

# DR. TATIANA BATOVA

## ACADEMIC POSITIONS

**Associate Professor of Business Administration**, Fall 2021-present, Darden School of Business, University of Virginia

**Associate Professor** with tenure, Fall 2019-Summer 2021, College of Integrative Sciences and Arts, Arizona State University

**Faculty Affiliate**, Fall 2020-Spring 2021, The Design School, Herberger Institute of Design and The Arts, Arizona State University

**Faculty Affiliate**, Spring 2020-Spring 2021, Department of Marketing, W.P.Carey School of Business, Arizona State University

**Senior Sustainability Scholar**, Spring 2017-Spring 2021, Julie Ann Wrigley Global Institute of Sustainability, Arizona State University

**Assistant Professor**, Fall 2013-Spring 2019, College of Integrative Sciences and Arts, Arizona State University

**Seminar Instructor**, Spring 2013, Wisconsin School of Business (Custom Executive Education) and University of Wisconsin-Stevens Point (School of Business and Economics) for Aspirus Health

**Graduate Instructor**, Fall 2008-Spring 2012, University of Wisconsin-Milwaukee (Department of English)

**Adjunct Instructor**, Spring 2006, University of Wisconsin-Green Bay (Department of Modern Languages)

**Graduate Instructor**, Fall 2003-Fall 2005, University of Wisconsin-Milwaukee (Department of Foreign Languages and Literature)

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## AWARDS

Distinguished Scholar Award, College of Integrative Sciences and Arts, ASU, 2019

Nomination for the Best Article Reporting Qualitative or Quantitative Research, Technical and Scientific Communication category, the Conference on College Composition and Communication, 2019

Runner-up for the Rudolph Joenk Award for Outstanding Article in the IEEE Transactions on Professional Communication, 2018

Summer Research Award, College of Integrative Sciences and Arts, ASU, 2014, 2015, 2016, 2017, 2018

Nomination for the Best Article on Philosophy or Theory, Technical and Scientific Communication category, the Conference on College Composition and Communication, 2016

Frank R. Smith Outstanding Journal Article Award, *Technical Communication*, the journal of the Society for Technical Communication, 2010

## GRANTS

Seed Grant, Institute for Social Sciences Research, ASU, 2019-2020 (as Co-PI with Ruediger, S.).  
“Willingness to Take an Opioid Pain Medication and Culture-defined Beliefs in Social Mobility.” (\$7,957).

Catalyst Grant, University of Wisconsin-Milwaukee (stage 2), 2016-2017 (as Co-PI with Clark, D. and Card, D.). “Responsive Writing Solutions.” (\$50,000).

NSF I-Corps Grant, 2016 (as Co-PI with Clark, D. and Card, D.). “Responsive Writing Solutions.” (\$50,000).

Ideadvance Seed Grant, 2015-2016 (as Co-PI with Clark, D.). “Controlled Language Solutions for Global Organizations.” (\$25,000).

Catalyst Grant, University of Wisconsin-Milwaukee (stage 1), 2014-2015 (as Co-PI with Clark, D.).  
“Controlled Language Software Optimized for Small Organizations.” (\$12,905).

Center for Information Development-Management (CIDM) Grant, 2013-2014. Sponsors: Microsoft, EasyDITA, SDL, Adobe. “Survey of Best Practices of Multilingual Quality and Global Component Content Management.” (\$5,000 plus travel to the 2014 CIDM Best Practices Conference).

University of Wisconsin-Stevens Point, School of Business and Economics, 2011 (as Co-PI with Ruediger, S.). “‘Third Context’ of Intercultural Communication: Developing Best Practices for Teaching Intercultural Business Communication Classes.” (Travel to China).

University of Wisconsin System, Office of Professional and Instructional Development, 2009-2010 (as Co-PI with Walczyk, N., Clark, D. and Khatchadourian, S.). Teaching Grant: “Writing English for Non-native Speakers: Assessing and Developing Best Practices for Teaching Business Writing Students.”

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## MANAGERIAL & EDITORIAL EXPERIENCE

**Freelance Consultant** (Multilingual Communication, Localization, User Experience, and Content Strategy), 2005 - Present

**Co-director of MS in User Experience degree**, January 2020-May 2021, Arizona State University

**Assistant Editor**, Sept 2010 - May 2013, Cream City Review, Milwaukee, WI

**Localization Project Manager**, Jan - July 2008, CPGauger, West Allis, WI

**Language Specialist: Russian**, Jan 2007 - Jan 2008, Columbia St. Mary’s hospitals, Milwaukee, WI

**Localization Project Manager**, June - Dec 2006, International Communication by Design Inc, Milwaukee, WI

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## EDUCATION

**Ph.D. in English** (emphasis in Professional, Business, and Technical Writing); University of Wisconsin-Milwaukee, May 2013. Summa Cum Laude

**M.A. in Foreign Languages and Literature** (German - English Translation); University of Wisconsin-Milwaukee, December 2005. Magna Cum Laude

**M.A. and B.A. in German, English, and Pedagogy**; Tula State Pedagogical University, Tula, Russia, June 2003. Summa Cum Laude

## PUBLICATIONS (lead author listed first)

### Peer-reviewed journal articles

1. **Batova, T.** (2021). "To Wear or Not To Wear: A Commentary on Mistrust in Public Comments to CDC Tweets about Mask-Wearing during COVID19." *International Journal of Business Communication*. OnlineFirst doi:10.1177/23294884211008584.
2. **Batova, T.** (2021). "An Approach for Incorporating Community-Engaged Learning in Intensive Online Classes: Sustainability and Lean User Experience." *Technical Communication Quarterly*. OnlineFirst doi: 10.1080/10572252.2020.1860257.
3. **Batova, T.** (2021). "'Picturing' Xenophobia: Visual Framing of Masks during COVID-19 and Implications for Advocacy in Technical Communication." *Journal of Business and Technical Communication* 35 (1), 50-56.
4. Ruediger, S., **Batova, T.** (2020). "The Candy Price Index and the Gumball Domestic Product." *Journal of Economics Teaching* 5 (1), 1-16.
5. **Batova, T.**, Ruediger, S. (2019). "Improving Student Outcomes in High-Enrollment Statistics Classes with the Structured Writing Approach." *Teaching Statistics* 41, 94-100.
6. **Batova, T.** (2019). "Lost in Content Management: Constructing Quality as a Global Technical Communication Metric." *Technical Communication* 66 (2), 30-52.  
*\*Nominated for the Best Article Reporting Qualitative or Quantitative Research award in the Conference on College Composition and Communication: Technical and Scientific Communication Awards category.*
7. **Batova, T.** (2018). "Global Technical Communication in 7.5 Weeks Online: Combining Industry and Academic Perspectives." *IEEE Transactions on Professional Communication* 61 (2), 311-329.  
*\*Runner-up for the 2018 Rudolph Joenk Award for Outstanding Article in the IEEE Transactions on Professional Communication.*
8. **Batova, T.** (2018). "Work Motivation in the Rhetoric of Component Content Management." *Journal of Business and Technical Communication* 32 (3), 308-346.
9. **Batova, T.** (2018). "Negotiating Multilingual Quality in Component Content Management Environments: A Case Study." *IEEE Transactions on Professional Communication* 61 (1), 77-100.
10. **Batova, T.**, Andersen, R. (2017). "A Systematic Literature Review of Changes in Roles/Skills in Component Content Management Environments and Implications for Education." *Technical Communication Quarterly* 26 (2), 173-200.
11. Andersen, R., **Batova, T.** (2015). "The Current State of Component Content Management: An Integrative Literature Review." *IEEE Transactions on Professional Communication* 58 (3), 247-270.
12. **Batova, T.**, Clark, D. (2015). "The Complexities of Globalized Content Management." *Journal of Business and Technical Communication* 29 (2), 221-235.  
*\*Nominated for the Best Article on Philosophy or Theory of Technical or Scientific Communication award in the Conference on College Composition and Communication: Technical and Scientific Communication Awards category.*
13. **Batova, T.** (2014). "Component Content Management and Quality of Information Products for Global Audiences: An Integrative Literature Review." *IEEE Transactions on Professional Communication* 57 (4), 325-339.

14. **Batova, T.** (2010). "Writing for the Participants of International Clinical Trials: Law, Ethics, and Culture," *Technical Communication* 57 (3), 266-281.

*\*Society for Technical Communication (STC): Frank R. Smith Outstanding Journal Article Award. One article is selected each year in the flagship journal of this organization.*

#### **Peer-reviewed book chapters**

1. **Batova, T.** (2014). "Legal Literacy for Multilingual Technical Communication Projects." *Legal Issues in Global Contexts*. Eds. St. Amant, K., Rife, M. Baywood Publishing, 83-102.

*\*Edited collection won Award of Excellence in the STC International Summit Competition (an international award) and Award of Excellence in the Society for Technical Communication Washington, DC-Baltimore technical publications competition (a regional award).*

#### **Peer-reviewed proceedings articles**

1. **Batova, T.** (2019). "Cultural Dimensions, Consumption of Opioid Pain Medications, and Designing Educational Information Products." *Proceedings of the International Professional Communication Conference, 2019 IEEE International*. Full paper format.

2. **Batova, T.**, Andersen, R., Evia, C., Sharp, M., Stewart, J. (2016). "Incorporating Component Content Management and Content Strategy into Technical Communication Curricula." *Proceedings of the Special Interest Group on Design of Communication (SIGDOC) of the Association for Computing Machinery*. Extended abstract format.

3. **Batova, T.** (2016). "Lean UX and Innovation in Teaching." *Proceedings of the International Professional Communication Conference, 2016 IEEE International*. Extended abstract format.

4. **Batova, T.**, Card, D., Clark, D. (2016). "Challenges of Lean Customer Discovery as Invention." *Proceedings of the International Professional Communication Conference, 2016 IEEE International*. Brief paper format.

5. **Batova, T.** (2015). "Component Content Management in Multiple Languages: A Conceptual Controversy." *Proceedings of the International Professional Communication Conference, 2015 IEEE International*, 202-205. Brief paper format.

#### **Edited special issues in academic journals**

1. **Batova, T.**, Andersen, R. (2016). Special Issue on Content Strategy, *IEEE Transactions on Professional Communication*.

2. Andersen, A., **Batova, T.** (2015). Special Issue on Component Content Management, *IEEE Transactions on Professional Communication*.

#### **Editorials in academic journals**

1. **Batova, T.**, Andersen, R. (2016). "Introduction to the Special Issue: Content Strategy—A Unifying Vision" (Editorial). *IEEE Transactions on Professional Communication* 59 (1), 2-6.

2. Andersen, R., **Batova, T.** (2015). "Introduction to the Special Issue: Content Management—Perspectives from the Trenches" (Editorial). *IEEE Transactions on Professional Communication* 58 (3), 242-246.

## Editorial-reviewed articles in trade journals

1. **Batova, T.** (2015) "Multilingual Quality and Topic-based Authoring: A Survey of Common Practices." Center for Information Development-Management, Best Practices.  
*\*The Center for Information Development-Management is an organization of information-development, training, and support managers across the United States and internationally. Its newsletter publishes innovative work in technical communication and information management, is by invitation only, and is reviewed by the editorial board that consists of industry and academic thought leaders.*

## Publications in progress

1. **Batova, T.,** Andersen, R. "Content Management." *Keywords in Technical Communication*. Eds. Yu, H., Buehl, J. WAC Clearinghouse (University Press of Colorado). Under review.
2. **Batova, T.** "Sustainability as a Productive Site of User Experience Collaboration." *Collaborations and Partnerships in UX*. Eds. Robinson, J., Weber, R. WAC Clearinghouse (University Press of Colorado). Under review.
3. **Batova, T.,** Ruediger, S. "Cross-Country Analysis of the Role of Culture in the Consumption of Prescription Opioids and Implications for Communicating Educational Health Information." Under review.

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## PRESENTATIONS

### Academic, peer-reviewed conferences

1. "The Impact of Interdependence on the Willingness to Take Opioid Pain Medications" (with Mandel, N., Wang, Q.; presented by Mandel, N.). *Society for Consumer Psychology Conference: Boutique Conference on Addiction and Maladaptive Consumption*, Seattle, August 2019.
2. "Cultural Dimensions, Consumption of Opioid Pain Medications, and Designing Educational Information Products." *International Professional Communication Conference*, Aachen (Germany), July 2019.
3. "Collaborating for Sustainability: Project Cities in the Online UX Classes." *Special Interest Group on Design of Communication of the Association for Computing Machinery*, Milwaukee, August 2018.
4. "Lean Hypothesis Testing in a UX Class: Combining User-Centeredness and Business Goals to Meet Industry Demands." *Council for Programs in Technical and Scientific Communication*, Savannah, October 2017.
5. "The Industry/Academy Collaborative Research Initiative and the Global Content Strategy Project: Lessons Learned" (with Andersen, R.). Panel: Content Strategy: Local and Global Perspectives. *Association of Teachers of Technical Writing*, Portland, March 2017.
6. "Writing in Economics and Statistics Mass Lecture Class: Targeting Pain Points with Structured Writing-to-Learn" (remote participation, with Ruediger, S.). Poster Session. *American Economic Association*, Chicago, January 2017.
7. "Writing in a Business Statistics Mass Lecture: Targeting Pain Points with Structured Writing-to-Learn" (remote participation, with Ruediger, S.). *Decision Science Institute*, Austin, November 2016.

8. "Lean UX and Innovation in Teaching." *International Professional Communication Conference*, Austin, October 2016.
9. "Challenges of Lean Customer Discovery as Invention" (with Card, D., Clark, D.). *International Professional Communication Conference*, Austin, October 2016.
10. "Task-oriented Content Audit in a UX Class," *Special Interest Group on Design of Communication of the Association for Computing Machinery*, Arlington, September 2016.
11. "Engineers' Design Practices: An International Ethnographic Pilot Study" (remote participation, with Durão, R., Eriksson, Y., Mattson, K.). *Society for Social Studies of Science*, Denver, November 2015.
12. "Writing in a Business Statistics Mass Lecture: Targeting Pain Points with Structured Writing-to-Learn" (with Ruediger, S.). *Association for Business Communication*, Seattle, October 2015.
13. "Conveying Meaning Through Shapes and Lines: What Practicing Engineers Can Teach Higher Education (HE) about Information Literacy in G/Local Worksites" (remote participation, with Durão, R., Eriksson, Y., Mattson, K., El Hilali, N., Yenda Illunga, Y., and Parianou, A.). *Georgia International Conference on Information Literacy*, Savannah, September 2015.
14. "Component Content Management in Multiple Languages: A Conceptual Controversy." *International Professional Communication Conference*, Limerick (Ireland), July 2015.
15. "Visualizing Quality in Multilingual Component Content Management Networks." *Association of Teachers of Technical Writing*. Indianapolis, March 2014.
16. "Impacts of New Technologies on Negotiating Communication Quality in Global Teams." *Association for Business Communication*, New Orleans, October 2013.
17. "Content Management: New Gateways and Challenges of Technology in Transition" (panel presentation). *Conference on College Composition and Communication*, St. Louis, March 2012.
18. "International Technical Communication: Re-Considering Quality." *Association of Teachers of Technical Writing*, St. Louis, March 2012.
19. "'Third Context' of Intercultural Communication in Business Writing Classes" (with Ruediger, S.). *Association for Business Communication*, Montreal (Canada), October 2011.
20. "Positively Global: Editing the Work of Multilingual Writers." *Society for Technical Communication*, Sacramento, May 2011.
21. "Teaching Business Writing Students to Write for a Global Audience." *Association for Business Communication*, Chicago, October 2010.
22. "Teaching Business Writers to Write for a Global Audience." University of Wisconsin System, *President's Summit on Excellence in Teaching and Learning*, Madison, April 2010.
23. "Business Writing Challenge: Bridging the Academic and Professional Worlds." University of Wisconsin System, *President's Summit on Excellence in Teaching and Learning*, Madison, April 2010.
24. "Content Management and the Realities of Translation." *Association of Teachers of Technical Writing*, Louisville, March 2010.

#### **Industry conferences**

1. "UX Design for Sustainability: Where Academe, Business, and Community Meet." Poster Session. *User Experience Professionals Association (UXPA)*, Scottsdale, June 2019.

2. "Multilingual Quality and Topic-based Authoring: A Survey of Common Practices." *Center for Information Development-Management: Best Practices*, Stevenson, September 2014.
3. "Quality of Global Information Products and Component Content Management." *Congility*, London (UK), June 2014.
4. "Cultural Aspects of Medical Interpreting." *Annual Conference of Midwest Association of Translators and Interpreters*, Beloit, September 2007.

#### **Invited presentations**

1. "The Impact of Interdependence on the Willingness to Take Opioid Pain Medications" (with Mandel, N., Wang, Q., Ruediger, S.). W.P. Carey Marketing Department (ASU), *Consumer Behavior Lab Group Seminar Series*, Tempe, October 2019.
2. "Writing in Statistics and Economics Mass Lectures: Targeting Pain Points with Structured Writing-to-Learn" (with Ruediger, S.). Poster Session. *Learning Innovation Showcase*, Tempe, February 2018.
3. "Positively Apache Junction: Web User Experience for AJ Visitors." Report on the TWC 544: User Experience class in the ASU Project Cities Fall 2017 program, Julie Ann Wrigley Global Institute of Sustainability, Tempe, November 2017.
4. "Locally-embedded User Experience: Project Cities and Fighting Negative Community Perceptions." Multilingual UX Symposium, Sites of Translation User-Experience Research Center, University of Texas-El Paso, November 2017.
5. "ATTW Career Workshop," Association of Teachers of Technical Writing, Portland, March 2017 (Workshop for graduate students planning to enter the academic job market; by tenure track faculty representing multiple institutions).
6. "What Does Topic-based Authoring Bring for Global Technical Communication?" Ignite Talk, *Special Interest Group on Design of Communication of the Association for Computing Machinery*, Colorado Springs, September 2014.
7. "Implications of Component Content Management and Content Strategy for Curriculum Design." *STC Academic SIG Partnership Pre-Conference: Content Strategy Panel*, Colorado Springs, September, 2014.
8. "Audience and Context in International Technical Communication." Guest lecture for Theories in Business and Technical Writing (English 855), University of Wisconsin-Milwaukee, October 2011.
9. "Business and Technical Communication in the U.S." Tewood Metal International Trade Corp, international marketing department, Tianjin, China, June 2011.
10. "Content Management and Translation." Society for Technical Communication, Wisconsin Chapter, February 2011.

## TEACHING

### **Darden School of Business, University of Virginia**

Leadership Communication, core curriculum, full-time MBA

Storytelling with Data, second-year elective, full-time MBA

### **Arizona State University**

#### *Courses*

User Experience, graduate, undergraduate, cross-listed grad/undergrad formats, face-to-face and online

Global Issues in Technical Communication, online

Fundamentals of Technical Communication, face-to-face and online

#### *Advising*

- 1.Elisabeth Wrede, MS (2018): “Developing User-Friendly Help Documentation: The Impact of Mobile Device Usability Guidelines on the Design of Help Documentation for Smartphone Applications.” Chair.
- 2.Robyn Coburn, MS (2018): “Persona Development: Bringing Personas to Life Through Ethical Research.” Committee member.
- 3.Amanda Nash, MS (2018): “Examining Banner Bank’s Current Operational Material and the Opportunity for Increased Usability.” Committee member.
- 4.Amy Wood, MS (2017): “Usability Study for www.yourbrandpartner.com.” Chair.
- 5.Amanda Swiontek, MS (2017): “Knowledge Base Research, Design and Development for the Accesso Siriusware Product Suite.” Committee member.
- 6.Tessa Audet, MS (2017): “Understanding Parents’ Health Information Needs When Their Child is Newly Diagnosed with Cancer.” Committee member.

### **UW-Madison, UW-Stevens Point, Aspirus Health**

Executive Seminar: Business Communication and Personal Leadership Effectiveness

### **UW-Milwaukee**

Business Writing, face-to-face and online

Technical Writing, online

Introduction to College Writing, face-to-face

Introduction to Mechanical Engineering: Communication Elements, face-to-face

First, Second, and Third Semester German, face-to-face

First and Second Semester Russian, face-to-face

Advanced Russian Reading and Conversation, face-to-face

### **UW-Green Bay**

German-English Translation, face-to-face

Advanced German Conversation and Composition, face-to-face



## ACADEMIC SERVICE

Personnel Committee for Tenured and Tenure-Track Faculty, College of Integrative Sciences and Arts, ASU, Fall 2020

Environmental Humanities Initiative, ASU, Spring 2017-Spring 2021

Project Cities, Julie Ann Wrigley Global Institute of Sustainability, ASU, Spring 2017-Spring 2021

MS in User Experience (UX) degree development, Fulton Schools of Engineering/College of Integrative Sciences and Arts, ASU, Fall 2016-Spring 2021

Curriculum Committee, College of Integrative Sciences and Arts, ASU, Fall 2017-Spring 2019

MyASU re-design project (faculty adviser for UX), University Technology Office, ASU, Spring 2016-Spring 2018

User Experience (UX) Research Lab development, College of Integrative Sciences and Arts, ASU, Spring 2014-Spring 2018

Search committee: Tenure-track line in Technical Communication. ASU, College of Integrative Sciences and Arts, Interdisciplinary Humanities and Communication, Fall 2015-Spring 2016

Search committee: Open rank line in Technical Communication. ASU, College of Integrative Sciences and Arts, Interdisciplinary Humanities and Communication, Fall 2015-Spring 2016

Search committee: Tenure-track line in English Education. ASU, College of Integrative Sciences and Arts, Interdisciplinary Humanities and Communication, Fall 2014-Spring 2015

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## PROFESSIONAL SERVICE

Editorial Advisory Board, *Technical Communication Quarterly*, 2018-present

Reviewer for journals: (1) *IEEE Transactions of Professional Communication*, (2) *Journal of Business and Technical Communication*, (3) *Technical Communication Quarterly*, (4) *Rhetoric, Professional Communication, and Globalization*, (5) *Connexions* (until 2018)

Association for Business Communication, International Issues Committee, 2015-present

Association for Business Communication, Undergraduate Studies Committee, 2013-present

Reviewer for conferences: UXPA (2018, 2019), IEEE ProComm (2018, 2019), SIGDOC (2015, 2018)

Reviewer and judge for the SIGDOC Student Research Competition (2015, 2016, 2017, 2018, 2019)

Society for Technical Communication, Outstanding Article Judging Team, 2011

Society for Technical Communication, Wisconsin Chapter, Program Committee, 2010-2011

Technical and Business Writing Advisory Committee, University of Wisconsin-Milwaukee, 2009-2013

Director, Midwest Association of Translators and Interpreters, 2008-2009

## **LANGUAGES & TECHNICAL SKILLS**

English, Russian, and German; some knowledge of French

Proficiency with UserTesting, TryMyUI, UserZoom, Qualtrics, Balsamiq, Axure, Adobe XD, Figma, Tableau, Microsoft Office, HyperResearch, Adobe Creative Suite, Camtasia, Web content management systems (WordPress, Drupal), HTML, CSS, XML, SDL Language and Knowledge Delivery Solutions, WordFast

Familiarity with DITA Open Toolkit, oXygen, Python, JavaScript, ViziApps

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## **PROFESSIONAL AFFILIATIONS**

Association for Business Communication (ABC)

Society for Technical Communication (STC)

Special Interest Group on Design of Communication: Association for Computing Machinery (SIGDOC)

Council for Programs in Technical and Scientific Communication (CPTSC)

Phi Kappa Phi Academic Honor Society

Faculty Women's Association at ASU, 2014-2021

National Council of Teachers of English (NCTE), 2010-2020

Association of Teachers of Technical Writing (ATTW), 2010-2020

American Medical Writers Association (AMWA), 2008-2014

American Translators' Association (ATA), 2005-2014