Colorado.

Barnes, M., Sigh, S., & Groot, J. (2021). *Beyond Business as Usual: Innovative Resume Writing Strategies and Tools in Developing Competencies and Harnessing Artificial Intelligence to Overcome Bias*. Association for Business Communication, Tampa, Florida.

Barnes, M. (2020). *Resume Writing, Nudging, and Generating Impression*. Association for Business Communication, Everywhere, Virtual.

Presentation of Non-Refereed Papers

Local

Barnes, M. & Dickens, W. (2019). *Best Practices in Resume Writing*. Invited presentation at University of Mississippi - SHOW YOUR SoTL STUFF 2019, University, Mississippi.

Teaching Grants

Funded

2023: Barnes, M. & Sigh, S., Inclusive Teaching Learning Community, Grantee, University of Mississippi - Center for Excellence in Teaching & Learning. Course redesign of BUS 271 - Business Communication.

2020: Barnes, M., Dickens, W., Sigh, S., McCarver, T., & Spargo, L. Open Educational Resources, Grantee, University of Mississippi - William and Flora Hewlett Foundation. Adopted an OER: *Business Communication Skills for Managers* Infused career-embedded content and integrated critical thinking skills throughout the curriculum. Linked experiential education with the curriculum through knowledge application and relevant case studies.

2020: Barnes, M. & Sigh, S., FACT Institute Grant, Grantee, University of Mississippi - FACT Institute Grant. The course integrated business acumen and principles through active learning and simulated approaches. Signature assignments included Think-Like-a-Recruiter, Ethics with the Pagano model, and Data Visualization and Representation.

Cases

Barnes, M., & Sigh, S. (2024). Scaffolding Virtual Simulations in Higher Education for Career-Readiness. *WCET - the WICHE Cooperative for Educational Technologies (Western Interstate Commission for Higher Education)*. Boulder, CO 80301-2204: The WICHE Cooperative for Educational Technologies.

Barnes, M. (2024). Authenticity Inside and Outside the Classroom | Equipping and Training Business Students for The Real World. *WCET Frontiers online*. Boulder, CO 80301-2204: WCET - the WICHE Cooperative for Educational Technologies (Western Interstate Commission for Higher Education).

Other Research Activities

Basic or Discovery Scholarship

2019: Barnes, M., & Payton, S., *University of Mississippi Career Competencies Survey*. CAREER COMPETENCIES SURVEY REPORT - 09/17/2019 Chapter One: Respondent Summary Chapter Two: Self-Reported Participated in High Impact Practices Chapter Three: Self-Reported Career Competency Infusion

Service to the University

University of Mississippi

School Assignments

Faculty Advisor:

2017 – 2024: Women in Business Student Chapter

Other Institutional Service Activities:

2019-2020 – 2020-2021: AACSB and Oral and Written Communication

University Assignments

Assurance of Learning - Institutional Service:

2018 – 2024: UM General Education - Oral Communication Sub-committee

Committee Chair:

2017 – 2024: Career Services Council

Committee Member:

2020 – 2021: Innovative Credentials Task Force

2020 – 2021: Industry Engagement Council

Facilitator:

2020 – 2021: Taskforce Chair - Managing the Disruption of COVID-19

Other Institutional Service Activities:

2019 –2021: SACS and Career Preparation Student Learning Outcomes

2019 – 2020: Internship Coordinators Network

Service to the Profession

Reviewer: Ad Hoc Reviewer for a Journal

2024: Business & Professional Communication Quarterly. Lending expertise in assessing My Favorite Assignment submissions to be published in the 2025 issues of BPCQ.

Chair: Conference / Track / Program

2023: Association for Business Communication Annual Meeting. Business Communication Center - Special Interest Group: Session Proposal Chair for tech panel.

Other Professional Service Activities

2022: National Association of Colleges and Employers. NACE Competency Playbook: Professionalism.

Presentation

2021: Auburn University, Auburn, Virtual. Career Chats Panel Member. Auburn University alumni presenter representing graduate pathways and careers in industry and academia, networking with students, and providing career advice.

Service to the Community

Other Community Service Activities

2024 – Present: Coast Guard Auxiliary, Foley, Alabama. Flotilla 3-2 network of 30,000+ all volunteer lifesavers. Flotilla members are trained in boating skills and seamanship and conduct patrols for a variety of mission purposes. Missions may include search and rescue, monitoring aids to navigation, water sampling and waterway watch.

2022: Community Engagement Faculty Champion

2021: Infographics created for United Way; BUS 271 students created infographics for United Way after studying data visualization in the business course.

Infographics supplement promotional materials in preparation for the University's annual giving campaign and the global Giving Tuesday movement.

<https://www.givingtuesday.org/>

2021: Community Engagement Faculty Champion, Student civic engagement and voter education.

Faculty Champion recognition and certificate given.

<https://dce.olemiss.edu/recognizing-2020-21-faculty-civic-champions/>

Faculty Development

Assurance of Learning - Professional Development

2020: U of MS QEP - FACT Institute Panel - Critical Thinking presenter. 2nd Annual Faculty Approaches to Critical Thinking (FACE)

Co-presenter for the School of Business regarding the integration of CT outcomes in the Business Communication course

2019: Southern Association of Colleges and Employers. Developing a Campus - Competency Development Initiative |

Institutions are shifting their campus-wide culture by intentionally mapping student learning in the curriculum and co-curriculum to competency development.

Other Professional Development

2020: Community Engagement Faculty Lunch and Learn. *Leadership Serv's: Excellence in Servant Leadership Program

*Voter Engagement Project

2020: School of Business Resilient Pedagogy Learning Community. Instructional Workshop Teaching & Managing Large Sections, Creating Community Among Students, Enhancing Critical Thinking (presenter), Tech Tools Overview, and Resilient Pedagogy.

2020: SE Region ABC teaching circle. Writing peer review - Networking - Anonymous activities (such as midterm/weekly anonymous evaluations to see class dynamics) - In-person presentations - Role-playing - Peer ratings - In-class small-group activities in a classroom with physical distancing

2019: University of Mississippi - SHOW YOUR SoTL STUFF

2019. <https://cetl.wp2.olemiss.edu/wp-content/uploads/sites/83/2018/11/P4250450.jpg>

Professional Seminars / Workshops

2021: Association for Business Communication. Achieved Social Style accredited badge with model and indicators to enhance communication and collaboration among team members.

https://www.credly.com/badges/d60fa88e-04fc-4912-8fcf-66ebf37a6d9c/linked_in

2021: Lumen Learning. Lumen Circles Fellowship Program and Certificate (Summer 2021)
Belonging and Inclusive Fundamentals
Explored and applied evidence-based teaching practices to support student success.

Ethics in Coaching Roundtable

NACE Town Hall

COVID-19 CS Virtual Roundtable: Leading Through Change

Other Activities

2019 - Career Preparation Career Guide : Created a Career Guide for business students with 4 themes: 1. Explore 2. Learn 3. Focus 4. Action

Published in print, coupled with a new addition to the upcoming launch of the web update.

2019 - Career Vision Survey : Survey sent to the business students regarding their current career pathway, dream jobs, preferred industries, desired benefits, and top locations for their future jobs.

2019 - Career Competency Wheel & Definitions : Career competency wheel and working draft definitions of the competencies developed for the University's Career Council:

Critical Thinking/Problem-solving - Ethical Decision-making - Oral/Written Communications - Quantitative Reasoning - Teamwork/Collaboration - Digital Technology - Professionalism/Work Ethic - Career Management - Global/Intercultural Fluency - Innovation & Creativity - Community Engagement

Teaching Honors and Awards

Awards & Recognitions

2023: Ole Miss Golden Key Faculty Recognition

2022: Recognition for Experiential Education, The Forage. Career Prep team and Business Communication faculty led an initiative in virtual simulations and received a ranking of #1 in Mississippi, #3 for a public university, and #14 overall internationally for experiential education with The Forage. Students received industry-based certificates in areas such as finance, marketing, management, virtual communication, or law.

2010: Certificate of Appreciation for Testing and Training Locations – U.S. Census Dallas Region - University of New Orleans Career Center

2009 Certificate of Appreciation for Career and Workforce Development – Baton Rouge Community College

2005 Chi Sigma Iota Faculty Accolade – Focus on Professional Identity – UAB Zeta chapter

Memberships

Coast Guard Auxiliary, 1

National Association of Colleges and Employers, 8

Association for Business Communication, 6

Certifications

Board Certified Coach, 2011, Greensboro, NC 27403-3660.