Matari Jones Gunter, Ph.D.

Texas State University | San Marcos, TX
McCoy College of Business | Department of Management
Associate Professor of Instruction-Business Communication
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Institutions of Higher Education

Ph.D., School of Business and Leadership, Our Lady of the Lake University, May 2015
M.S., Organizational Leadership, Our Lady of the Lake University, December 2011
B.A., Journalism, Texas A&M University, 1993. Double minor in Spanish and Marketing

- Promoted to Associate Professor of Instruction-Fall 2024

Honors, Awards, Research Grants, and Certifications

- Presidential Award for Excellence in Service-Office of the President-Fall 2025
- McCoy Faculty Development Grant-Conference Presentation-Fall 2025
- McCoy Faculty Development Grant-Conference Presentation-Fall 2024
- McCoy Faculty Development Grant-Conference Presentation-Fall 2023
- Instructional Innovation Grant-Dean's Office-McCoy College of Business-Fall 2023
- Dale Carnegie Leadership Training for Results Certification-Fall 2023
- Dale Carnegie High Impact Presentations Certification-Spring 2023
- Dale Carnegie of Central Texas Top Vote Getter- Spring 2023
- Dale Carnegie Executive Level Professional Development Program Certification-Fall 2022
- McCoy College Faculty Development Grant- Fall 2017
- Presidential Award for Excellence in Teaching, McCoy College of Business Administration, Texas State University-2016
- Design Online/Hybrid Course certification-2016

Teaching Interests:

- Artificial Intelligence
- Business Communication
- Professional Development
- Leadership Studies
- Principles of Management
- International Management
- Executive-Level High Impact Presentations
- Organizational Communication
- Business Ethics
- Organizational Behavior and Human Relations
- Group Dynamics in Organizations
- Management/Managerial Communication

Research Interests:

- Artificial Intelligence (AI) Influence on Business Communication
- Podcasting Influences and Choices Among Business Majors
- ePortfolio Management and Effectiveness in Business Communication
- Defining Construct of Business Communication
- Assessing Effectiveness of Business Communication Theories and Practice
- Leadership Studies-Authentic and Transformational
- Job Satisfaction
- Emotional Intelligence
- Hybrid/Online Teaching for Business Communication and Professional Development

Research

Works in Progress

What Characteristics of Podcasts Attract Business Students? Dr. Peter Cardon, University of Southern California, Marshall School of Business and Dr. Matari Gunter, Texas State University, McCoy College of Business. Analyzing data. Potential Journal- *Business and Professional Communication Quarterly*.

AI Pedagogy as It Relates to Business Communication. Dr. Timothy Ponce, University of Texas-Arlington; Dr. Theresa Wernimont, Colorado State University; and, Dr. Matari Gunter, Texas State University. Gathering data.

Not Chat GPT: Other Software Used to Build Students' Communication Skills. Panel discussion. 2023 ABC 88th Annual International Conference, Denver, CO.

AI and Business Communication Research Summit-collaborating with faculty from across the country on designing course assignments, deliverables, and research pathways. Gathering data.

Students' Retention, Diversity and Graduation in Higher Education: A Narrative Drawn from Data at Texas State University and Other Peer Institutions-Texas State University, 2019.

Adding Professional Development to Today's Business Communication Curriculum to Better Prepare Students for Careers- Paper presented at Association for Business Communication Conference-Dublin, Ireland, 2017.

Emerging Pedagogical Methods: The Professional Development Program as a Relevant Addition to Business Communication Coursework at Texas State University-Paper presented National Communication Association Conference-Dallas, TX, 2017.

Published

Whalen, D. J., Drehmer, C., & Cavanaugh, A. (2024). Selections From the ABC 2023 Annual Conference, Denver, Colorado USA: Mining Nuggets of Business Communication Pedagogy Gold. Business and Professional Communication Quarterly, 1-24 https://doi.org/10.1177/23294906241239873.

Dissertation titled "Examining the Relationship Between Followers' Perception of Authentic Leadership Style and Follower Job Satisfaction."

Teaching Experience

Associate Professor of Instruction-McCoy College of Business-Fall 2024
Graduate Faculty Lecturer- McCoy College of Business-MBA Program-Texas State University 2022-Present
Full-time Lecturer-McCoy College of Business-Management Department-Texas State University January 2015-2024
Part-time Lecturer-Carlos Alvarez College of Business-University of Texas at San Antonio-2015

University Service

- Elected to McCoy College of Business-Undergraduate Curriculum Committee-Fall 2024-2026
- Elected to McCoy College of Business-Management Department Curriculum Committee-Fall 2025 to Present
- Mistress of Ceremonies-McCoy College of Business Student Success Center-Leadership Program Awards Dinner-Spring 2024
- Mistress of Ceremonies-McCoy College of Business Student Success Center-Undergraduate Mentoring Celebration Program-Spring 2024
- Workshop Presenter-*Presenting to a Non-technical Audience*-Graduate Student Workshop-Spring 2024
- McCoy College of Business Scholarship Committee-2023-Present
- Faculty-led Education Abroad Program-Barcelona, Spain-2022, 2023
- Student Success Center Mentor-2022-2026
- Graduate Hooding Ceremony-Mistress of Ceremonies-2022-Present
- Dale Carnegie Executive-Level Professional Development Program and Certification-2022
- Dale Carnegie-High Impact Presentations Certification-2022
- Dale Carnegie-Leadership Training for Results Certification-2022
- Business Leadership Week-Panel Discussion Moderator-2022
- Association for Business Communication (ABC)-Regional Secretary-2021-2022
- Peer reviewer for scholarly journal-*Business and Professional Communication Quarterly*-2020-Present
- Diversity, Equity & Inclusion Task Force (DEI)-2020-2022
- Bookcats Book Club-2019-Present
- Association for Business Communication (ABC)-Member-2017-Present
- Non-tenure Line Faculty Committee-2017-Present
- Mentor African American business students in the McCoy College of Business-2017-Present
- Library Committee-2017-2019
- Search Committee for Tenure Track Business Communication Faculty Member-Fall 2017
- Ethics, Diversity, and Sustainability Committee-2015-2022
- Coalition of Black Faculty and Staff, Member-2015-Present

Professional Organizations

- American Association of University Professors (AAUP) 2024-2025
- Southern Management Association (SMA) 2024-2025
- Association for Business Communication-2015-Present
- National Association for Communication-2016-2018
- Academy of Management-2017-2018

Work History

2022-Present

Graduate Faculty, MBA Program, McCoy College of Business-Texas State University, San Marcos

2015-Present

Full-time Lecturer, Business Communication, Department of Management, McCoy College of Business-Texas State University, San Marcos

- Updated curriculum for business communications course
- Developed, researched, and implemented professional development component of course

Part-time Lecturer, Business Communication and Professional Development, Department of Management, Carlos Alvarez College of Business-University of Texas at San Antonio

2012-2017

Freelance journalist and television reporter-WOAI-TV, NBC affiliate, San Antonio

2009-2015

Attended graduate school, full-time, pursuing master's degree and doctorate in Leadership Studies and Organizational Leadership

2007-2010 College Director of Community and Public Relations, St. Philip's College

- Planned, implemented, and publicized college public relations activities and achievements to promote positive image.
- Wrote scripts and developed concepts for print and broadcast advertising campaigns.
- Maintained effective media and community relations.
- Organized and managed special events such as dedication ceremonies, golf tournament scholarship fundraisers, homecoming and centennial celebrations and events.
- Worked as member of college president's executive leadership team with duties to develop, plan and implement college and district strategic goals and system processes.
- Selected for district communications committee that reported to Chancellor and Trustees.
- Interacted with and negotiated agreements with local church leaders and community organizers for partnerships and scholarship fundraisers.

2002-2007 Education Reporter, WOAI-TV

- Initiated, researched, and developed education stories involving the sixteen school districts in Bexar County.
- Sought out and sourced stories involving safety, crime, health, policy, and program issues facing school districts and the surrounding communities.
- Also served as lead spot news reporter.

1998-2007 Public Affairs Director, KSJL 810 AM

- Produced and hosted weekly one-hour public affairs show targeting African American and Hispanic audiences.
- Hosted local United Negro College Fund (UNCF) telethon. Hosted annual KSJL Radiothon.

1998-2002 News Reporter/Anchor, WOAI-1200 AM

- Developed, wrote, delivered, and covered extensive news stories about state and federal criminal trials.
- Served as WOAI's "Straight from the Street" reporter gathering local reaction about current events.
- Served as fill-in news anchor for morning and afternoon drive.

1996-1998 Reporter, KTSA RADIO

Covered traffic and news. Anchored morning drive.

1995-1996 Reporter, KTRH RADIO

Wrote scripts. Covered crime and entertainment beats.

1992-1995 Media Communications Specialist, Texas A&M University

Wrote stories about the College of Liberal Arts and Student Activities.

Awards and Honors (Community)

- Chosen "Program of the Year" by San Antonio Chapter of Jack and Jill of America, Inc.-2013
- Selected by National Partnership for Women and Families to speak before Congressional Leaders about Family and Medical Leave Act (FMLA)-Washington, D.C., 2013
- American Association of University Women, San Antonio Chapter, Scholarship Award, 2010
- Jud Mather Endowed Scholarship, Our Lady of the Lake University, 2010
- Alamo Colleges Leadership Academy for Success Award (ALAS)-2009

Special Recognitions

- 2025-Ten-year work anniversary at Texas State University as Lecturer
- 2011-Doctoral Luminary, School of Business and Leadership, Our Lady of the Lake University
- 2009-Nominated and Selected for the Alamo Colleges Leadership Academy for Success
- 2007-2009-Selected and Served on Martin Luther King, Jr. Commission-San Antonio
- 2006-San Antonio Business Journal "Top 40 under 40" recipient
- 2003-Selected by San Antonio Greater Chamber of Commerce for Leadership San Antonio

Community Involvement

- Co-Chair-Beautillion-Jack and Jill of America, Inc. San Antonio Chapter 2026
- Chaperone-South Central Region Teen Conference-Jack and Jill of America, Inc.-2026
- Co-Chair of Founder's Day Program-Jack and Jill of America, Inc.-January 2025
- Greater San Antonio Chamber of Commerce-Leadership San Antonio (LSA)-Steering Committee-2024-2025
- Chair of the Centers of Excellence Founder's Day Program-Jack and Jill of America, Inc.-January 2023
- PALS Social Club-San Antonio-2020
- Nominated and Serve as Alternate on Architectural Design and Review Committee, City of Castle Hills, 2013-Present
- Chairperson, Staff/Pastor/Parish Public Relations Committee, E.T. Dixon United Methodist Church, 2011-2014
- Recording/Corresponding Secretary, Nimitz/STEM Middle School PTA, 2011-2014
- Recording/Corresponding Secretary, Castle Hills Civic Participation Committee, 2011-2014
- Lead sponsor/Co-program coordinator, Jack and Jill of America, Inc., 2010-Present
- Chairperson, Junior League of San Antonio, Ole´ Marketplace, 2000-2002
- Volunteer, Boys and Girls Club, 2002-2004
- Volunteer, YMCA, 1999-2001

University Service (Graduate School)

2012-Present-Cohort Leader, Leadership Studies Doctoral Program, Our Lady of the Lake University

Membership in Professional and Civic Associations

American Association of University Women, 2010-2015