

October 2017

Dear ABC Friends and Colleagues,

Céad Míle Fáilte! A hundred thousand welcomes to Ireland and the Association for Business Communication 82nd Annual International Conference in Dun Laoghaire, Dublin!

A hundred thousand welcomes await you at our venue, the Royal Marine Hotel in Dun Laoghaire, which overlooks the scenic Dublin Bay. We offer 220 sessions to inspire you to share ideas related our conference theme of Shaping and Expanding the Landscape of Business Communication.

Wednesday Reception & Keynote Speaker

Welcome to our Wednesday evening reception as we gather together to listen to our keynote speaker, Brian Jenner, founder of the European Speechwriter Network and the UK Speechwriters' Guild.

5 Pre-Conference Workshops

A total of 5 pre-conference workshops invite you to get engaged in a variety of business communication topics and run concurrently in pairs at 8:30am, 12:00pm and 3:05pm on Wednesday only.

Cutting-edge Research Roundtables, Lightning Rounds & More My Favorite Assignments

ABC Committee Chairs lead panelists and participants in engaging, lively, and informative sessions on research, diversity and inclusion, and teaching innovation.

Poster Sessions

A visit to these one-on-one interactive poster sessions in the Mezzanine is a must! Learn more about the research of participants as they share their ideas on timely topics in business communication.

Plenary Showcase Luncheon

The Plenary Luncheon showcases the 2016 Consulting, Diversity, Research, Teaching, and Technology Award winners whose ideas shape and expand the landscape of business communication.

Presidential Dinner and Awards & Research, Teaching Award Winners

We gather Friday evening to recognize the ABC 2017 Award winners and celebrate their achievements. As we raise our glasses in celebration, we say Sláinte, an ancient Irish expression that means "Cheers".

Silent Auction & SUAS

Bid on this year's C. R. Anderson Foundation auction to fund ABC graduate student travel scholarships and support our local non-profit, SUAS, whose mission is to connect volunteers with marginalized or disadvantaged communities in Ireland.

We invite you to enjoy all that our conference has to offer. Participate in our record number of workshops, presentations & panels, roundtables, favorite assignments, posters, and virtual sessions. Marvel at the picturesque landscape of Dun Laoghaire and the scenic village of Malahide during our excursions. Meet someone new, catch up with old friends, and enjoy the craic! Gather with friends and colleagues as we learn from each other and celebrate the collegiality and accomplishments of ABC.

Céad Míle Fáilte!

Your Conference Co-Chairs,

Gail Cruise & Jean Bush-Bacelis

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2016	-	Bertha Du-Babcock.....	City University of Hong Kong, Hong Kong
2015	-	Peter Cardon	University of Southern California
2014	-	Kathy Rentz	University of Cincinnati
2013	-	Nancy Schullery.....	Western Michigan University
2012	-	Hiro Hayashida.....	Chuo University, Japan
2011	-	Gerry Hynes.....	Sam Houston State University
2010	-	Deborah Valentine	Emory University
2009	-	Jim Dubinsky	Virginia Tech
2008	-	Roger Conaway.....	University of Texas at Tyler
2007	-	Jacqueline Harrison.....	UNITEC Institute of Technology
2006	-	Marsha Bayless.....	Stephen F. Austin State University
2005	-	Randy Barker	Virginia Commonwealth University
2004	-	Linda Beamer.....	California State University at Los Angeles
2003	-	Marie Flatley	San Diego State University
2002	-	Barbara Shwom.....	Northwestern University
2001	-	Iris Varner	Illinois State University
2000	-	Lamar Reinsch	Georgetown University
1999	-	Josephine Chargois.....	Howard University
1998	-	Betty Johnson.....	Stephen F. Austin State University
1997	-	David Victor.....	Eastern Michigan University
1996	-	Daphne Jamison	Cornell University
1995	-	Kitty Locker	Ohio State University
1994	-	Jeanette Gilsdorf.....	California State University at Long Beach
1993	-	Bernadine Branchaw.....	Western Michigan University
1992	-	Ray Beswick	Syncrude Canada Ltd.
1991	-	Bob Myers	Baruch University
1990	-	Gretchen Vik.....	San Diego State University
1989	-	John Penrose	San Diego State University
1988	-	Glen Pearce.....	Virginia Commonwealth University
1987	-	David Bateman	Southern Illinois University
1986	-	Lois Bachman	Community College of Philadelphia
1985	-	Patricia Wells.....	Oregon State University

American Business Communication Association, 1969-1984

1984	-	Phillip V. Lewis	Abilene Christian University
1983	-	Herbert W. Hildebrandt	University of Michigan
1982	-	Larry D. Hartman.....	Zenith Data Systems, Chicago
1981	-	E. Rennie Charles	Ryerson Polytechnic Institute, Canada
1980	-	Lilian O. Feinberg.....	Iowa State University
1979	-	John D. Pettit, Jr.	North Texas State University
1978	-	Lucian Spataro	Ohio University
1977	-	Arno Knapper.....	University of Kansas
1976	-	John W. Gould	University of Southern California

American Business Communication Association, 1969-1984, continued

1975	-	Jean Voyles	Georgia State University
1974	-	William J. Lord, Jr.	University of Texas at Austin
1973	-	Leland Brown	Eastern Michigan University
1972	-	William A. Damerst	Pennsylvania State University
1971	-	Morris P. Wolf	University of Houston
1970	-	Karl M. Murphy	Georgia Institute of Technology
1969	-	Richard S. Perry	Eastern Oregon University

American Business Writing Association, 1938 - 1968

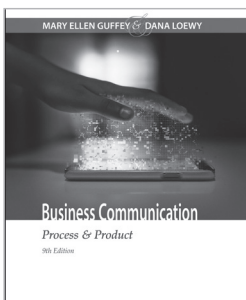
1968	-	Michael Porte	University of Cincinnati
1967	-	Robert D. Hay	University of Arkansas
1966	-	Homer Cox	University of Colorado
1965	-	Virgil Harder	Harder University
1964	-	Norman B. Sigband	DePaul University
1963	-	Dorothea Chandler	Syracuse University
1962	-	Frank Devlin	John Carroll University
1961	-	Raymond V. Lesikar	Louisiana State University
1960	-	Doris Sponseller	Ohio University
1959	-	E. Glenn Griffin	Purdue University
1958	-	Erwin M. Keithley	University of California, Los Angeles
1957	-	R. C. Gerfen	Northwestern University
1956	-	K. B. Horning	University of Oklahoma
1955	-	Sally B. Maybury	University of Vermont
1954	-	C. W. Wilkenson	Michigan State University
1954	-	John Ball	Miami University
1953	-	Lyda McHenry Chamberlin	Wayne State University
1951-52	-	J. H. Menning	University of Alabama
1950	-	J. H. Menning	University of Alabama (served two years changing to calendar year)
1949	-	J. H. Janis	New York University
1948	-	A. L. Cosgrove	University of Oklahoma
1947	-	C. C. Parkhurst	Boston University
1946	-	L. W. McKelvey	Northwestern University
1943-45	-	W. H. Butterfield	University of Oklahoma (served three years during WWII)
1942	-	Roy Davis	Boston University
1941	-	A. G. Saunders	University of Illinois
1940	-	W. P. Boyd	University of Texas
1939	-	R. R. Aurner	University of Wisconsin
1938	-	E. J. Kilduff	New York University
1937	-	C. R. "Chesty" Anderson	University of Illinois

Association of College Teachers of Business Writing

1936	-	C. R. "Chesty" Anderson	University of Illinois
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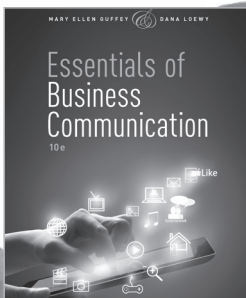
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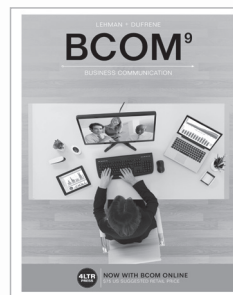


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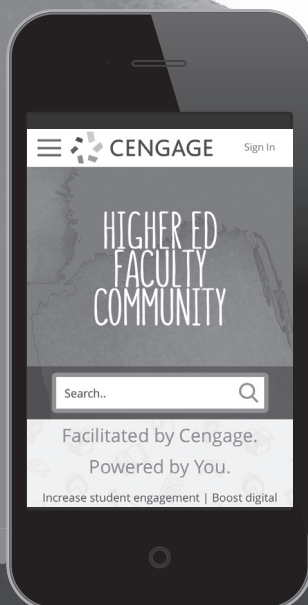
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Dear ABC Members and Guests:

Welcome to the Emerald Isle for this 82nd Annual Conference. This year's ABC event celebrates an anniversary and an inauguration, both linked to one of ABC's strategic goals: internationalization. We celebrate the 20th anniversary of three international regions, along with the anniversary of the first Asia-Pacific regional conference at the University of Waikato, Hamilton, New Zealand. Twenty years later, in 2017, we inaugurate our first of many organization-wide conferences outside of North America.

ABC's progress toward becoming a truly international organization began decades ago as we formed regions to address the growing interest worldwide in business communication. Our 2008 and 2015 strategic plans placed internationalization high on the list of organizational goals, and now, with nearly 24 percent of our membership living and working outside of the United States, ABC is on a path to recognize those members by bringing our annual conferences to them once every four years.

I could explain why Ireland, but suffice to say it is diverse, complicated, and serves as a bridge to Europe while also maintaining strong ties across the Atlantic to the US. A land with two languages, two currencies, and two governments, Ireland is a good place to study intercultural communication and business. And, it is a land where language and poetry matter.

In "A Prayer for My Daughter," William Butler Yeats offers a reflection relevant not only for parents but for all of us. The poem opens with the poet pacing in his tower home while a "howling" Atlantic storm brings "haystack- and roof-levelling wind." Amidst this chaos, Yeats ponders his daughter's future. We, too, are enduring storms, those bred in the natural world and those of our own creation. I suggest we use our time in Ireland to reflect on these storms, their causes and consequences, and see if we, too, can look past the "arrogance and hatred . . . / Peddled in the thoroughfares," and focus on our gifts and how they might be of use to others.

As you enjoy this year's events and participate in the rich mix of sessions and activities, please thank Gail Cruise and Jean Bush-Bacelis, Ireland conference co-chairs; Becky Morrison and Susan Schanne, Silent Auction Team and 2018 Miami Conference Co-Chairs; Marilyn Buerkens and Alfredo Deambrosi, ABC headquarters; along with your officers, past and present, for working tirelessly on your behalf. Keep in mind the many reasons you choose ABC.

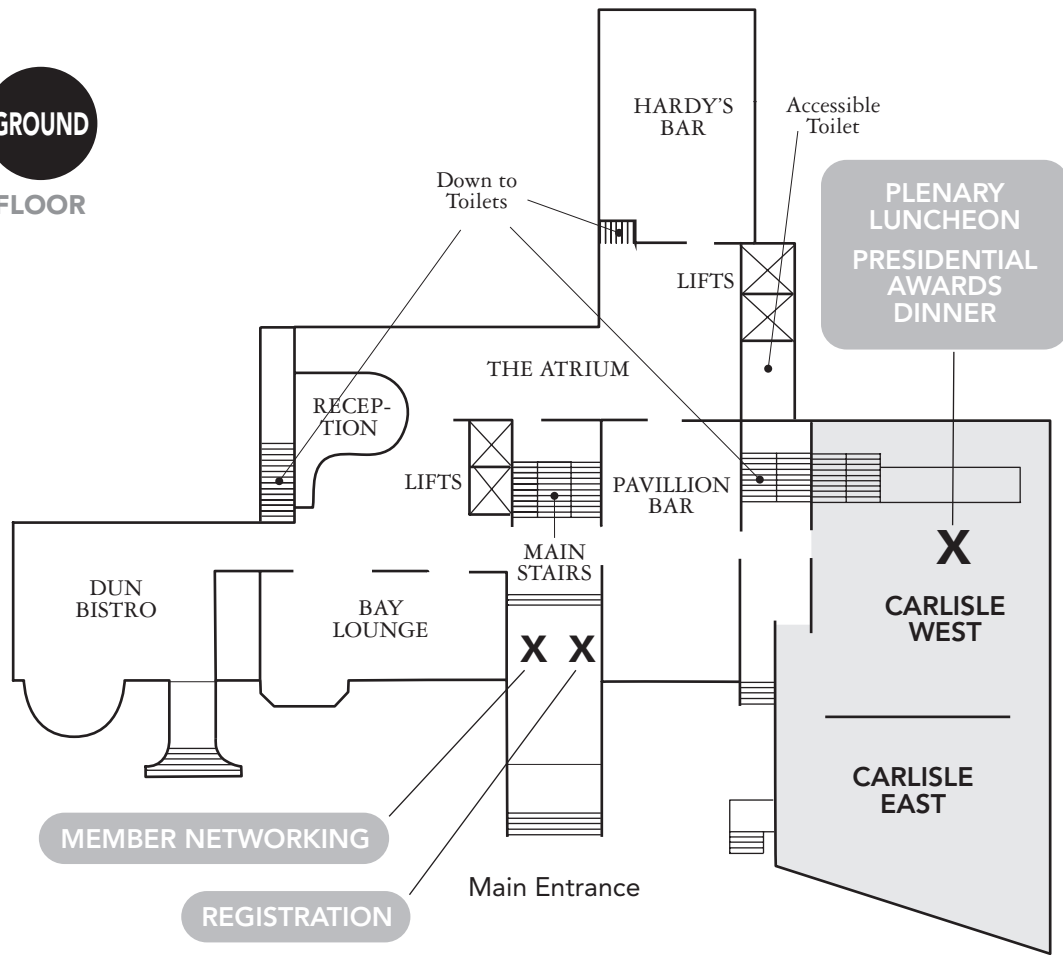
Yeats' words for his daughter come to mind again as I reflect on those reasons: "In courtesy I'd have her chiefly learned; / Hearts are not had as a gift but hearts are earned." For me, ABC has always represented some of the best of the academic world – a balanced focus on teaching and research, tradition and innovation. Most important to me: ABC's members exemplify courtesy and emphasize community. This year, in particular, I ask that you remember our colleagues and their families who have endured or are still enduring the turmoil of storms or the potential for conflict in their homelands. Listen, share, and offer whatever you can to support them and keep the spirit of ABC alive.

Go raibh míle maith agat! (Translations: Thank you; May you have goodness!)

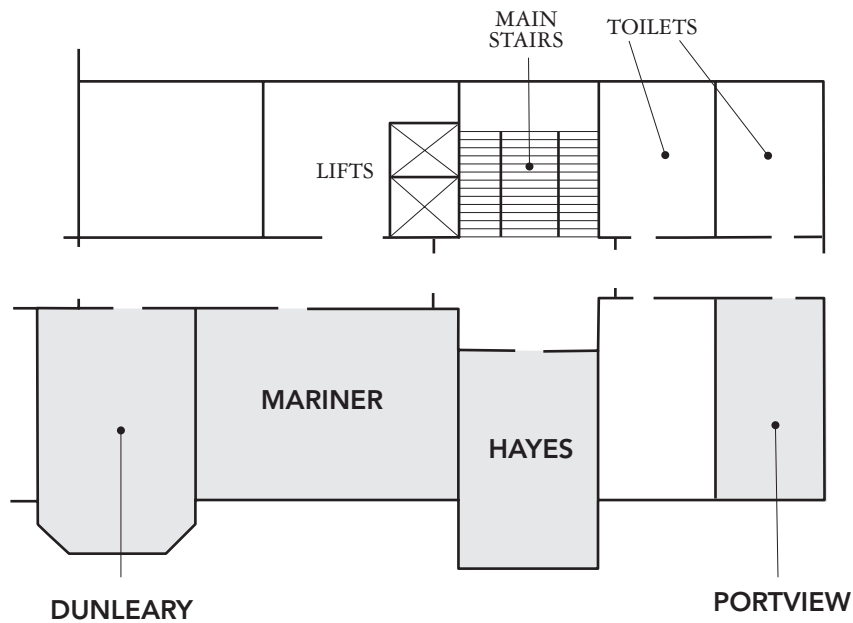
In service,

Jim Dubinsky

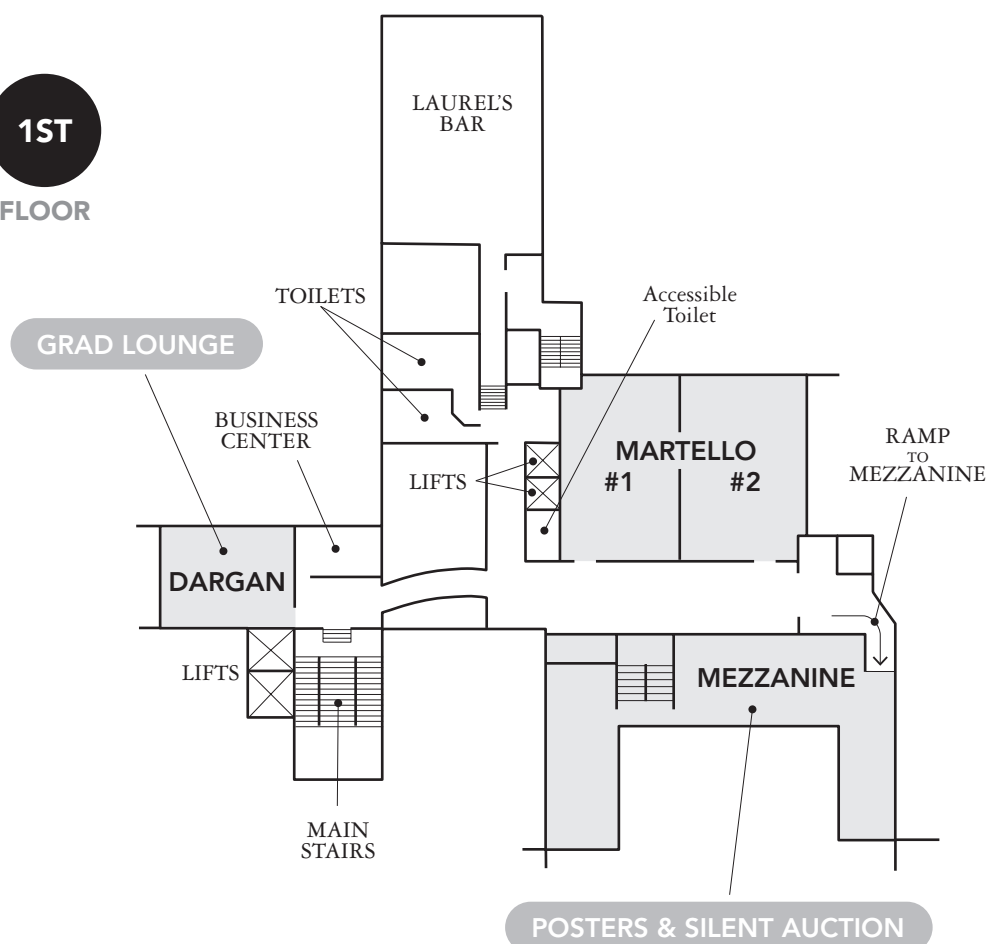
GROUND
FLOOR



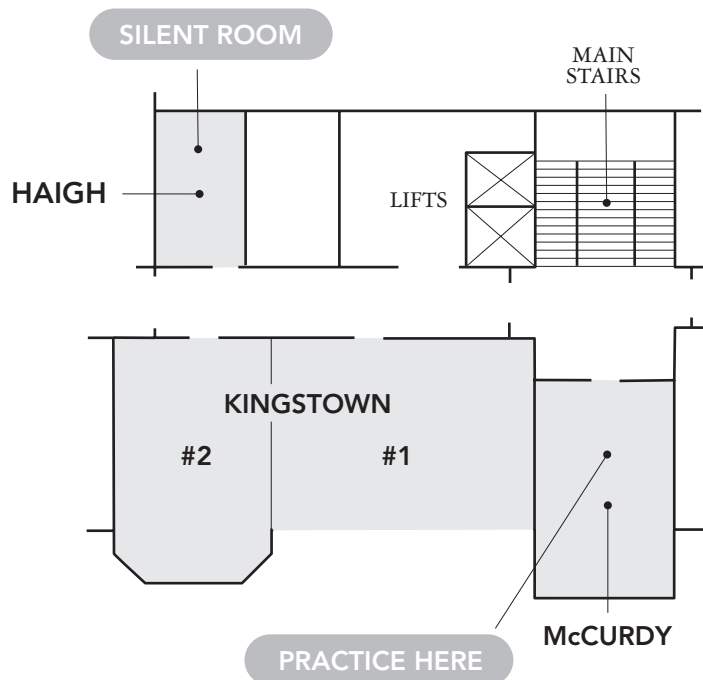
2ND
FLOOR



**1ST
FLOOR**



**3RD
FLOOR**



**WHICH FLOOR
IS IT ON?**

Business Center	1st
Carlisle	Ground
Dargan	1st (Grad Lounge)
Dunleary	2nd
Haigh	3rd (Silent Room)
Hayes	2nd
Kingstown	3rd
Mariner	2nd
Martello	1st
McCurdy	3rd (Practice Room)
Mezzanine	1st
Portview	2nd

THANK YOU TO OUR VOLUNTEERS

Thank you to members who graciously and generously gave their time to make this year's conference a success!

Sudhir Pandey
Ahmedabad University

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American University

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Antiphonale LLC/
Thunderbird at Arizona State
University

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Northern Arizona University

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Oakland University

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Amber Meyers
Tarrant County College

Valery Chistov
Tecnológico de Monterrey

Milton Mayfield
Texas A&M International
University

William Sharbrough
The Citadel

Esterina Nervino
The Hong Kong Polytechnic
University

Usha Kanoongo
The LNM Institute of
Information Technology

Lajuan Davis
The University of Tennessee
- Martin

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Kelly Grant
Tulane University

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- Chapel Hill

Lance Cummings
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- Wilmington

Richard Olsen
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Juan Pena-Hevia
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Tamara JG Barbosa
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Sandra Sepúlveda
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Sessions by C. R. Anderson Research Fund (CRARF) Recipients

Communication Task Requirements in the 21st Century Business Environment

Dale Cyphert, University of
Northern Iowa
Friday, October 20, Poster
Session during 9:40-10:25 AM
Break, Mezzanine

Readiness for Renewal: Extending Renewal to Organizational Preparedness

Ryan Fuller, California State
University, Sacramento
Saturday, October 21, Session 9,
Martello 2

Emerging Trends in Business and Professional Communication: A Panel Sponsored by the ABC Graduate Studies Committee

Greg Kohler, University of
California-Irvine
Friday, October 20, Session 4,
Kingstown 1

About the C. R. Anderson Foundation and the C. R. Anderson Research Fund

C. R. Anderson Foundation (CRAF) is the 501(c)(3) affiliate of the Association for Business Communication. CRAF administers several awards and grants to include the C. R. Anderson Research Fund (CRARF) grants. The C. R. Anderson Research Fund grants cover costs for innovative research focused on business communication (e.g. coders, specialized software, or fieldwork travel). Proposals are accepted January 1st and September 1st. Proposals are blind reviewed much like journal articles. Top proposals are partially or fully funded up to USD 5,000. For details see the ABC website under Grants. Learn more about CRARF Friday, Oct 20, Session 5, Carlisle East with CRARF Committee Chair Priscilla Rogers.

Congratulations to these authors for acceptance of their scholarly work in the Blind Peer Review

James O'Rourke

*Barney's New York:
Connecting Theory and Practice*

Ikushi Yamaguchi

*Relations between the Effective Use of
Communication Media and the Accuracy
and Timing of Information Sharing in
Japanese Nursing Homes for the Elderly*

Jeanette Drake

*Turning the Learning Landscape
Upside Down: Collaboration in Class &
Interactive Lectures Online*

Claudia Hart

*Memes Aren't Just for Fun –
Use Memes as an Educational Tool
to Engage Learners*

Jennifer Veltsos

*Investigating the Curricular
Differences of Technical and Business
Communication Service Courses*

Rodney Carveth

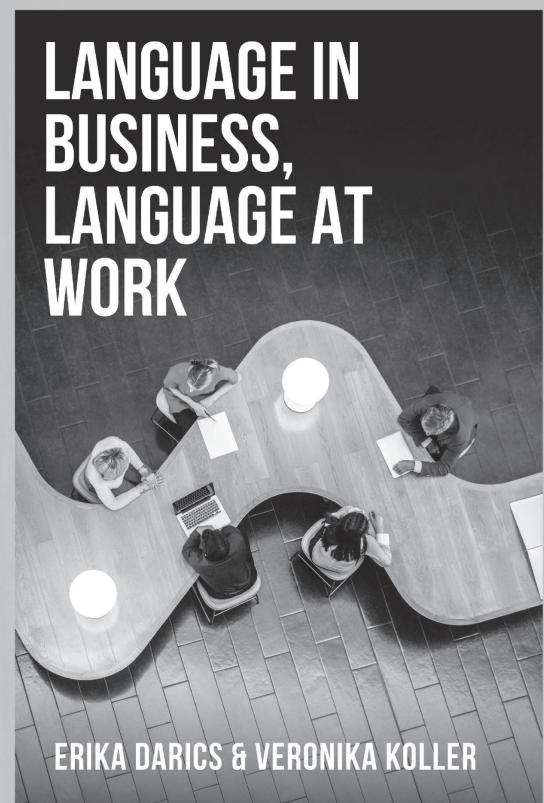
*Uber's Terrible, Horrible,
No Good, Very Bad Year*

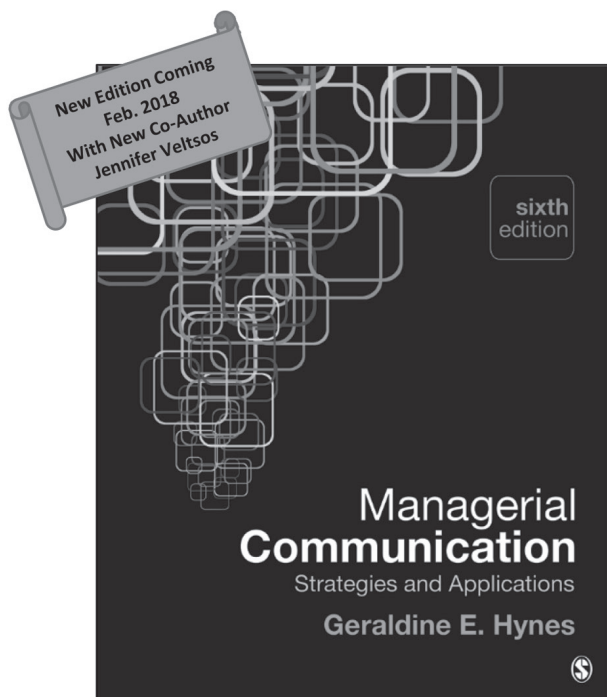
WHAT'S THE KEY TO BETTER BUSINESS COMMUNICATION?

Using a range of authentic examples from business discourse, *Language in Business, Language at Work* explores how language use can either help or hinder the achievement of company, management and employee goals.

Addressing a wide range of areas in business communication, Erika Darics and Veronika Koller show readers how to use language in an informed, creative and effective way in the workplace.

Out December 2017
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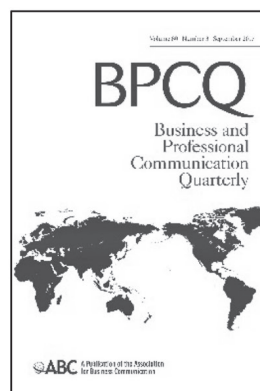




Managerial Communication, Sixth Edition
Geraldine E. Hynes

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ENTER TODAY!



SCHEDULE AT A GLANCE

Wednesday, October 18

6:00 a.m. - 6:45 a.m.	Fresh Start: Early Morning Stretch & Meditation - Laurel's Bar
7:00 a.m. - 8:00 a.m.	Board Breakfast
8:00 a.m. - 5:00 p.m.	Board Meeting
9:20 a.m. - 11:00 a.m.	Welcome Walk - Dun Laoghaire (full)
11:55 a.m. - 1:25 p.m.	Regional Vice Presidents' Working Lunch
8:30 a.m. - 11:30 a.m.	Workshop - Managing your Performance: Acting Strategies for Leadership With Anamari Irizarry & Camille Villafañe; Co-Author Nelson Lopez
4:00 p.m. - 6:30 p.m.	Registration
12:00 p.m. - 2:55 p.m.	Workshop - Flipping and Expanding the Business Communication Classroom With Jeanette Drake and Jeffery Drake
12:00 p.m. - 2:55 p.m.	Workshop - Consulting 101 With Cristine Uber Grosse
1:45 p.m. - 3:45 p.m.	Welcome Walk - Dun Laoghaire Advance Reservation Requested via Online Conference Registration
3:05 p.m. - 5:30 p.m.	Workshop - Cross-Cultural Business Cases: A Methodology to Enhance Real World Analysis With Orlando Kelm and David Victor
3:05 p.m. - 5:30 p.m.	Workshop - Language in Business, Language at Work: A Language-Based Approach to Teaching Business Communication With Veronika Koller; Co-Author Erika Darics
6:00 p.m. - 7:00 p.m.	Reception & Keynote - Carlisle Suite
7:00 p.m.	Keynote Address - Brian Jenner, Founder, European Speechwriter Network and the UK Speechwriters' Guild

Thursday, October 19

6:00 a.m. - 6:45 a.m.	Fresh Start: Early Morning Stretch & Meditation - Mezzanine
7:30 a.m. - 8:20 a.m.	Breakfast (hotel guests)
8:30 a.m. - 5:30 p.m.	Exhibits
7:30 a.m. - 8:20 a.m.	First Time Conference Attendees - Special Session - Meet Over Breakfast
7:30 a.m. - 10:00 a.m.	Committee Chairs - Special Session - Meet Over Breakfast (Chairs Miss Session 1)
8:30 a.m. - 9:45 a.m.	Session 1
9:50 a.m. - 10:15 a.m.	Refreshment Break
10:20 a.m. - 11:35 a.m.	Session 2 & My Favorite Assignment #1
11:45 a.m. - 1:45 p.m.	Plenary Showcase Luncheon - Carlisle Suite Supported by Mary Ellen Guffey and Dana Loewy Consulting, Diversity, Research, Teaching, & the Technology Award Winners 2016
1:50 p.m. - 2:10 p.m.	Break - Poster Session I-Mezzanine C. R. Anderson Foundation Silent Auction Opens-Mezzanine
2:15 p.m. - 3:45 p.m.	Session 3 & How Do You Teach Diversity? #I <i>continued on following page</i>

SCHEDULE AT A GLANCE

Thursday, October 19, *continued*

- 3:55 p.m. - 5:15 p.m.** Committee/SIG Meetings
5:25 p.m. - 9:00 p.m. “On Your Own” Dinner - Restaurant Sign Up at Member Desk

Friday, October 20

- 6:00 a.m. - 6:45 a.m.** Fresh Start: Early Morning Stretch & Meditation - Mezzanine
7:00 a.m. - 8:05 a.m. Breakfast - (If not a hotel guest, breakfast requires advance signup)
7:00 a.m. - 8:05 a.m. Regional Meetings - Meet Over Breakfast
7:30 a.m. - 4:30 p.m. Exhibits
7:30 a.m. - 12:30 p.m. C.R. Anderson Silent Auction. Bid to Support Grad Travel Fund & Suas!
Auction closes at 12:30 p.m.
8:15 a.m. - 9:30 a.m. Session 4
9:40 a.m. - 10:25 a.m. Break and Poster Session 2 (Mezzanine)
10:00 a.m. - 10:30 a.m. BPCQ Editorial Review Board Carlisle East
10:35 a.m. - 11:50 a.m. Session 5
11:50 a.m. - 1:20 p.m. Lunch on Your Own, Silent Auction Ends at 12:30pm
12:20 p.m. - 1:20 p.m. IJBC Editorial Review Board (lunch on your own-Hardy’s Bar)
1:20 p.m. - 2:35 p.m. Session 6 & My Favorite Assignment #2
2:35 p.m. - 3:05 p.m. Break - Pick Up & Pay for Silent Auction Items (Mezzanine)
3:10 p.m. - 4:25 p.m. Session 7
4:35 p.m. - 5:50 p.m. Committee/SIG Meetings
6:00 p.m. - 7:00 p.m. **Reception**
7:00 p.m. - 9:00 p.m. **Presidential Awards Dinner - Carlisle Suite**

Saturday, October 21

- 6:15 a.m. - 7:00 a.m.** Fresh Start: Early Morning Stretch & Meditation - Mezzanine
7:15 a.m. - 8:20 a.m. Breakfast (hotel guests)
7:30 a.m. - 12:00 p.m. Exhibits
8:30 a.m. - 9:45 a.m. Session 8 & My Favorite Assignment #3
9:45 a.m. - 10:15 a.m. Break
10:15 a.m. - 11:30 a.m. Session 9 & How Do You Teach Diversity? #2 & Research Roundtable
11:30 a.m. **Conference Ends. Travel Safely!**
Please return badge holder & Leap Travel Card (if not needed)
12:00 p.m. - 6:00 p.m. Excursion - Malahide Castle (Full)
1:50 p.m. - 4:30 p.m. Excursion - Scenic Coastal Walk
 Advance Reservations Requested via ABC Online
 Conference Registration

MEETINGS AT A GLANCE

Thursday, October 19, 7:30 a.m. - 10:00 a.m.

MARTELLO 1 **Committee Chairs' Meeting - Breakfast Buffet**
Lisa Gueldenzoph Snyder, First Vice President &
Marcel Robles, Second Vice President

Thursday, October 19, 3:55 p.m. - 5:15 p.m.

KINGSTOWN 2 **Business Writing & Speaking Centers SIG**
Shenandoah Sowash, Coordinator

MCCURDY **C.R. Anderson Research Fund Committee**
Priscilla Rogers, Chair

DARGAN **Graduate Studies Committee**
Matthew Sharp, Chair

CARLISLE EAST **Marketing and Membership Committee**
Peter Cardon & Kathryn Rentz, Co-Chairs

MARINER **MBA Special Interest Group**
Marion Philadelphia, Coordinator

MEZZANINE **MLA Liaison Committee**
William Christopher Brown, Chair

MARTELLO 1 **Publications Board**
Rudi Palmieri, Coordinator

KINGSTOWN 1 **Research Committee**
Sky Marsen, Chair

DUNLEARY **Rhetoric Special Interest Group**
Danica Schieber, Coordinator

CARLISLE WEST **Teaching with Technology Special Interest Group**
Jennifer Cook Loney, Coordinator

PORTVIEW **Technology Committee**
Alfredo Deambrosi, Chair

Friday, October 20, 4:35 p.m. - 5:50 p.m.

KINGSTOWN 2 **Academic Environment Committee**
Paula Lentz, Chair

MARTELLO 1 **Business Practices Committee**
Sam DeKay, Chair

BAY LOUNGE **Community College Special Interest Group**
Ann Marie Alexander, Coordinator

MEETINGS AT A GLANCE

Friday, October 20, 4:35 p.m. - 5:50 p.m., continued

MCCURDY	Consulting Special Interest Group Karl Keller & Barbara Shwom, Coordinators
MARINER	Diversity and Inclusion Committee Jacquelyn Lowman, Chair
DUNLEARY	Intercultural Communication SIG Sana Reynolds, Coordinator
MARTELLO 2	International Issues Committee Bertha Du-Babcock, Katherine Wills, Maryann Wysor, Co-Chairs
PORTVIEW	Student Competition Committee Jenna Haugen, Chair
KINGSTOWN 1	Teaching Committee & Undergraduate Studies D. Joel Whalen, Chair

Friday, October 20, 7:00 a.m. - 8:05 a.m.

Regional Meetings with Breakfast

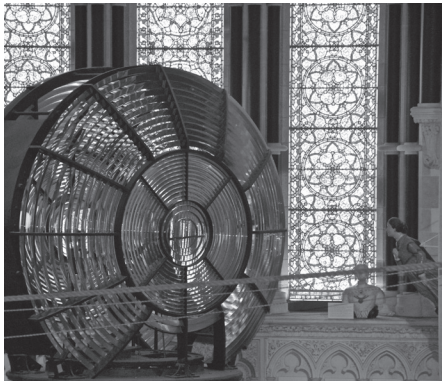
Meet in designated breakfast area for buffet. (If not hotel guest, sign-up requested.)

HARDY'S BAR	Asia and the Pacific Yunxia Zhu, Regional Vice President
HARDY'S BAR	Canada Carolyn Meyers, Regional Vice President
DUN BISTRO	Caribbean, Mexico, Central & South America Sandra Sepulveda, Regional Vice President
HARDY'S BAR	Eastern U.S. Michael Goodman, Regional Vice President
DUN BISTRO	Europe, Africa, & the Middle East Erika Darics, Regional Vice President
LAUREL'S BAR	Midwestern U.S. Teresa Sekine, Regional Vice President
LAUREL'S BAR	Southeastern U.S. Kris Pickering, Regional Vice President
HARDY'S BAR	Southwestern U.S. Deborah DuFrene, Regional Vice President
HARDY'S BAR	Western U.S. Marilyn Dyrud, Regional Vice President



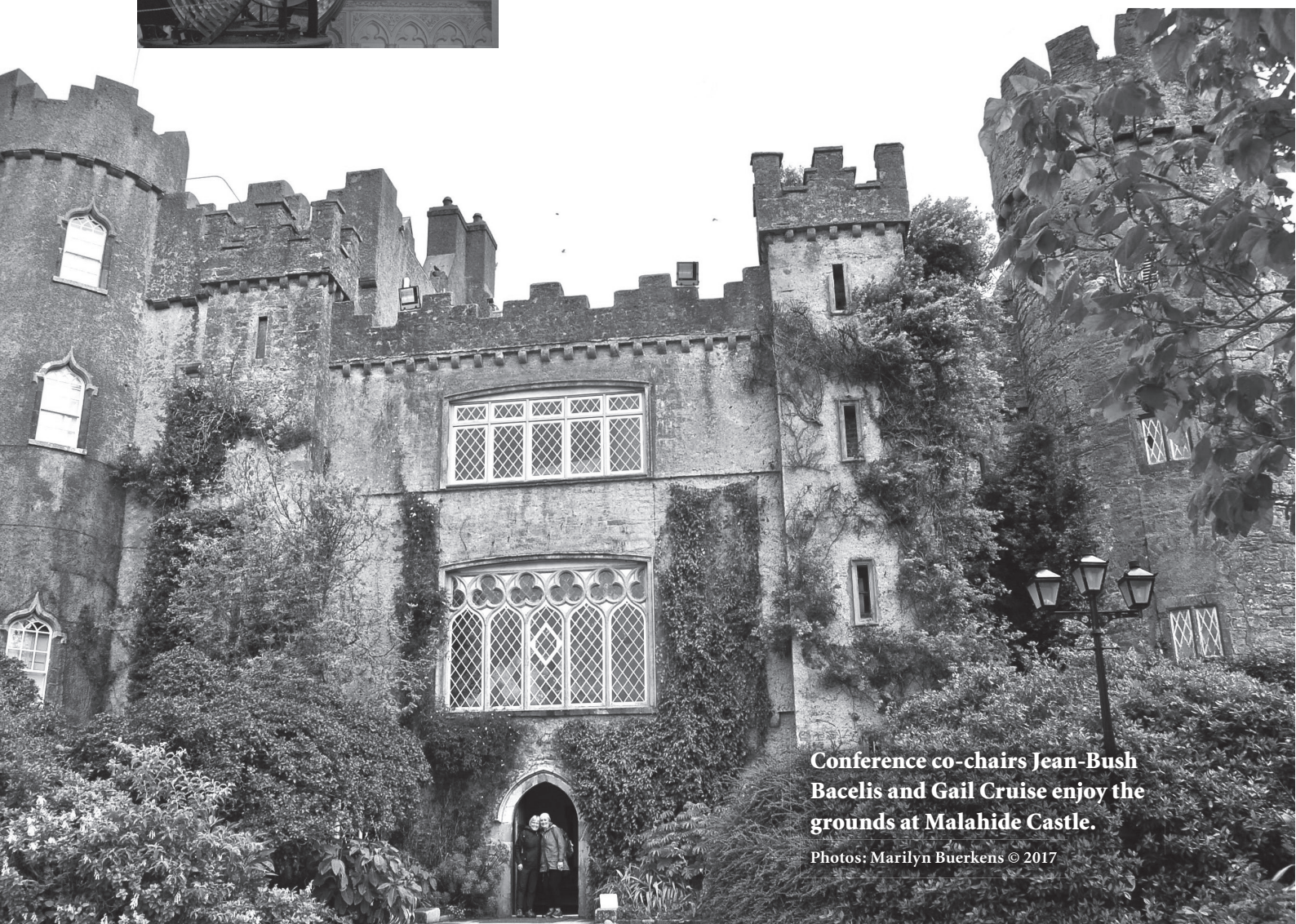
Welcome Walk

You'll spot this Dun Laoghaire plaque and probably some small water craft while on the Welcome Walk. The plaque is part of a waterfront sculpture that also identifies local buildings.



Next door to Royal Marine Hotel

The 10-ton revolving Baily Optic is part of the National Maritime Museum housed in Dun Laoghaire's 180-year-old Mariners Church. The church was built as a worship house for seafarers.



Conference co-chairs Jean-Bush Bacelis and Gail Cruise enjoy the grounds at Malahide Castle.

Photos: Marilyn Buerkens © 2017

6:00 a.m.- 6:45 a.m.

LAUREL'S BAR

Fresh Start: Early Morning Stretch & Meditation

Robyn Dubinsky, Certified Fitness Instructor

Begin your day by creating a refuge for your body and mind. Led by Robyn Dubinsky, a certified fitness instructor with over 30 years of experience, the 30-minute classes can help reduce stress and provide a foundation of calm. You will work on stretching, range of motion, and controlled breathing, all designed to warm your body and prepare your mind to meet the coming day's intellectual and physical challenges.

This class borrows from yoga, Tai Chi, and other traditions; it is designed for the novice as well as the experienced practitioner. We will have some mats, but all you really need are some comfortable workout clothes (no shoes) and a desire to begin your day with a fresh start. #FreshStartABC

8:00 a.m. - 5:00 p.m.

Annual Meeting of the ABC Board of Directors

9:20 a.m. - 11a.m.

BAY LOUNGE

Welcome Walk - Dun Laoghaire

We will be guided through the beautiful seaside village of Dun Laoghaire. Filled with anecdotes, "Joe's Walk" provides the historical and cultural backdrop as well as highlights the monuments and significant dates & events that shaped Dun Laoghaire's development from a small village to a beautiful harbor it is today.

8:30 a.m. - 11:30 a.m.

PORTVIEW

Preconference Workshop

Managing your Performance: Acting Strategies for Leadership

TRACK: Communication Issues in Entrepreneurship and Innovation Management

FOCUS: Teaching

Anamari Irizarry, University of Puerto Rico Rio Piedras

Camille Villafane, University of Puerto Rico

Co-Author: Nelson Lopez, Bellarmine University

Back in the 1920's, performing art strategies helped King George the VI of England overcome his stage fright and his stuttering problems. Thus, in this workshop you will engage in an interdisciplinary experience where we will use interactive theatre games exercises inspired by Berry, Barnett, Spolin, and others. We will employ demonstrations, simulations, and discussions designed to share tools that will make your true voice and persona come alive. The purpose of this workshop is to raise awareness of the body language, sensibility, empathy, to develop communication, reflection and analytical skills (textual, verbal and non-verbal), and resolve conflicts and encourage innovation.

Wear comfortable clothing, due to the performing art strategies and improvisation techniques that will be used during the workshop.

WEDNESDAY

12:00 p.m. - 2:55 p.m.

MARINERS

Consulting 101

TRACK: Consulting and Training

FOCUS: Consulting

Christine Grosse, Thunderbird at Arizona State University

This workshop guides participants through the process of developing a consulting business. Participants follow a step-by-step approach to creating a start-up in business communication consulting, from conceptualization and planning to delivery of services to clients. Using examples from her own experience, the workshop leader shares how she built her consulting business after retiring from an academic career in business communication.

12:00 p.m. - 2:55 p.m.

DUNLEARY

Flipping and Expanding the Business Communication Classroom

TRACK: Scholarship of Teaching and Learning

FOCUS: Teaching

Jeanette Drake, University of Michigan-Dearborn

Jeffrey Drake, University of Michigan-Flint

Bring active learning to the business communication classroom and build interactive lectures online. After attending this hands-on workshop, attendees will:

- Understand the pedagogy behind the flipped classroom and how it can be effective in business communication.
- Know three techniques to make online lectures interactive.
- Take away two turnkey activities that employ active learning methods.
- Identify teaching strategies to complement a flipped classroom.

3:05 p.m. - 5:30 p.m.

PORTVIEW

Language in Business, Language at Work: A Language-based Approach to Teaching Business Communication

TRACK: Innovative Instructional Methods

FOCUS: Teaching

Veronika Koller, Lancaster University

Co-Author: Erika Darics, Aston University

In this workshop, we will introduce participants to an approach to teaching business communication that centres on the understanding of how language works. Many training events enable teachers to help students and practitioners read the clock. This workshop shows how they can help them understand the clockwork!

3:05 p.m. - 5:30 p.m., continued

MARINERS

Cross-Cultural Business Cases: A Methodology to Enhance Real World Analysis

TRACK: Intercultural and Global Communication

FOCUS: Teaching

Orlando Kelm, University of Texas, Austin

David Victor, Eastern Michigan University

This three-hour pre-conference workshop provides participants with a practical and hands-on approach to combine traditional business case methodology with the added element of dealing with cross-cultural issues. Workshop participants learn how to utilize brief case study vignettes that also exemplify cross-cultural behavior and they come away with strategies to engage learners in an open-ended analysis that provides multiple culturally appropriate solutions.

4:00 p.m. - 6:30 p.m.

MAIN

Registration

ENTRANCE

6:00 p.m. - 7:00 p.m.

CARLISLE

Opening Reception

7:00 p.m.

CARLISLE

Keynote Address - Brian Jenner

Blowing Bubbles – Life Lessons from a Professional Speechwriter

Brian Jenner

*Founder of European
Speechwriter Network*

Brian Jenner has been running his own business for 18 years writing all kinds of speeches from keynotes to wedding toasts. He lives in Bournemouth in England.



THURSDAY

6:00 a.m.- 6:45 a.m.

MEZZANINE

Fresh Start: Early Morning Stretch & Meditation

Robyn Dubinsky, Certified Fitness Instructor

See page 19 for description.

7:30 a.m. - 8:20 a.m.

DUN BISTRO & HARDY'S BAR

Full Irish breakfast for hotel guests

7:30 a.m. - 8:20 a.m.

First Timers' Meeting: Special Session for New Conference Attendees

ABC President Deborah Roebuck, Kennesaw State University

ABC Executive Director Jim Dubinsky, Virginia Tech

Learn how to make the most of your conference experience.

7:30 a.m. - 10:00 a.m.

MARTELLO 1

Committee Chairs' Meeting with:

Lisa Snyder, North Carolina A & T State University

Marcel Robles, Eastern Kentucky University

Committee and SIG chairs are invited to meet over breakfast at the ABC Chairs' Meeting with First Vice President Lisa Gueldenzoph Snyder and Second Vice President Marcel Robles. Current 2017 chairs and incoming 2018 chairs will discuss challenges and successes, collaborate on charges for the coming year, and provide critical input to guide the association in its efforts to meet its mission and goals.

7:30 a.m. - 4:30 p.m.

PAVILLION BAR

Exhibits

8:30 a.m.- 9:45 a.m. • Session One

CARLISLE EAST

Session Chair: Barbie Chambers

CARLISLE EAST

Leadership vs Managerial Communication

TRACK: Organizational Communication

FOCUS: Research

Tyler Swafford, Eastern Kentucky University / University College Dublin

Marcel Robles, Eastern Kentucky University

The purpose of this study was to understand the efficacy of and relationship between leadership and management communication in business by examining the qualities and styles most associated with each approach. The presentation answers the research question: How do leaders and managers interact and communicate differently with their subordinates?

8:30 a.m.- 9:45 a.m. • Session One, continued

CARLISLE EAST Who Has the Answer When No One Knows the Question? Workers Use of Inquiry Leadership to Co-Create a Workplace**TRACK:** Organizational Communication**FOCUS:** Research

Milton Mayfield, Texas A & M International University

Jacqueline Mayfield, Texas A & M International University

Robyn Walker, University of Southern California

Organizational change often cannot be dealt with through normal means. But workers can turn to each other to understand new organizational realities. Questions are a fundamental way of dealing with these changes, and a model will be presented of how and why workers use co-questioning to create new organizational structures.

CARLISLE EAST Starting a Consulting and Training Business: Lessons from Year One**TRACK:** Consulting and Training**FOCUS:** Consulting

Christine Grosse, Thunderbird at Arizona State University

The presenter shares her experience starting up and operating a consulting and training business. She describes the challenges and rewards of the first year of operation. From her story, participants will gain tips about planning a consulting business, building a team, developing the web site, marketing and delivering the services.

CARLISLE EAST Tips for Establishing Effective Client-Based Projects and Service Learning Curriculum for Business Communication Courses**TRACK:** Innovative Instructional Methods**FOCUS:** Teaching

Barbie Chambers, Texas Tech University

This presentation provides practical recommendations for incorporating client-based projects and service learning pedagogy into business communication curriculum. The author presents a review of academic research, student feedback, and personal experience from working with clients and projects over a 25-year period. The discussion will also feature best (and worst) practices from undergraduate- and graduate-level courses.



THURSDAY

8:30 a.m.- 9:45 a.m. • Session One, continued

CARLISLE WEST Session Chair: Brad Stratton

CARLISLE WEST **Developing Student Oral Communication Skills: The Effect of Peer and Instructor Electronic Formative Feedback**

TRACK: Innovative Instructional Methods

FOCUS: Teaching

Judith Ainsworth, Temple University

Katie Gerst, Temple University

Our two studies compared GoReact cloud-based software and Class Capture for delivering formative feedback to improve students' oral communication skills. Preliminary results indicate the experimental class found GoReact easier and more useful for giving and receiving peer feedback, and receiving instructor formative feedback. We include our observations about student buy-in and engagement with GoReact, and the easy, time saving features for giving formative feedback.

CARLISLE WEST **Teaching/Learning Audience-Centered Slide Design with a Three-Level Design Framework**

TRACK: Innovative Instructional Methods

FOCUS: Teaching

Patricia Harms, University of North Carolina - Chapel Hill

For slide designers to be effective, they need to know more than a laundry list of do's and don'ts. I'll present a three-level design framework, grounded in research, that helps students learn best practices and gives them the insight they need to be nimble, rhetorically-savvy slide designers. Slides curated from publicly traded companies' websites provide concrete examples for each level.

CARLISLE WEST **Using a Situated Learning Approach to Develop Intercultural Competence in Cross-cultural Business Communication Education**

TRACK: Scholarship of Teaching and Learning

FOCUS: Teaching

Yunxia Zhu, University of Queensland

Situated learning, also known as the learning by doing approach, is especially sympathetic to the emic or culture-specific perspective for uncovering the depth of cultural meanings in teaching culture in the classrooms. In this presentation, I propose the following two aspects of teaching culture in business communication.

8:30 a.m.- 9:45 a.m. • Session One, continued

CARLISLE WEST **Driving Fear Out of Business Presentations**

TRACK: Innovative Instructional Methods

FOCUS: Teaching

Brad Stratton, University of South Carolina

Preparing a strong written message is the key to helping students reduce fear and develop business speaking skills, yet our teaching often focuses on performance over writing. Borrowing from experience with students and corporate clients, this session offers an alternative teaching method and grading structure designed to help business students overcome fear, improve writing, and develop oratory skills.

DUNLEARY Session Chair: Diana J. Green

DUNLEARY **Communicating a Consistent Personal Brand when Networking, Interviewing, and Using Social Media**

TRACK: Interpersonal and Non-Verbal Communication

FOCUS: Teaching

Dawn Kutza, Indiana University
Angela Perry, Indiana University
Emily Dutton, Indiana University

An authentic personal brand can be a differentiator for students in today's job market. This session will discuss how to help students craft an authentic personal brand and communicate it successfully and consistently across a spectrum of informal and formal professional situations and social media channels.

DUNLEARY **Does the Delivery Method or Major Affect the Underlying Traits in Oral Presentations**

TRACK: Interpersonal and Non-Verbal Communication

FOCUS: Teaching

Diana J Green, Weber State University
Allyson Saunders, Weber State University

The research purpose is to analyze the underlying traits of content, verbal delivery, nonverbal delivery, and visual aids in oral presentations. Analysis compares delivery methods and majors with underlying traits. Previous research dealt with totality rather than underlying traits. Further analysis with individual traits will provide evidence supporting changes in teaching strategies to improve student learning outcomes in oral presentations.



Remember to tweet about
your conference experience:

#IrelandABC

THURSDAY

8:30 a.m.- 9:45 a.m. • Session One, continued

KINGSTOWN 1 Session Chair: Rick Olsen

KINGSTOWN 1 **Fostering Collaboration and Creativity by Connecting Culture and Individual Communication Preferences**

TRACK: Consulting and Training

FOCUS: Teaching

Rick Olsen, University of North Carolina Wilmington

Julie Morgan, Eastern University

Rachel Olsen, University of North Carolina Wilmington

This interactive session draws from the discipline of communication studies and the use of the Forte assessment tool to explore how awareness of someone's communication style can help leaders and consultants work more effectively to foster collaboration and creativity and process conflict.

KINGSTOWN 1 **Find it, Frame it, Fix it: Diagnosing and Solving Critical Communication Issues for Clients**

TRACK: Innovative Instructional Methods

FOCUS: Teaching

Sabrina Pasztor, University of Southern California

Undergraduate business students review a mini case scenario of an organization experiencing significant issues with employee retention, morale, and engagement. Assuming the role of a 'consultant' to the firm, they are tasked with individually identifying and analyzing the top three impediments (related to internal communication practices), developing concrete recommendations for each, and developing and delivering a written report and recorded presentation to the "client" with their solutions.

KINGSTOWN 2 Session Chair: Diane Monahan

KINGSTOWN 2 **Implementing Social Media and Multi-Modal Principles into a Stale Assignment: A Project Redesign**

TRACK: Innovative Instructional Methods

FOCUS: Teaching

Erin Drouin, University of Delaware

Nina Freiburger, University of Delaware

Co-Author: Tracey Holden, University of Delaware

The introductory public speaking course at the University of Delaware includes a semester long group project focused on social entrepreneurship. The original project's design neglected to incorporate social media or emerging technologies. We have redesigned the project so that students are now required to use multiple modalities as they build brand recognition and raise social awareness for their issue.

8:30 a.m.- 9:45 a.m. • Session One, continued

KINGSTOWN 2 **Me, Myself and a Career in Communication**

TRACK: Innovative Instructional Methods

FOCUS: Teaching

Diane Monahan, Saint Leo University

Me, Myself and a Career in Communication is an assignment that helps students understand the complexity of the field and the current, regional trends, and their skill level.

KINGSTOWN 2 **The Professional Development Portfolio**

TRACK: Innovative Instructional Methods

FOCUS: Teaching

Christina Moore, Texas State University

To develop business professionalism, engender cultural awareness, and stimulate introspection on character traits in its graduates, Texas State University recently added a prerequisite for all students graduating from the business college: The Professional Development Portfolio. This requirement is the tangible result of a transformation designed to shape students' reasoning regarding values, purpose, credibility, communication styles, and working in diverse teams.

KINGSTOWN 2 **Teaching Real-World Job-Seeking Skills: Expanding the Reach of Classroom Instruction on Business Communication**

TRACK: Innovative Instructional Methods

FOCUS: Teaching

Allison Alford, Baylor University

Typical business communication courses include a job packet with cover letter, resume, etc. Seldom discussed are the alternative strategies that one might use for networking and finding employment. I urge my fellow business communication instructors to shape and expand job-seeking skills by adding three assignments to your business communication course: a business card, small-talk interactions, and a personal job-seeking website.



Make friends over dinner - Thursday, Oct 19

ABC made limited reservations at a few area restaurants.

Sign up for an evening dinner-on-your-own at Member Networking. Make your own group!

THURSDAY

8:30 a.m.- 9:45 a.m. • Session One, continued

MARINER Session Chair: Claudia Hart

MARINER **A Statistical Analysis of Metrics-Based Feedback on Student Papers: An Inquiry into Writing Improvement**

TRACK: Scholarship of Teaching and Learning

FOCUS: Research

Heidi Schultz, University of North Carolina-Chapel Hill

Michael Meredith, University of North Carolina, Chapel Hill

Does quantified feedback result in improved student writing outcomes? The authors will discuss their research, currently underway, investigating this question. Key discussion includes: 1) sharing preliminary findings into whether metrics-based feedback leads to improved writing; 2) overviewing the intervening instruction students receive; 3) offering a glimpse into an innovative grading platform providing data-driven feedback; and 4) unpacking potential pedagogical impact.

MARINER **Investigating the Curricular Differences of Technical and Business Communication Service Courses**

TRACK: Scholarship of Teaching and Learning

FOCUS: Research

Jennifer Veltsos, Minnesota State University, Mankato

Ashley Patriarca, West Chester University of Pennsylvania

What is the difference between technical and business communication courses? Are traditional curricular separations still valid? Or, as Blyler (1993) suggested, should we be moving away from labels and toward a more contextual, applied rhetoric design for the service communication course? To find an answer, we surveyed disciplinary faculty and practitioners about what students need to know about workplace communication.

MARINER **Memes Aren't Just for Fun – Use Memes as an Educational Tool to Engage Learners**

TRACK: Technology, Digital Communication, Social Media, and Web 2.0

FOCUS: Teaching

Claudia Hart, Northern Michigan University

Margaret Vroman, Northern Michigan University

Co-Author: Karin Stulz, Northern Michigan University

Memes are used around the world to convey political points of view, social commentary, humor and satire. Memes typically consist of captioned photos, verbal expressions, or short video clips. These ubiquitous expressions of diverse viewpoints are spread by every type of social media. In this session, participants will explore using memes as an educational tool.

8:30 a.m.- 9:45 a.m. • Session One, continued

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- KINGSTOWN 1 **A Moment of Mastery or Defeat for Organizational Leaders: Creating and Delivering the Speech of Apology/Remorse****
- TRACK:** Executive, Managerial, and MBA Communication
- FOCUS:** Teaching
- Kathryn Canas, University of Utah
Georgi Rausch, University of Utah
- The purpose of this presentation is to explore, in detail, the complexity of a specific type of ceremonial speech: The Speech of Apology. The presenters will (1) make an argument about the significance of mastering the speech of apology from a leadership perspective; (2) compare and contrast three case studies of organizational leaders, effective vs. ineffective speeches of apology; (3) offer in-depth analyses of how metaphor is used strategically in the speech of apology.
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- MARTELLO 2 Session Chair: Kathy Langston**
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- MARTELLO 2 **Virtual Teams: Learning Intercultural Business Communication By Doing****
- TRACK:** Intercultural and Global Communication
- TRACK:** Teaching
- Stephanie Swartz, University of Applied Sciences Mainz
Co-Author: Susan Luck, Pfeiffer University
- This session presents an overview and methodology of experiential international communication learning exercises involving virtual teams, as well as offers guidance on how to set up similar international learning experiences.
-
- MARTELLO 2 **“Ogni Can Mena la Coa, Ogni Mona Vol Dir la Soa. How Can My Overseas Employees Ever Understand?” Unified Communication System-Integration Platforms: A Case Study****
- TRACK:** Organizational Communication
- FOCUS:** Research
- Maria Cristina Gatti, University of Milan-Bicocca
- This is a real-data analysis of communication instances collected through personal field work. The approach is linguistic and it focuses on people interaction with a special eye on verbal and non-verbal personal behaviors that are multimodally constructed in the multilingual workplace. It relies on the affordances provided by unified communication systems, i.e. integrated self-contained platforms, for continuous teamwork in internationally expanded organizations.

THURSDAY

8:30 a.m.- 9:45 a.m. • Session One, continued

MARTELLO 2 **Understanding Me, Understanding You**

TRACK: Intercultural and Global Communication

FOCUS: Teaching

Kathy Langston, University of South Carolina

When students learn how to understand differences in individual approaches to leadership, teamwork, and management, then they are better able to understand and appreciate cultural differences. This presentation provides several websites and lessons that broaden understandings of individuals and cultures and that work to change the landscapes of current understandings.

9:50-10:15

Morning Break

**Sponsored by
McGraw Hill**



10:20-11:35 a.m. • Session Two

CARLISLE EAST **MY FAVORITE ASSIGNMENT I**

D. Joel Whalen, DePaul University, Chair

TRACK: Innovative Instructional Methods

FOCUS: Teaching

The Culture Game

Stephanie Swartz, University of Applied Sciences Mainz

Drafting Your Personal Code of Ethics

Jennifer Cummings, University of Utah

Understanding One-Way Communication

Jennifer Cook Loney, Portland State University

Intercultural Collaboration - Creating University Recruiting Brochures

Zsuzsanna Palmer, Grand Valley State University

The Silent Observer

Ashley Hall, Stephen F. Austin State University

Using Design Principles in Rhetorical Analysis of Business Documents

Cheri Crenshaw, Dixie State University

Positive Organizational Development – Understanding You and Me

Timothy Hartge, University of Michigan-Dearborn

Communication Planning

Amy Newman, Cornell University

Collaborative Restaurant Review

Rita Owens, Boston College

continued on following page

CARLISLE EAST**MY FAVORITE ASSIGNMENT I, *continued*****Interesting Me - Interesting You**

Barbara Davis, University of Memphis

Picture Perfect Explanations: Practicing Efficiency, Accuracy, and Organization

Stephen Lind, Washington and Lee University

Trumping Your Group Work

Christopher McKenna, Stephen F. Austin State University

The Gizmo Activity

Melinda Phillabaum, Indiana University Indianapolis

An Online Business Writing Case Study Assignment for Working Adults

William Christopher Brown, University of Minnesota Crookston

Resume Transformation

Cole Holmes, The University of Utah

Communicating Across Cultures

Kathy Jones Langston, University of South Carolina

Discover the latest classroom assignment creations from your ABC colleagues. Come to share ideas and take home some techniques during this energetic, popular session.

CARLISLE WEST

Session Chair: Fiona Barnes

CARLISLE WEST**A Pilot Test of a Motivating Language Training Module**

TRACK: Organizational Communication

FOCUS: Research

William Sharbrough, The Citadel

Tom Thompson, The Citadel

Research suggests that an increase in the use of Motivating Language (ML) yields increases in organizational commitment, job satisfaction, worker retention, creativity, and productivity; the challenge is to train leaders to increase the frequency with which they use such language. This session presents the results of a role-playing module that teaches people to use Motivating Language.

CARLISLE WEST**Addressing Stakeholder Perspectives in Interactive Ways to Better Communicate Professional Responsibility Principles**

TRACK: Social Responsibility, Civic Engagement, Sustainability, and Business Ethics

FOCUS: Teaching

Kathryn Rybka, University of Illinois at Urbana-Champaign

This session will introduce an interactive model for using a business case study to better understand and respond to specific stakeholder perspectives that offer real-life professional responsibility dilemmas. The model has been piloted with both college student as well as practitioner audiences. Attendees will learn how they can translate this exercise for implementation within their own classroom or organization.

THURSDAY

10:20-11:35 a.m. • Session Two, continued

CARLISLE WEST Antecedents For Ethical Employee Empowerment

TRACK: Social Responsibility, Civic Engagement, Sustainability & Business Ethics

FOCUS: Research

Tony Swaim, Kennesaw State University

Deborah Roebuck, Kennesaw State University

Co-Author: Tyler Smith-Follett, Kennesaw State University

Employee empowerment has been shown to be a cornerstone of an effective organizational ethical initiative. This research examines the effects of visible organizational involvement, management support for ethical behavior, and ethical training as antecedents for ethical employee empowerment.

CARLISLE WEST Using Personality and Communication Assessment Instruments in the Business Communication Classroom

TRACK: Scholarship of Teaching and Learning

FOCUS: Teaching

Fiona Barnes, University of Florida

This presentation will discuss the personality and communication assessment instruments most widely used by business communication instructors in the classroom. Based on survey responses from ABC members, the presentation will explore how these instruments are being applied in the classroom to strengthen students' self-knowledge and communication skills.

DUNLEARY Session Chair: Kristopher Lotier

DUNLEARY The Concept of Context in Teaching Business Communication to Undergraduate Engineering Students

TRACK: Employment Issues in Business Communication

FOCUS: Teaching

Mubeena Iqbal, Amity University Dubai

While HR Managers and Industry Experts have rated communication skills as one of the most important skills required for successful employment, they have also observed that engineering graduates lack effective communications skills. Undergraduate Engineering students are known to prioritize technical education over communication studies. present study discusses the issues of context in teaching business communication to undergraduate engineering students.

DUNLEARY**Accessibility Issues of Financial ICT and Understanding the Needs of Aging Adults****TRACK:** Technology, Digital Communication, Social Media, and Web 2.0**FOCUS:** Research

Alison Driscoll, Dublin City University

This presentation will focus on new research regarding usability and accessibility of online financial information, and then relate these issues to the needs and wants of aging adult users of Information and Communication Technology. Attendees can expect to gain insight into my research methodology as well as gain an understanding of the extant literature on this topic.

DUNLEARY**Promoting the City Image and Involving the Community: Milan and the 2017 European Best Destination Competition****TRACK:** Technology, Digital Communication, Social Media, and Web 2.0**FOCUS:** Research

Miriam Bait, Università degli Studi di Milano

Given the importance of social media to promote a destination, this paper examines the online presence of Milan from a discursive perspective as a tourist destination engaged in the 2017 European Best Destination Competition. Data include posts on the website, Facebook, Instagram, Twitter. I will discuss the tension between a modern city and the respect for local culture and heritage.

DUNLEARY**Constructing Coolness when Everywhere Is Nowhere: Simulacra, Sprezzatura, and Organizational Self-Fashioning in Brooklyn, New York****TRACK:** Technology, Digital Communication, Social Media, and Web 2.0**FOCUS:** Research

Kristopher Lotier, Hofstra University

By examining the online presences of 50 restaurants and bars, this presentation considers how business communication shapes the landscape of an evolving neighborhood by producing and reinscribing the “Brooklyn” aesthetic in Brooklyn, New York itself. It draws from research on urban sociology, genre theory, art history, and Baldesar Castiglione’s notion of sprezzatura—an artfulness that hides its own art.



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THURSDAY

10:20-11:35 a.m. • Session Two, continued

KINGSTOWN 1 Session Chair: Sandra Dean

KINGSTOWN 1 **The Changing Art of Persuasion: New Thinking on an Ancient Subject**

TRACK: Executive, Managerial, and MBA Communication

FOCUS: Teaching

Marla Mahar, Oklahoma State University
James Stapp, Oklahoma State University
Cynthia Eve Ash, Oklahoma State University-Tulsa

Teaching persuasion can be a challenge. Most experts agree that persuasion should be used in such a way that it does not exploit, but serves an ethical purpose. A proposal on exactly how to do that will be presented. How it is taught in present Business Communication texts and some new ways to teach persuasion will also be covered.

KINGSTOWN 1 **The Goldfish Effect: Teaching the Importance of Attention Span for any Mode of Communication**

TRACK: Executive, Managerial, and MBA Communication

FOCUS: Teaching

Sandra Dean, Jacksonville University

In this presentation, participants will learn a four-step planning method for business writing. Actual business examples will be used for application. Increasing writing efficiency and improving effectiveness are the goals. An additional benefit is to provide an interactive way to teach business writing. Come join the fun as we find out just how long a goldfish can pay attention.

KINGSTOWN 2 Session Chair: Marcia Pentz

KINGSTOWN 2 **“Creating Crisis Communication Simulations—Without a Crisis of Your Own”**

TRACK: Innovative Instructional Methods

FOCUS: Teaching

Marcia Pentz, University of Virginia
Kerrie Carfagno, University of Virginia
Lynn Hamilton, University of Virginia

From United to Uber, crisis communication happens daily; yet, while instructors discuss crises in detail, an increasingly important goal is to replicate the “crisis communication” experience for students. Panelists will share a successful “crisis communication” in-class simulation, its creation, in-class logistics, and provide building blocks to create your own crisis communication simulation.

10:20-11:35 a.m. • Session Two, continued

MARINER Session Chair: Jacob Rawlins**MARINER** **Rhetoric of Energy Economics: Fuel Hedging, Oil/Gas Security, and Green Fracking****TRACK:** Rhetoric**FOCUS:** Teaching

Kevin Jones, Indiana University - Purdue University Columbus

Katherine Wills, Indiana University Purdue Univ. Columbus

Svyatoslav Pikh, Higher School of Economics - Moscow Russia

The purpose of this session is to help attendees recognize qualitative organizational communication in fast-changing area of energy rhetoric. First, the speakers track rhetoric of energy scarcity/abundance in research from 1990-2017, then show how the business communication and rhetoric evolves with global/ local energy changes. Attendees can use the speakers' insights both as pedagogical examples for communication classes or research.

MARINER **The Business of Invisibility: Editing as a Mediating Rhetoric****TRACK:** Rhetoric**FOCUS:** Research

Jacob Rawlins, Brigham Young University

In the business world, where professional communicators are often asked to edit for subject-matter experts, editors act as mediators to craft text and create public images for authors in order to accomplish specific rhetorical goals. This presentation will draw on real-life examples of editors who help to create a connection between author and audience while maintaining their own invisibility.

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MARTELLO 1

MULTILINGUALISM IN PROFESSIONAL COMMUNICATION IN EUROPE

Geert Jacobs, Ghent University, Chair

TRACK: Scholarship of Teaching and Learning

FOCUS: Research

Language Choice at a European Embassy in Ukraine

Charlotte Moyersoén

Ukraine, a bilingual country with many language minorities, is undergoing tensions. Measures are being taken by the State concerning the Language Question as a counterstep of the ongoing Russian aggression in the East. Here we look at the Embassy of a European country in Kyiv, which mainly relies on local Ukrainian staff and does not impose any language policy from within. Language used for daily operations and contact with the outside world is personal choice. Based on fieldwork and interviewing at the Embassy it is shown this choice is influenced by Ukraine's political climate, which seems to have a direct impact on the working sphere.

Media Discourse and International Politics: Focus on the Representation of Iran's Nuclear Programme in the Media Across Languages and Cultures

Faramarz Shadloo

This paper looks at the role of language and media discourse in the coverage and representation of events related to Iran's Nuclear Programme in both Iranian and Western printed media. In particular, it presents how news sources on the same topic are entextualised in Persian media (reformulated in English) and in the English and American media, while also considering cultural and ideological implications.

Welcoming Foreign Students to a Belgian College

Melanie Dekeukelaere

Internationalization occupies an increasingly important place in European higher education institutions. Students of a Dutch-language (Flemish) higher education institution in Belgium come into contact not only with a Dutch reality but also with an English one. That multilingual reality creates additional challenges. These institutions have to develop a strategy to anchor internationalization in their institution. Here we discover the strategy of one Belgian college to attract foreign students and investigate how that strategy is implemented online and offline towards foreign students. Results are based on in-depth interviews and more.

MARTELLO 1

MULTILINGUALIS, *continued*

Geert Jacobs, Ghent University, Chair

English as Business Lingua Franca in Two Non-profit Organizations in Belgium

Steffie Van Neste

English as lingua franca (ELF) in international business is commonly accepted. While most existing literature focuses on attitudes of English teachers, the attitudes of ELF speakers in business settings have been poorly studied. This study explores the role of and the attitudes towards English as business lingua franca (BELF) in two international non-profit organizations in Belgium, especially the Alliance française of Ghent and Brussels. English is often the means of communication between international customers and the staff, although French or Dutch is the common corporate language. Data comes from in-depth interviews and qualitative observations.

Negotiating Language Choice in Multilingual Situations: The Case of Polish Truck Drivers on European Roads

Bianca Dijkstra

Eastern European truck drivers are poor communicators according to a common Dutch stereotype. Nonetheless, numerous drivers from these realms populate the European roads, and usually they get their work done. A small scale study focused on the language practices of five Polish truck drivers who drive internationally taking into account both their own perspective, and the perspective of their Dutch clients. The main objective is to gain insights into the dynamics and demands of multilingual work interaction, including approaches to avoid communicative pitfalls. The study also explores how these drivers negotiate contextual meaning and language choice in multilingual situations.

English as a Lingua Franca vs. the Local Language: The Case of FIT in Bulgaria

Roxanna Deleersnyder

Flanders Investment & Trade (FIT) promotes international enterprise in Flanders, the Dutch-speaking part of Belgium, by supporting the international activities of Flemish companies and by attracting foreign investors to Flanders. The organisation has over 70 worldwide offices; most offices are run by Flemish trade commissioners; some are run by local staff. Though Dutch is the official language in Flanders and in governmental agencies like FIT, some local staff members don't speak Dutch and therefore use English to communicate with the Brussels headquarters. These employees speak the local language though, making interactions easier with local authorities and relevant market players. But how important is it to speak the local language with the local audience? Is this necessary in a strongly globalising environment where the use of ELF (English as a lingua franca) is rising or is it an added value in terms of business communication?

In this lightning round, graduate students and emerging scholars from Europe will address multilingualism in professional communication. Research areas include: language choice at an embassy (Ukraine), media disclosure across languages and cultures (Iran), foreign students in Belgium, English as a business lingua franca non-profits (Belgium), negotiating language choice (Poland), English as a business lingua franca vs. a local language (Bulgaria).

THURSDAY

10:20-11:35 a.m. • Session Two, continued

MARTELLO 2 Session Chair: Axel Beer

MARTELLO 2 **Becoming BELF Users: Challenges for Professionals Who Use English as an Additional Language**

TRACK: Intercultural and Global Communication

FOCUS: Research

Miyuki Takino, St.Margaret's Junior College

This paper is an exploratory study that investigates how non-native English users develop their communicative competence in English as a business lingua franca to achieve their business goals effectively. Referring to the Experiential Learning Theory, the author analyses the challenging experiences told by 47 professionals and proposes a conceptual framework that illuminates their trajectory.

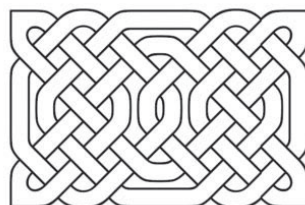
MARTELLO 2 **English as a Lingua Franca in Mainland China: An Analysis of Intercultural Business Communicative Competence (IBCC)**

TRACK: Intercultural and Global Communication

FOCUS: Research

Lorraine Yao, City University of Hong Kong

This presentation discusses how Chinese business professionals perceive communicative competence for Intercultural business communication (IBC) and investigate to what extent the components of IBCC interactively influence their IBC. Using a mixed-method approach, the presentation presents the conceptual framework of a model of IBCC and the roles its components play in the model.



10:20-11:35 a.m. • Session Two, continued

MARTELLO 2 Language Strategy and the Politics of Language Choice in International Business Communication**TRACK:** Intercultural and Global Communication**FOCUS:** Research

David Victor, Eastern Michigan University

This paper addresses the need for a language strategy in markets where language politics concerning minority-language selection is a business communication consideration. Language politics refers to cross-cultural tensions in regions where language use is hotly contested. In such situations, language selection frequently influences the outcome of business interactions. This is a position paper calling for research in four categories where minority-dominant languages have an economic impact.

MARTELLO 2 A Look at Local Adaptations of Movie Titles and Related Issues**TRACK:** Intercultural and Global Communication**FOCUS:** Research

Axel Beer, Vienna University of Economics & Business Administration

Have you also sometimes wondered why the original titles of movies etc. are often adapted for international target markets in a seemingly arbitrary manner, such as keeping the original language, but changing individual words or names? This talk will try to show that there is, indeed, often method to this apparent madness.

11:45 a.m. -1:45 p.m.

CARLISLE SUITE PLENARY SHOWCASE LUNCHEON — *Please Be Seated***Co-Sponsored by ABC with Mary Ellen Guffey and Dana Loewy****Capturing Cultural Nuances: the Language Building Blocks Model of Cultural Competency**

Anita Pandey, Morgan State University

Winner, 2016 Distinction in the Practice of Diversity and Inclusion Award

Pandey's presentation will showcase the language building blocks model for assessing and enhancing cultural competency. As demonstrated, this linguistic framework for tracking cultural nuances simultaneously functions as a politeness enhancer—a pyramid and cline that capture differences in politeness and cultural norms. Through a focus on language building blocks that vary in composition and size, this session will provide examples of communication differences.

continued on following page

CARLISLE SUITE PLENARY SHOWCASE LUNCHEON, *continued*

A Comprehensive Plain Language Approach to Simplifying Federal Bankruptcy Forms

Carolyn Boccella Bagin, Center for Clear Communication, Inc.

Winner, 2016 Award for Excellence in Communication Consulting

How can a plain language approach guide a project to clarify an antiquated system of bankruptcy forms? Through negotiation, collaboration, and persistence, diverse professionals joined for the biggest overhaul of bankruptcy forms in 20 years. Before this 6-year project, no one had analyzed the forms systematically. Now almost a million people a year benefit from clearer documents.

High Tech and High Touch: Technology in the Business and Professional Communication Classroom

Katherine Castle, University of Nebraska-Lincoln

Winner, 2016 Pearson Award for Innovation in Teaching with Technology

Dr. Kathy Castle, Director of Business and Professional Communication at the University of Nebraska-Lincoln, will explain her approach to designing and implementing a “high touch, high tech” classroom across two popular course delivery formats: online and hybrid. This presentation will detail her approach to designing, instructing, and directing business and professional communication successfully across these two delivery formats.

Kindergarten to Professor Emeritus Reflections and Lessons

Timothy Clipson, Stephen F. Austin State University

Winner, 2016 Meada Gibbs Outstanding Teacher-Scholar Award

Reflections and lessons from 62 years in formal education as a student, public school teacher, graduate assistant, and each tenure track position leading to Professor Emeritus.

Crisis Communication: Role for Business Communicators to Build Organizational Resilience

Augustine Pang, Nanyang Technological University

Winner, 2016 Kitty O. Locker Outstanding Researcher Award

The speaker will speak on research in crisis management and communication. This includes studies before, during, and after crises. The aim is to examine how business communicators can help enhance organizational resilience through strategic communication management. A theory-based, practice-driven approach is adopted: Empirical studies grounded in the practitioners’ world so as to understand how theory and practice can integrate.

1:50 p.m. - 2:10 p.m.

MEZZANINE

Break**C. R. Anderson Foundation Silent Auction Opens****POSTER SESSION I****UDL: It's Not (Just) About Technology****TRACK:** Diversity and Inclusion**FOCUS:** Teaching

Ann Alexander, Grand Rapids Community College

Universal Design for Learning (UDL) is not just about making the courses in a learning management system more accessible – it's a way to help all students be more successful. Participants will learn how they may already be implementing UDL and identify ways to implement UDL more effectively right away.

What's that Beer's Gender?: Expanding Students' Notions of Gender in Online Service Learning**TRACK:** Diversity and Inclusion**FOCUS:** Teaching

Lance Cummings, University of North Carolina Wilmington

Presenter will use research from an online service learning project to show how analyzing craft breweries social media presence helped students examine the complex relationship between gender identity and business communication.

Microcore: Advancing Informal Professional Writing Instruction Through Alternative Reality Games**TRACK:** Innovative Instructional Methods**FOCUS:** Teaching

Jon Balzotti, Brigham Young University

Charles Mercer, Brigham Young University

Microcore, a virtualized case-study simulation, offers students the opportunity to participate in meaningful work experiences designed to give an accurate look into the dynamics and expectations of professional communication.

continued on following page

1:50 p.m. - 2:10 p.m., continued

POSTER SESSION I, *continued*

Start Them Early: Increasing Repeat Traffic through Business Communication Centers

TRACK: Innovative Instructional Methods

FOCUS: Research

Corey Clem, Texas Tech University
Barbie Chambers, Texas Tech University

The goal of any communication center is to help as many students as possible, but very few studies have looked at repeat students. Often, students are impressed with their visit, but do they actually come back during the semester? The author will discuss if early visits increases repeat student visits back to the center later in the semester.

A Survey to Develop a Regional Program of Sending Students to Exhibitions Abroad as Volunteer Interpreters

TRACK: Intercultural and Global Communication

FOCUS: Research

Masaki Yamada, Otaru University of Commerce
Toshiyuki Sakabe, Hokkaido University of Science
Hiroko Miura, Hokkaido University of Science
Akiko Shibata, Sapporo Otani University
Nozomi Ishikawa, Sapporo Otani University
Hisashi Naito, Hokkai-Gakuen University

A survey was conducted on Japanese university students' attitudes toward attending overseas exhibition to investigate how to facilitate opportunities for more university students to attend them. 216 valid responses showed that participating students should be from business related fields, have high motivation to learn English regardless of overseas experiences, and should be at least at the upper intermediate English level.



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2:15 p.m. - 3:45 p.m. • Session Three

CARLISLE EAST Session Chair: Lisa Gueldenzoph Snyder, North Carolina A & T State University**CARLISLE EAST** **How Do You Teach Diversity? I**Jacqueline Lowman, University of Maine, Presque Isle,
Diversity and Inclusion Committee Chair, Co-Author**True and Out of the Blue: Writing Goodwill Letters**

Robyn Albers, Zayed University

Exploring Cultural Diversity With Brainwriting and Post-It Notes

Abram Anders, University of Minnesota Duluth

Words Matter: How We Frame Discussions of Public Tragedy

Eve Ash, Oklahoma State University

All Hands on Deck: Inclusion, Teams, and PPT Reports

Pamela Bourjaily, University of Iowa

Diversity and Sports: An Examination of the NFL, NASCAR, NHL, PGA, and NBA

Kathryn Canas and Georgi Rausch, University of Utah

BaFa BaFa: An Intercultural Simulation

Sharon McMillen Cannon, University of North Carolina at Chapel Hill

What is 'Microaggression'? Why Does It Matter?

Cole Holmes, University of Utah

Intercultural Theme Parks

Sheila Hostetler, Orange Coast College

Intercultural Research Business Memo

Yingqin Liu, Cameron University

Turn Diversity Into a Classroom Resource

Minna Logemann, CUNY/Baruch College

Voices Against Stereotypes

A'Isha Malone, Tarrant County College

Profiles in Diversity

Clive Muir, Stephen F. Austin State University

Teaching Diversity in Business Through a Focus on World Englishes

Anita Pandey, Morgan State University

We Are Losing All of Our Talent! How to Help Large Companies Create Sustainable Retention Programs.

Ryan Sheets, University of Arkansas

A Situated Learning Approach to Developing International Student Intercultural Competence in Business Communication

Yunxia Zhu, University of Queensland

In this first of two forums, panelists—and audience--will discuss best practices. Participants will share a favorite diversity and inclusion assignment in a lightning round where each will have a few minutes to present. This will help people to start thinking about diversity and inclusion in their teaching, research, and daily lives: the things they currently do, the opportunities to do more.

THURSDAY

2:15 p.m. - 3:45 p.m. • Session Three, continued

CARLISLE WEST Session Chair: Barbara Davis

CARLISLE WEST **“Know Your Audience!” Why Accessibility Matters in Business Communication and How to Practice It: Lessons Learned from Teaching Online**

TRACK: Diversity and Inclusion

FOCUS: Teaching

Lara Mandrell, Texas Tech University

“Know your audience” is not an unfamiliar principle but one easy to overlook where online course design meets accessibility. This session will emphasize the need for accessibility in online business communication courses so often, if not always, based on communicating with the interests/needs of others in mind; it will also offer strategies for making instructional methods and materials accessible.

CARLISLE WEST **Diversity, Community, Identity: Surprising Outcomes in U.C. Berkeley’s PreCore Transfer Bridge Program**

TRACK: Diversity and Inclusion

FOCUS: Teaching

Ryan Sloan, University of California, Berkeley

This talk highlights significant gains made by transfer students in the PreCore bridge program at U.C. Berkeley’s Haas School of Business. The speaker addresses best practices, data, and student testimonials since PreCore’s founding in 2013, and explores how pedagogical and program design might be applicable for other institutions seeking to support a diverse and inclusive community college transfer population.

CARLISLE WEST **Practicing What We Preach: Using Diversity & Inclusion to Shape Business Communication**

TRACK: Diversity and Inclusion

FOCUS: Teaching

Peggy Odom-Reed, Cornell University

This session will consider how to use Diversity and Inclusion to shape business communication. It will consider how a recent Diversity and Inclusion (D&I) Task Force successfully used people, process, and strategy to help design and structure Cornell SC Johnson College of Business’s D&I Program. The session will discuss the necessary resources and collaboration to facilitate success and minimize barriers.

2:15 p.m. - 3:45 p.m. • Session Three, continued

CARLISLE WEST What Students from Poverty Are Not Telling You: How to Answer the Unasked Questions in Your Classroom**TRACK:** Diversity and Inclusion**FOCUS:** Teaching

Amber Meyers, Tarrant County College
 A'Isha Malone, Tarrant County College

Poverty's impact torments families for generations. Education is the vital tool to escape the cycle. Students from poverty have unique needs, differing resources, expectations, and language usage that seems foreign to middle-class instructors. Understanding the culture of poverty is the first step in "tweaking" lessons to facilitate student success in this ubiquitous demographic. These "tweaks" are valid across all diversity measures.

CARLISLE WEST From Diversity to Micromessages in the Workplace**TRACK:** Diversity and Inclusion**FOCUS:** Teaching

Barbara Davis, University of Memphis

Business communication faculty can benefit from this presentation that examines examples of selected micromessages that are embedded in various workplace environments from the hiring process through termination. Knowledge of various micromessage forms could improve students' interpersonal, intercultural, and group communication skills and benefit employers, since just one employee creating a legally defensible complaint could jeopardize an organization's future.

DUNLEARY Session Chair: Joseph Bartolotta

DUNLEARY Asking While Providing the Right Information: An Analysis of Social How-to Questions, Contextual Information, and Answerability**TRACK:** Technology, Digital Communication, Social Media, and Web 2.0**FOCUS:** Research

Matthew Baker, Brigham Young University

Social how-to questions represent an exciting and useful resource for employees to get help with their work. But how should employees communicate their questions to get the help they need? This presentation answers this question by reporting the results of an analysis of 500 social how-to questions and the contextual information types that related to getting answers.

THURSDAY

2:15 p.m. - 3:45 p.m. • Session Three, continued

DUNLEARY **Expanded Recipe: Rhetorical Analysis of Starbucks' Instructional Posts Design on Social Media**

TRACK: Technology, Digital Communication, Social Media, and Web 2.0

FOCUS: Research

Yunye Yu, Georgia State Univeristy

Based on the study of instructional posts by a coffee company on Facebook, this study discovered that posts containing instructional elements receive significantly more popularity than ordinary posts. After analyzing 550 original posts over a time span of 30 months, This trend derives from the empowerment of users through action-oriented instructions and carefully controlled information exposure.

DUNLEARY **Front-Stage and Back-Stage Genres: Shaping the Landscape of the Samsung Galaxy Note 7 Phone Recall**

TRACK: Technology, Digital Communication, Social Media, and Web 2.0

FOCUS: Research

Marcy Orwig, University of Wisconsin-Eau Claire

Goffman (1959) posited front- and back-stage communication regions. In the Samsung Note 7 recall, back-stage communication is the press release because the company controls it. Whereas the front-stage communication includes consumer posts on Facebook. This presentation, then, provides insights shaping the landscape of front- and back-stage genres on social media.

DUNLEARY **Collaborative Writing Technologies and Experienced Managers: A Study of how Executive MBA students engage with Team Communication Platforms (TCP) in class and in their professions.**

TRACK: Technology, Digital Communication, Social Media, and Web 2.0

FOCUS: Research

Joseph Bartolotta, Hofstra University

This presentation shares research about how Team Communications Platforms (TCPs) were utilized by students in an Executive MBA program as a part of a large, semester-long group writing project. The project examines mid-career managers' attitudes and values toward integrating new technologies into their professional contexts.



2:15 p.m. - 3:45 p.m. • Session Three, continued

KINGSTOWN 1 Session Chair: Glen Alessi**KINGSTOWN 1 AACSB Accreditation: Counting Your BComm Contribution****TRACK:** Employment Issues in Business Communication**FOCUS:** Teaching

Paula Lentz, University of Wisconsin
 Peter Cardon, University of Southern California
 Debbie DuFrene, Stephen F. Austin State University
 William Sharbrough, The Citadel
 Judy Tisdale, University of North Carolina- Chapel Hill

The purpose of this panel is to help ABC members understand AACSB expectations for curriculum and assurance of learning and to explain how business communication is (or is not) factored into a school's AACSB accreditation process. In addition, panel members will provide examples of how the members' individual AACSB-accredited schools count the contributions of business communication faculty.

KINGSTOWN 1 Strategic Communication: Views on How Practitioners Enact Discursive Strategies**TRACK:** Organizational Communication**FOCUS:** Research

Glen Alessi, University of Modena & Reggio Emilia

This study investigates which lexico-grammatical choices thought to be integral to notions of strategic communication are realized via an analysis of a corpus of documents and interviews with four different practitioners. Conclusions hope to provide insights into how practitioners view their role and performance in producing strategic content and reveal shared patterns in public communication.

KINGSTOWN 2 Session Chair: Carroll Nardone**KINGSTOWN 2 Adding Professional Development to Today's Business Communication Curriculum to Better Prepare Students for Careers****TRACK:** Innovative Instructional Methods**FOCUS:** Teaching

Christina Moore, Texas State University
 Matari Gunter, Texas State University
 Allison Alford, Baylor University

In today's competitive market, technical skills are used to land a job, but "sharp" skills are needed to keep it. Sharp skills offer better placement, salary, and successful tenure. Texas State University has added a professional development component to its required business communication course for every business major. Curriculum focuses on building relevant skills in values, character, culture, and credibility.

THURSDAY

2:15 p.m. - 3:45 p.m. • Session Three, continued

KINGSTOWN 2 Changing Classroom Ecologies: Assessment as a Socially-Just Practice

TRACK: Diversity and Inclusion

FOCUS: Teaching

Carroll Nardone, Sam Houston State University

This presentation argues for more diverse standards in writing assessment practices. Participants will learn why changes are necessary and identify the limits of standard assessments. Then, they will have an opportunity to create inclusive methods of formative assessment. Participants will leave with ready-to-use techniques for conducting socially just assessment.

MARINER Session Chair: Michael Goodman

MARINER Engaging Stakeholders: Communication Strategies and Tools

TRACK: Executive, Managerial, and MBA Communication

FOCUS: Teaching

Mary Vielhaber, Eastern Michigan University
Christy Hicks

What do our students need to know to become strategic communicators who can engage key stakeholders to execute corporate strategy? Two complementary tools, the Mendelow's Power-Interest Matrix for stakeholder analysis and the Communication Road Map, a systematic way to track communication events by scheduling key messages using a variety of media and monitoring the feedback from stakeholders, will be explored.

MARINER Teaching Tone Systematically: Key Components & Illustrative Examples

TRACK: Executive, Managerial, and MBA Communication

FOCUS: Teaching

Lisa Pawlik, University of Michigan
Priscilla Rogers, University of Michigan

This session presents applications of the Tone Management Framework for teaching and evaluating textual choices to manage tone, especially in face threatening, negatively charged situations. Concrete dimensions of tone--Contribution, Deference, Ownership and Objectivity--and rhetorical choices that comprise each are covered, along with examples from an original case used with international students at University of Michigan's Ross Business School.

2:15 p.m. - 3:45 p.m. • Session Three, continued

MARINER**The Art and Science of Teaching MBA Students the Corporate Social Responsibility “Pitch”****TRACK:** Executive, Managerial, and MBA Communication**FOCUS:** Teaching

Denise Driscoll, Purdue University

Teresa Sekine, Purdue University

“Creating a strong business and building a better world are not conflicting goals—they are both essential ingredients for long-term success” (W. Ford, Jr., Ford Motor Company). Moving students beyond an individual mindset to one focused on Corporate Social Responsibility, while stressing Aristotle’s three modes of persuasion, is the goal of our MBA assignment involving a charity “pitch.”

MARINER**Corporate Communication Practices & Trends 2017 — Findings****TRACK:** Executive, Managerial, and MBA Communication**FOCUS:** Research

Michael Goodman, Corporate Communication International

The CCI Corporate Communication Practices & Trends 2017 Study examines the unprecedented changes taking place in the communication, media, and business environments as reflected in the practice of corporate communication. The 2017 Study analyzes relationship between the CEO and the CCO; analyzes state of the art in Fortune 500 companies; continues the CCI Studies from 2000 - 2015.

MARTELLO 1

Session Chair: Andrew Quagliata

MARTELLO 1**“Let Me Tell You”: Bakhtin’s Chrontopes and Student Storytelling in a Professional Writing Symposium****TRACK:** Rhetoric**FOCUS:** Teaching

William Carney, Cameron University

Are you interested in exploring the power of organizational storytelling in your classes? This presentation provides information about how a group of internship students used their stories to create meaning and forge new identities as professional workplace writers. We discuss ways that you can use this powerful pedagogy.

THURSDAY

2:15 p.m. - 3:45 p.m. • Session Three, continued

MARTELLO 1 **Millennials' Response to Technology-Mediated Feedback – A Lesson in Rhetorical Analysis**

TRACK: Rhetoric

FOCUS: Teaching

Maria Wolfe, Cornell University

This presentation discusses the business students' perception of technology-mediated feedback. The study focused on RichReview, an online multimodal annotation platform, and PitchVantage, speech practice software with computer-generated feedback. The study results challenge the accepted generalization of Millennials as technology-savvy and preferring technology-mediated feedback. Rather, rhetorical variables (audience, purpose, and context) prove to influence the students' perception the most.

MARTELLO 1 **Teaching How to Develop an Argument Using the Toulmin Model**

TRACK: Rhetoric

FOCUS: Teaching

Ana Magalhaes, State of Sao Paulo Technological College

Business communication is often about developing arguments. The Toulmin model, powerful tool for argument construction, is (almost) failsafe and allows room for the argument builder to be creative. This paper will describe proven techniques whereby a teacher can have his students learn to practice Toulmin methodology intuitively.

MARTELLO 1 **An Examination of Presidential Communication Styles: Using Barack Obama and Donald Trump's Communication Styles to Understand Our Own Leadership Communication Approach**

TRACK: Organizational Communication

FOCUS: Teaching

Andrew Quagliata, Cornell University

The purpose of this presentation is to provide business communication instructors an example of how to engage students in a discussion about communication in leadership situations. Participants will be introduced the theory of message design logic and then explore the communication approaches of two United States presidents.

2:15 p.m. - 3:45 p.m. • Session Three, continued

MARTELLO 2 Session Chair: Jane Johansen**MARTELLO 2 A Comparison of Role Behaviors in Small-Group Strategic Decision-making Meetings: An Analysis of Language Use and Proficiency****TRACK:** Intercultural and Global Communication**FOCUS:** Research

Bertha Du-Babcock, City University of Hong Kong

This empirical research compares small- group role behaviors of individuals in their first- and second-language decision-making meetings. Transcripts of 22 (11 of L1 meetings and 11 of L2 meetings) decision-making meetings were coded for the analysis of role behaviors. Findings and recommendations for future research are discussed.

MARTELLO 2 Contextual Variation and Power Distance in USA Polite Titles**TRACK:** Intercultural and Global Communication**FOCUS:** Teaching

Jane Johansen, University of Southern Indiana

Sana Reynolds, Consultant & Professor of Management Communication

Co-Author: Matthew Pierce, University of Southern Indiana

The phrase, "I'm on a first name basis with..." once a weighty comment inspiring admiration, now describes the norm in United States corporations. The puzzlement of politeness in manners of address in this informal, low-context, low power distance culture is discussed in this presentation.

MARTELLO 2 The Effect of the Service Quality of Fashion E-commerce Enterprise in SNS on the Consumers' Purchase Intention in China**TRACK:** Intercultural and Global Communication**FOCUS:** Research

Jing Zhang, Sungkyunkwan University

The research is to discover which service quality of homepage of fashion e-commerce enterprise in SINA Weibo (typical SNS in China) affect customer satisfaction and to discover which feature plays a more important role in impacting customer satisfaction. Furthermore, it compares the differences of these features affecting customer's satisfaction between SINA Weibo and Facebook.

THURSDAY

3:55 p.m. - 5:15 p.m.

COMMITTEE AND SPECIAL INTEREST GROUP (SIG) MEETINGS

KINGSTOWN 2	Business Writing & Speaking Centers SIG Shenandoah Sowash, American University
MCCURDY	C.R. Anderson Research Fund Committee Priscilla Rogers, University of Michigan
DARGAN	Graduate Studies Committee Matthew Sharp, Embry-Riddle Aeronautical University
MARINER	MBA SIG Marion Philadelphia, University of Southern California
CARLISLE EAST	Marketing and Membership Committee Peter Cardon, University of Southern California Kathryn Rentz, University of Cincinnati
MEZZANINE	MLA Liaison Committee William Brown, Midland College
MARTELLO 1	Publications Board Rudi Palmieri, Coordinator
KINGSTOWN 1	Research Committee Sky Marsen, Flinders University
DUNLEARY	Rhetoric SIG Danica Schieber, Sam Houston State University
CARLISLE WEST	Teaching with Technology SIG Jennifer Loney, Portland State University
PORTVIEW	Technology Committee Alfredo Deambrosi, Association for Business Communication

5:25 p.m. - 9 p.m.

MAIN ENTRANCE	Dinner on Your Own - Sign Up at Member Networking
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C. R. Anderson Silent Auction

MEZZANINE

Come support our graduate
student travel scholarships and
Suas Educational Development.

Ending Friday, 12:30 p.m.



6:00 a.m. - 6:45 a.m.

MEZZANINE Fresh Start: Early Morning Stretch and Meditation

Robyn Dubinsky, Certified Fitness Instructor

See page 19 for description.

7:00 a.m. - 8:05 a.m.

SEE PAGE 17 Regional Meetings - Meet Over Breakfast
FOR LOCATIONS (if not a hotel guest, requires advance sign-up)

7:30 a.m.-4:30 p.m.

PAVILLION BAR Exhibits

7:30 a.m.-12:30 p.m.

MEZZANINE C. R. Anderson Silent AuctionBid to support graduate travel fund and Suas Educational Development.
Bidding closes at 12:30 p.m.

8:15 a.m.- 9:30 a.m. • Session Four

CARLISLE EAST Session Chair: Ellis Hayes**CARLISLE EAST Challenging Tradition to Create Sustainable Change: Developing a Workplace Writing Center****TRACK:** Innovative Instructional Methods**FOCUS:** Teaching

Jessica Weber, Texas Tech University / Federal Reserve Bank of Philadelphia

The Federal Reserve Bank of Philadelphia's workplace writing center has helped bank examiners become stronger writers and presenters. The writing center provides one-on-one "editorial coaching" that replaces traditional editing services, with measurable and positive results. This innovative practice will be shared as a replicable and sustainable model for others.

continued on following page

FRIDAY

8:15 a.m.- 9:30 a.m. • Session Four, continued

CARLISLE EAST Reflection in Business Communication: Narratives, Decision-Making, and Intern/Student Agency

TRACK: Scholarship of Teaching and Learning

FOCUS: Teaching

Kristin Pickering, Tennessee Technological University
Paullett Golden, San Jacinto College

This panel highlights ways an intercultural internship and an introduction to business communication course serve as sites to study and promote effective decision-making processes, yielding practical communication experiences that are grounded in theory. As case studies discussed in this presentation reveal, promoting newcomers' agency and identity construction provides newcomers to business communication environments with increased confidence and an easier transition.

CARLISLE EAST Business Writing Instruction: A Perception/Feedback Augmentation

TRACK: Innovative Instructional Methods

FOCUS: Teaching

Ellis Hayes, Wingate University

The presentation describes a two-year process of merging past and present paradigms of business writing instructional guidelines. The process is engaged to close gaps between perceived writing difficulties and manifested writing deficiencies, using the reconstituted composition and technical aspects in both survey and assessment phases throughout an academic term.

CARLISLE WEST Session Chair: Sandra French

Carlisle West Icebreakers, Hands-On Activities, and Other Classroom Enhancers

TRACK: Innovative Instructional Methods

FOCUS: Teaching

Jennifer Loney, Portland State University
Melinda Phillabaum, Indiana University Indianapolis
Co-Author: Emily Murphy, Indiana University Purdue University - Indianapolis

Business communication classes need to assist students with the development of soft skills as well as scholarly study. This fun and interactive session will encourage attendees to participate in numerous classroom-tested strategies to improve their students' soft skills. Attendees will also have the opportunity to share activities from their own classrooms, as well as get to know other ABC members.

8:15 a.m.- 9:30 a.m. • Session Four, continued

CARLISLE WEST Using Gamification to Teach Ethics in Business Communication Courses**TRACK:** Innovative Instructional Methods**FOCUS:** Teaching

Sandra French, Radford University

Samuel Jennings, Radford University

Gamification, “the application of game design elements in non-gaming contexts” (Deterding et al., 2001) can be used as a pedagogical tool in business communication. Our session explores the use of gamification in business communication classrooms to teach ethics. We will demonstrate how gamification can be incorporated into business communication courses and how this technological innovation helps students explore ethical decision-making.

DUNLEARY Session Chair: Heidi McKee**DUNLEARY What's Next in E-books?****TRACK:** Scholarship of Teaching and Learning**FOCUS:** Teaching

Ashley Hall, Stephen F. Austin State University

Debbie DuFrene, Stephen F. Austin State University

E-books are one way to save on the rapidly growing cost of textbooks. Research shows that students using e-books engage in different learning strategies that might short-circuit comprehension. However, outcomes may improve as products continue to evolve and students become more accustomed to digital textbooks. This presentation will recap current research about e-book effectiveness and suggest strategies for maximizing learning outcomes.

DUNLEARY Technology Developments and New Directions for Business Communication**TRACK:** Technology, Digital Communication, Social Media, and Web 2.0**FOCUS:** Teaching

Heidi McKee, Miami University

James Dubinsky, Virginia Tech

James Porter, Miami University

This panel offers research- and experiential-based insights regarding changing digital technologies and technological landscapes and their impact on business communication. Issues discussed include the benefits and imperative to move classes online; the rationale and design of a large-scale, hybrid online course; and the curricular changes needed to account for the significant rise of artificial intelligence communication agents.

FRIDAY

8:15 a.m.- 9:30 a.m. • Session Four, continued

KINGSTOWN 1 Session Chair: Christine Day

KINGSTOWN 1 **Emerging Trends in Business and Professional Communication: A Panel
Sponsored by the ABC Graduate Studies Committee**

TRACK: Organizational Communication

FOCUS: Research

Sara Doan, University of Wisconsin-Milwaukee

Gregory Kohler, University of California, Irvine

Co-Author: Kara Russell, Clemson University

Graduate students are often engaged in boundary-pushing and field-expanding work. In the study of business and professional communication in particular, graduate students bring their uniquely contemporary perspectives to new and emerging business practices from the the classroom to the boardroom. This panel will highlight three projects currently underway by graduate students within business and professional communication scholarship.

KINGSTOWN 1 **Experiential Learning: An Individual Project for Organizational
Communication**

TRACK: Organizational Communication

FOCUS: Teaching

Marsha Bayless, Stephen F. Austin State University

This session will discuss an individual project in Organizational Communication to provide some experiential learning experience for each student. Directions for the project and an example of finished work will be shared with attendees. The project is designed to provide opportunities for questioning a business leader and for reflection on content.

KINGSTOWN 1 **Preemptive Intimidation: Intentional Verbal Aggression Harming
Organizational Effectiveness**

TRACK: Organizational Communication

FOCUS: Research

Christine Day, Eastern Michigan University

Co-Author: Elizabeth Hagensen, Bemidji State University

This empirical research identified and analyzed a current negative communication context, preemptive intimidation. Different from traditionally verbal bullying, these strategies intentionally block collaboration to shut down organizational effectiveness in one-on-one, small group, and team situations. This session will present research, reveal methods for identifying preemptive intimidation, and provide preventative solutions.

KINGSTOWN 2 Session Chair: Eric Machan Howd

KINGSTOWN 2 **“All Vietnamese Men are Brothers”: Rhetorical Strategies and Community Engagement Practices used to Support Victims of Agent Orange**

TRACK: Social Responsibility, Civic Engagement, Sustainability & Business Ethics

FOCUS: Research

Sarah Beth Hopton, Appalachian State University

Co-Author: Rebecca Walton, Utah State University

The presentation will convey a subset of findings from a field study of community engagement strategies employed by a Vietnamese nonprofit organization whose mission is supporting victims of Agent Orange. In conveying these findings, the presenter will illustrate how culturally appropriate rhetorical strategies inform community engagement work, sharing examples to vividly convey the organization's situated practice of community engagement.

KINGSTOWN 2 **CSR Communiqué – The Indian Corporate Way a Business Can't Succeed in a Society that Fails!**

TRACK: Social Responsibility, Civic Engagement, Sustainability & Business Ethics

FOCUS: Research

Abha Chatterjee, Indian Institute of Management Indore

Swati Ghulyani, Indian Institute of Management Indore

Co-Author: Rihana Shaik, Indian Institute of Management, Indore

This study explores the various ways through which corporations communicate their Corporate Social Responsibility initiatives to the stakeholders especially when it has been mandated by the state. The study attempts to evaluate the communication initiatives done through company websites and annual reports on the basis of three factors- prominence of communication, content and format.

KINGSTOWN 2 **Expanding the Landscape of Business Education: The Rewards & Challenges of Community-Based Research**

TRACK: Social Responsibility, Civic Engagement, Sustainability & Business Ethics

FOCUS: Research

Amanda McKendree, University of Notre Dame

Sandra Collins, University of Notre Dame

Community-based research projects create opportunities for business communication faculty to identify an accessible research population, create a social benefit, and design an engaging learning experience for their students. This presentation will focus on two specific research projects and provide the audience with best practices, data collection tools, and analysis techniques.

KINGSTOWN 2 Helping Learners Exercise their Emotional Intelligence

TRACK: Interpersonal and Non-Verbal Communication

FOCUS: Teaching

Eric Machan Howd, Ithaca College

This presentation introduces the basic concepts and definitions of emotional intelligence in addition to sharing specific pedagogical approaches and activities that can help our learners strengthen their emotional intelligence, thereby better preparing them for success in their careers. Attendees will leave this presentation with a worksheet to help apply these concepts to their own teaching as well as additional resources.

MARINER Session Chair: James O'Rourke

MARINER Relations between the Effective Use of Communication Media and the Accuracy and Timing of Information Sharing in Japanese Nursing Homes for the Elderly

TRACK: Organizational Communication

FOCUS: Research

Ikushi Yamaguchi, Meiji University

This study aims to explore what kinds of communication media are useful for the initiation of accurate and well-timed information sharing in Japanese nursing homes for the elderly. The correlations suggest that traditional media such as written and interpersonal media are more useful than new technology media for information sharing even today.

MARINER Uber's Terrible, Horrible, No Good, Very Bad Year

TRACK: Organizational Communication

FOCUS: Teaching

Rodney Carveth, Morgan State University

The year 2017 has been a disastrous one for Uber as it faces charges of poor customer service, allegations of sexual harassment and departures of key personnel. This paper examines the factors, leading to Uber's troubles, particularly in its corporate culture. This paper also explores how the company responded to the crises. Implications for business communication (such as identifying the underlying problem rather than focusing on the symptoms) will be discussed.



8:15 a.m.- 9:30 a.m. • Session Four, continued

MARINER**Barney's New York: Connecting Theory and Practice****TRACK:** Executive, Managerial, and MBA Communication**FOCUS:** Teaching

James O'Rourke, University of Notre Dame

Upscale retailer Barneys New York found itself the object of scandal recently when the Attorney General opened an investigation into the store's "inventory management" practices. A young, African-American customer was roughed up and handcuffed during the busy holiday season, bringing unwanted publicity and the threat of a massive boycott. CEO Mark Lee had to respond quickly.

MARTELLO 2

Session Chair: Maryann Wysor

MARTELLO 2**Charting the Path for Research Collaboration and Global Teaching****TRACK:** Intercultural and Global Communication**FOCUS:** Teaching

Maryann Wysor, Georgia State University
 Katherine Wills, Indiana University Purdue University Columbus
 Hyejung Chang, Kyung Hee University
 Bertha Du-Babcock, City University of Hong Kong
 Hiromitsu Hayashida, Chuo University
 Teresa Sekine, Purdue University

Members of the International Issues Committee will discuss how to discover global opportunities in research collaboration, joint publications, adjunct teaching, and visiting professorships. The panel will also detail how to uncover internal and external sources for funding.

MARTELLO 2**Examining The Cultural, Age and Gender Differences In Attitudes Toward Employee Engagement Surveys****TRACK:** Intercultural and Global Communication**FOCUS:** Research

Michael Coates, Protostar Leadership Development Ltd

Best Paper award winner at the 2016 GABC conference, this update highlights varying global attitudes to communicating employee engagement feedback. The research shows that it is highly problematic to compare findings of global employee engagement surveys, due to some significant cultural differences towards providing feedback via that method and makes recommendations on how to encourage employees to communicate their views.

MEZZANINE

Break

Silent Auction • Don't forget to bid!



POSTER SESSION II

Cross-cultural Business-to-Business Communication

TRACK: Intercultural and Global Communication

FOCUS: Research

Malgorzata Bartosik-Purgat, Poznan University of Economics and Business

The presentation poster session draws on research conducted among business people in Polish companies who communicate with Chinese and American contractors. It identifies similarities and differences between cultures in relation to business cross-cultural communication and may be used in the creation of business communication models in the researched countries.

BCOM in Barcelona: Restructuring a Core Communication Course for Study Abroad Delivery

TRACK: Intercultural and Global Communication

FOCUS: Teaching

Barbie Chambers, Texas Tech University

Corey Clem, Texas Tech University

This poster presents one approach for a new study abroad business communication course in Barcelona, Spain. The session will feature assignments and lessons learned from two semesters abroad with a special focus on adapting the course to include cultural considerations not available stateside. The presentation will identify best practices and make recommendations on discouraging negative behavior while encouraging course engagement.

Communication Task Requirements in the 21st Century Business Environment

TRACK: Scholarship of Teaching and Learning

FOCUS: Teaching

Dale Cyphert, University of Northern Iowa

Co-Author: Elena Nefedova Dodge, University of Northern Iowa

Co-Author: Corrine Holke-Farnam, University of Northern Iowa

Co-Author: Eric Lee, University of Northern Iowa

Co-Author: Sarah Rosol, University of Northern Iowa

One business college faculty revised its business communication goals in terms of employer expectations, finding seven communication activities expected of all business majors, along with 28 discrete tasks that constitute entry-level communication competencies. Employer expectations showed minimal correspondence with traditional skill definitions or instructional priorities, but offer a useful framework for revising a business communication curriculum.

9:40 a.m.- 10:25 a.m., continued

POSTER SESSION II, *continued***Expanding the Classroom Landscape: Designing Business Communication Courses as Games****TRACK:** Technology, Digital Communication, Social Media, and Web 2.0**FOCUS:** Teaching

Lauren Malone, Iowa State University

This presentation explores designing business communication courses as games. In turning courses into games, it gives instructors a creative, engaging way to scaffold these concepts in a way that allows the student to transfer the knowledge outside of the classroom setting.

Companies' Codes of Ethics in Contested Industries: Discourse-analytical Perspectives**TRACK:** Visual Communication**FOCUS:** Research

Paola Catenaccio, University of Milan
Giuliana Garzone, Università degli Studi di Milano

Codes of ethics serve both regulating and identity-building functions; based on this assumption, the investigation identifies salient linguistic and rhetorical features of the codes of ethics of companies operating in contested fields and correlates them with aspects of social representation of both internal and external actors, and of corporate processes and their outcomes.

10:00 a.m. - 10:30 a.m.

CARLISLE WEST BPCQ Editorial Review Board

Melinda Knight, Montclair State University



CÉAD MILE Fáilte

FRIDAY

10:35 a.m. - 11:50 a.m. • Session Five

CARLISLE EAST Session Chair: Priscilla Rogers

CARLISLE EAST **How to Obtain and Contribute Funding for Business Communication Research Through the C.R. Anderson Research Fund**

TRACK: Organizational Communication

FOCUS: Research

Priscilla Rogers, University of Michigan
Jacqueline Mayfield, Texas A & M International University
Jacob Rawlins, Brigham Young University
Maryann Wysor, Georgia State University

This panel covers how to obtain and to give research funding through the C.R. Anderson Research Fund. Hosted by members of ABC's C. R. Anderson Research Fund Committee, the session covers types of projects that get funded, characteristics of successful and unsuccessful proposals, steps for contributing funds, as well as alternative research grants that ABC members should consider.

CARLISLE EAST **Sending Firm Messages: Text Mining Letters from Supervisors to Banks**

TRACK: Organizational Communication

FOCUS: Research

James Brookes, Bank of England
Co-Author: Chris Cai, Bank of England
Co-Author: David Bholat, Bank of England
Co-Author: Katy Grundy, Bank of England
Co-Author: Jakob Lund, Bank of England

This project examines confidential letters sent from the Prudential Regulation Authority (PRA) to firms they regulate. Its goal is to assess the extent to which the PRA is achieving its objective to be a forward-looking, judgment-based and proportionate regulator using a mix of quantitative and qualitative methods.

CARLISLE EAST **Synthesizing Stakeholder Management: Cutting Through the Jungle of Concepts**

TRACK: Organizational Communication

FOCUS: Research

Fabienne Bünzli, University of St.Gallen

Stakeholder management is increasingly established in business communication research. However, the myriad of concepts makes it difficult to capture the approach's essence. We therefore synthesize stakeholder management in terms of identifying a common process model and outlining the implications regarding communication.

10:35 a.m. - 11:50 a.m. • Session Five, continued

CARLISLE WEST Session Chair: Susan Hall Webb**CARLISLE WEST** **Redefining Business Communication: Integrating New Genres, Modes, and Media to Reflect Global Workplace Practices****TRACK:** Innovative Instructional Methods**FOCUS:** Teaching

Rebecca Burnett, Georgia Tech

Andy Frazee, Georgia Institute of Technology

Co-Author: Rebekah Greene, Georgia Institute of Technology*Co-Author:* Andrea Kraft, Georgia Institute of Technology*Co-Author:* Stephanie Rountree, Georgia Institute of Technology*Co-Author:* Julia Smith, Georgia Institute of Technology

Courses should reflect workplace needs and expectations rather than focus on de-contextualized classroom practice; this session encourages classes to build on multimodal synergy of the workplace (Burnett, 2013). With a special emphasis on multimodality, this panel addresses topics that shape our school's redefined business communication courses, both individually and programmatically, including theory, resources, partnerships, technology, and professional development.

CARLISLE WEST **Going Green: Incorporating Sustainability Communication in Business Communication Courses****TRACK:** Social Responsibility, Civic Engagement, Sustainability & Business Ethics**FOCUS:** Teaching

Susan Hall Webb, University of West Georgia

Participants will gain a stronger understanding of eco-friendly/sustainable concepts and how these concepts can be incorporated into business communication courses (graduate and undergraduate). Participants will leave with ideas of how to add sustainability concepts through case studies and team projects. Participants will also discover that "going green" has opened students' eyes to sustainability in the workplace through these activities.

DUNLEARY Session Chair: Gina Genova**DUNLEARY** **Communicating and Implementing Change: Case Study of a New Budget Model****TRACK:** Organizational Communication**FOCUS:** Research

Janel Bloch, Northern Kentucky University

To respond to a changing environment, some universities have undertaken major changes in their budget models to incentivize stakeholders to think in ways they may feel indicate an undesirable paradigm shift that corporatizes higher education. This presentation discusses a case study that will be valuable to ABC members engaged in researching and/or teaching ways of communicating organizational change.

DUNLEARY

Improving Job Interview Performance: The Relationship between Intrapersonal Communication and Job (Mis)Perceptions

TRACK: Organizational Communication

FOCUS: Research

Jon Croghan, Northwestern State University
Reagan Escude, Northwestern State University
Tammy Croghan, Northwestern State University
Co-Author: Elaine Eaton, Northwestern State University

This project examined the role of intrapersonal communication on the job interviewing process. The hypothesized relationships among intrapersonal communication, type of job, and participant work history are examined. Finally, the implications for improving intrapersonal communication use for both individuals and organizations are considered.

DUNLEARY

Leading Well: Experiences of Exemplary Female Nonprofit Executive Leaders

TRACK: Organizational Communication

FOCUS: Research

Jennifer Rinella, Rockhurst University
Katie Clune, Rockhurst University

Nonprofit organizations play a critical role in strengthening communities. Although women comprise 75% of the nonprofit workforce, men hold 80% of leadership positions. Therefore, it is important to understand the experiences of women who serve in the executive leadership role in nonprofits. The purpose of this qualitative study was to examine the experiences of women leaders in exemplary nonprofit organizations.

DUNLEARY

A Cinderella Story: Shattering Sexist Office Footwear Policies from the Inside Out

TRACK: Social Responsibility, Civic Engagement, Sustainability & Business Ethics

FOCUS: Teaching

Gina Genova, University of California, Santa Barbara

Did you know high heels were created for military men? After a brief history of the heel, this talk examines how dress policies requiring heels for women reflect and influence workplace identity and culture, and introduces an assignment designed to reveal and perhaps change this inherent bias. Handout comparing laws and dress codes of Ireland, England and the U.S. provided.

10:35 a.m. - 11:50 a.m. • Session Five, continued

KINGSTOWN 1 Session Chair: Daisy Lovelace**KINGSTOWN 1** **Gamification to Reinforce Oral Communication Skills: Examples from Flipped Business Communication Classrooms****TRACK:** Scholarship of Teaching and Learning**FOCUS:** Teaching

Daisy Lovelace, Indiana University-Bloomington

Dawn Wisher, Indiana University

Paige Land, Indiana University

Andy Spackman, Brigham Young University

This panel will discuss how the incorporation of activities and games in business communication courses allows students to practice and their presentation delivery. Participants will leave this session with a better understanding of the benefits and challenges associated with incorporating games in business communication classes, specific examples of activities they can use, and the learning objectives associated with each game.

KINGSTOWN 2 Session Chair: Kristen Getchell**KINGSTOWN 2** **Using Rhetorical Theory to Analyze the Pitch****TRACK:** Communication Issues in Entrepreneurship and Innovation Management**FOCUS:** Research

Elizabeth Tomlinson, West Virginia University

The presentation begins with a brief overview of stasis as rhetorical theory and method. Then, participants will observe a brief excerpt from an episode of Shark Tank, while coding on a template provided by the presenter. The presenter will then discuss her findings, and encourage participants to contribute their own observations of the rhetorical principles at play in entrepreneurial pitches.

KINGSTOWN 2 **Social Actors “To Go”: An Analytical Toolkit to Explore Agency in Professional Text and Talk****TRACK:** Organizational Communication**FOCUS:** Teaching

Erika Darics, Aston University

Veronika Koller, Lancaster University

In this talk we propose an analytical model to explore social actors in texts and talk. We draw on systemic-functional linguistics to promote a better understanding of how agency is assigned in texts and talk, demonstrating how to identify social actors, reveal underlying ideologies and infer the writer’s/speaker’s communicative goals. This approach helps students to analyse texts more systematically, while enabling practitioners to reflect on and hence improve their text production.

FRIDAY

10:35 a.m. - 11:50 a.m. • Session Five, continued

KINGSTOWN 2 It's Not Me, It's You: Feedback on Presentation Visuals Use by Self and Others

TRACK: Visual Communication

FOCUS: Research

Mary Marcel, Bentley University

Powerpoint, Prezi and other presentation software programs are often criticized by experts for a variety of evils: constraining creativity, dampening interaction, hijacking thought processes needed for good decisions, and generally bad experiences as listeners and viewers. This paper reports on responses to those questions from over 4115 business professionals analyzing their use these software programs.

KINGSTOWN 2 Exploring the Overlap of Rhetorical Theory and Entrepreneurship Theory in a Business Writing Class

TRACK: Communication Issues in Entrepreneurship and Innovation Management

FOCUS: Teaching

Kristen Getchell, Babson College

This presentation examines the interconnectedness between a rhetorical concept of time, kairos, and opportunity in entrepreneurship. Using the example of a rhetoric-based business writing curriculum, this presentation explores how the considerations of kairos during invention can be understood through an examination of audience and customers.

MARINER Session Chair: Valerie Creelman

MARINER Brand Image Building and Weak Communication in Advertisement

TRACK: Rhetoric

FOCUS: Research

Kyoko Arai, Kwassui Wemen's University

Co-Author: Ryoko Sasamoto, Dublin City University

This research tries to reveal the mechanism of persuasiveness in the framework of linguistic communication theory (relevance theory). The outcome of this study will demonstrate that relevance theory, a cognitively-grounded theory of communication, can account for a cognitive mechanism that advertisers can hijack for marketing purposes such as a brand image building

MARINER Ethos as Dwelling: The Construction of Corporate Ethos in an IPO

TRACK: Rhetoric

FOCUS: Research

Shuwen Li, University of Michigan

This qualitative case study investigates how trust was operationalized in a cross-cultural initial public offering. Rhetorical ethos is used as the main analytical tool to analyze online tertiary audience reactions and the IPO prospectus.

10:35 a.m. - 11:50 a.m. • Session Five, continued

MARINER**'I'm Breaking Up with You': Narrativity and the Discourse of Brand Love**

TRACK: Rhetoric

FOCUS: Research

Valerie Creelman, Saint Mary's University

Brand love is a fascinating yet not fully understood concept explored primarily by marketing researchers. Brand communities attract an almost cult-like following in their devotion and love for a brand and its products. By examining the brand love stories customers share about their favorite brand in the face of a major product recall, this presentation will show how studying consumers' narratives can help us better understand the concept of brand love and what happens when that love is neglected.

MARTELLO 1

Session Chair: Christopher McKenna

MARTELLO 1**I Like What Eye Like: Strategic Resume Formatting**

TRACK: Employment Issues in Business Communication

FOCUS: Research

Amy Bettridge, Utah Valley University

Xanthe Farnworth, Utah Valley University

Co-Author: Jennie Barber, Utah Valley University

Resume instruction is a vital element of the curriculum in business communication. Results of this eye tracking and EEG study provide relevant and clear direction for improved instruction resulting in résumé documents that can more predictably achieve success for aspiring candidates.

MARTELLO 1**Translating Military Skills and Experiences into Civilian Terms during Employment Transitions: A Cross-Cultural Analysis**

TRACK: Employment Issues in Business Communication

FOCUS: Research

Rose Opengart, HR Doc

American veterans face major challenges entering the civilian workforce. Based on interviews with over 300 veterans, this research describes the culturally-formed communication barriers veterans face in the transition to civilian work.



Remember to tweet about
your conference experience:

#IrelandABC

FRIDAY

10:35 a.m. - 11:50 a.m. • Session Five, continued

MARTELLO 1 **Enabling Student Success through Faculty Career-Fair Participation**

TRACK: Employment Issues in Business Communication

FOCUS: Teaching

Christopher McKenna, Stephen F. Austin State University

While Business Communication faculty often design classroom activities to prepare students for interacting successfully with corporate recruiters at career fairs, instructors can improve the odds of student success by offering students rapid feedback, instant advice, on-the-spot encouragement, clever fair-management strategies, and (most critically) “on the-spot” recommendations to recruiters in order to help students secure post-fair interviews.

MARTELLO 2 Session Chair: Sharon Cannon

MARTELLO 2 **A Corpus Analysis of Business Leaders Presentation on the TED Talks: Implications for Developing Tasks based on CEFR**

TRACK: Intercultural and Global Communication

FOCUS: Research

Yasuo Nakatani, Hosei University

This study investigates the features of presentation scripts of distinguished business leaders by computer-based corpus analysis. The sample consists of 100 speech scripts in business genre of TED Talk. The significant linguistic expressions were found by examining keywords and clusters in the corpus data. It was suggested that specific communication strategies for negotiating with audience should be used in persuasive speeches.

MARTELLO 2 **Repositioning Intercultural Approaches to Communication for a Global Environment: A Rhetorical-cultural Approach**

TRACK: Intercultural and Global Communication

FOCUS: Teaching

Isidore Dorpenyo, George Mason University

This presentation challenges certain assumptions about the way societies have been categorized as either low/high or individualistic/collectivistic. The author argues that in a globalized era, societies have become very fluid and cannot be ascribed to specific cultural values. Therefore, instructors must introduce approaches that expose students to the fluid environment. The speaker believes that rhetorical-cultural analysis provides a starting point.

10:35 a.m. - 11:50 a.m. • Session Five, continued

MARTELLO 2 The Effect of Regional Accents on Listeners' Evaluation of Radio Commercials**TRACK:** Intercultural and Global Communication**FOCUS:** Research

Berna Hendriks, Radboud University

Co-Author: Gwendolyn Behnke, Radboud University*Co-Author:* Frank van Meurs, Radboud University

Advertisers use regional accents in commercials to increase persuasiveness. In this study, 218 German consumers evaluated German radio commercials for Bavarian products and services recorded with regional and standard accents. A regional accent led to more negative evaluations for service commercials, but to more positive evaluations for product commercials.

MARTELLO 2 When BLUF Doesn't Work: Teaching Presentation Skills for the Global Workplace**TRACK:** Intercultural and Global Communication**FOCUS:** Teaching

Sharon Cannon, University of North Carolina at Chapel Hill

Did you know a "bottom line up front" approach to presentations won't work in a "principles-first" culture? To prepare students for the global workplace, we must help students understand that the presentation skills we teach are based on our cultural norms. In this session, we'll explore how to adapt organization, persuasive techniques, body language, and slides in global settings.

11:50 a.m.-1:20 p.m.

Lunch on Your Own

12:20 p.m.-1:20 p.m.

HARDY'S BAR IJBC Editorial Review Board (Lunch on Your Own)

Robyn Walker, University of Southern California

12:30 p.m.

MEZZANINE Silent Auction Ends —Pay at Break

FRIDAY

1:20 p.m. - 2:35 p.m. • Session Six

CARLISLE EAST

MY FAVORITE ASSIGNMENT II

D. Joel Whalen, DePaul University, Chair

Video Cases to Support Summary and Documentation

Kristen Getchell, Babson College

Social and Strategic: Proposing Social Media for Companies to Gain a Competitive Advantage

Peggy Odom-Reed, Cornell University

The Opposite Infographic

Sean Williams, Clemson University

Mindfulness Wins and Failures

Georgi Rausch, University of Utah

Kathryn Canas, University of Utah

(Mis)conceptions About Conflict

Ryan Fuller, California State University, Sacramento

New Wheels

Susanna Clason, University of Cincinnati

Building Group Identity: Twister Style

Catherine Zizik, Seton Hall University

Examining Ethics: Students Debate Issues in Technical and Professional Writing

Leslie Seawright, Missouri State University

The Darwin Award Assignment

Diane Albertini, Dixie State University

Quick Speech

Christina Moore, Texas State University

Using Plain English to Produce Effective Workplace/Business Documents

Yingqin Liu, Cameron University

Pitch That Thing

Heidi Schultz, University of North Carolina--Chapel Hill

Student Presentations on Communication in Their Field

Christina Iluzada, Baylor University

Creating a Chart that Tells the Right Story

Peter Cardon, University of Southern California

Email: Makeovers for Subject Lines

Robyn Albers, Zayed University

Anatomy of a Great Slide

Patricia Harms, University of North Carolina—Chapel Hill

Discover the latest classroom assignment creations from your ABC colleagues. Come to share ideas and take home some techniques during this energetic, popular session.

1:20 p.m. - 2:35 p.m. • Session Six, continued

CARLISLE WEST Session Chair: Amy Newman**CARLISLE WEST** **CEO to Stakeholders: “We Definitely Care About the Earth.” How Healthcare Annual Reports Discuss Corporate Social Responsibility Issues****TRACK:** Social Responsibility, Civic Engagement, Sustainability, & Business Ethics**FOCUS:** Research

Danica Schieber, Sam Houston State University

Roger Conaway, University of Texas at Tyler

This study analyzes the words and phrases used in healthcare CEO letters that represent how the companies view sustainability. Healthcare company websites are used to search for the CEO letters and the accompanying annual reports that may indicate discussion or mention of sustainability. Analysis includes words or phrases that may indicate how the CEO of the company wants the company to be portrayed.

CARLISLE WEST **Pushing the Limits of Capitalist Discourse: The Example of Penzeys Spices****TRACK:** Social Responsibility, Civic Engagement, Sustainability, & Business Ethics**FOCUS:** Teaching

Kathryn Rentz, University of Cincinnati

Carolyn Patterson, University of Cincinnati

The linking of capitalism to social issues has come a long way since the Body Shop and other companies pioneered this approach to business in the 1980s. But perhaps none of the many companies that have followed suit have done so as strikingly or controversially as Penzeys spices, which features political and social messages throughout its sales communications. With Penzeys as the centerpiece, this session will explore the implications of this kind of discourse for bcomm teaching and research.

CARLISLE WEST **What Is the Right Thing to Do?: A Survey of Students on Business Communication Ethics****TRACK:** Social Responsibility, Civic Engagement, Sustainability, & Business Ethics**FOCUS:** Teaching

Yong-Kang Wei, University of Texas (RGV)

This presentation is based on a survey of over 100 undergraduate students' written assignments in dealing with an ethical dilemma that the protagonist is facing in a hypothetical case study involving business communication ethics: What is the right thing to do?

FRIDAY

1:20 p.m. - 2:35 p.m. • Session Six, continued

CARLISLE WEST **Vulnerability and Humility: Developing Leadership Character in the Business Communication Curriculum**

TRACK: Social Responsibility, Civic Engagement, Sustainability, & Business Ethics

FOCUS: Teaching

Amy Newman, Cornell University

We're doing a great job developing our students' written and oral communication skills, but are we helping them build character and live meaningful lives? Learn why dimensions such as vulnerability and humility are essential for today's leaders and how you can incorporate them into your business communication class with current news examples.

DUNLEARY Session Chair: Rebecca Burnett

DUNLEARY **Laughing It Off: An Analysis of the Discourse of Minimization, Corporate Non-Apology and Image Repair on Twitter**

TRACK: Technology, Digital Communication, Social Media, and Web 2.0

FOCUS: Research

Carolyn Meyer, Ryerson University

The purpose of this study is to examine the strategic use of humor, among other speech acts and image repair strategies, in the discourse of public non-apology on Twitter and to analyze, through manual coding for the components of apology/non-apology and other stylistic features, how these varieties of non-apology and image repair are constituted rhetorically and linguistically.

DUNLEARY **The Impact of Communication Style ([In] formality and Addressee-orientation) in Organizational Social Media Replies to Complaints on Customer Outcomes**

TRACK: Technology, Digital Communication, Social Media, and Web 2.0

FOCUS: Research

Sofie Decock, Ghent University

Rebecca Van Herck, Ghent University

Co-Author: Bernard De Clerck, Ghent University

The authors of this presentation examine the impact of communication style in organizational social media replies to complaints on customer outcomes such as satisfaction. In a series of experimental studies, Dutch and German complaint replies in Flemish and German settings are manipulated according to two dimensions of communicative style, (in)formality and addressee-orientation, and the effect on customer outcomes is measured.

1:20 p.m. - 2:35 p.m. • Session Six, continued

DUNLEARY**Social Media for Professional Development****TRACK:** Technology, Digital Communication, Social Media, and Web 2.0**FOCUS:** Teaching

Rebecca Burnett, Georgia Tech

Social media—most specifically Facebook and Twitter—can provide a reliable and responsible platform for professional development. This session explores a program that currently has more than 10,000 tweets/posts addressing a broad array of professional development topics important to faculty in business and professional communication programs.

KINGSTOWN 1

Session Chair: Christopher Toth

KINGSTOWN 1**Big Data Visualization: What Do Our Students Need to Know?****TRACK:** Visual Communication**FOCUS:** Teaching

Dale Cyphert, University of Northern Iowa

Big Data has led to employer calls for better data visualization skills. The proper business communication treatment remains an open question: Are the communication principles involved essentially the same? Fundamentally different? Outside our discipline entirely? This project considers descriptive analytics, predictive analytics, and optimization, to locate drivers of curriculum or instructional change in business communication.

KINGSTOWN 1**Cartooning Around: Teaching Argument Through Visual Literacy****TRACK:** Visual Communication**FOCUS:** Teaching

Katie Metz, Indiana University

This presentation will discuss research about effective visual communication strategies in the higher education classroom and how the author has applied these strategies to teaching persuasive arguments. It will also discuss strategies instructors and students alike can use to practice formulating and articulating arguments by using visual literacy tools.



Remember to tweet about
your conference experience:

#IrelandABC

FRIDAY

1:20 p.m. - 2:35 p.m. • Session Six, continued

KINGSTOWN 1 Managing the Minefield of Information Overload: Strategies for the Effective Design and Delivery of Data in Business Presentations

TRACK: Visual Communication

FOCUS: Teaching

Nancy Mahon, Pennsylvania State University
Duane 'Andy' Gustafson, Pennsylvania State University

This session explores strategies business communicators employ to manage information. After examining changes to the ways business audiences absorb information, presenters will share strategies for effectively designing and delivering data using PPT slides and graphics-heavy pitch books. At the end of the session, participants will have an increased knowledge of how to incorporate graphics to achieve success in business presentations.

KINGSTOWN 1 Evaluating the Function of Infographics in the Annual Reports of Fortune 500 Companies

TRACK: Visual Communication

FOCUS: Research

Christopher Toth, Grand Valley State University

Annual reports disseminate stories and information about financial performance of an organization to shareholders/stakeholders. Technology and software advances have enabled creators of this genre to easily integrate infographics. This presentation will recount an examination of five-hundred annual reports from all Fortune 500 companies. It will evaluate the increasing use of infographics and determine their overall function in annual reports.

KINGSTOWN 2 Session Chair: Ruby Nancy

KINGSTOWN 2 Teaching a Career and Professional Development Course as an Essential Step in Business Communication Education

TRACK: Innovative Instructional Methods

FOCUS: Teaching

Holly Lawrence, University of Massachusetts Amherst
Michael Schurter, University of Massachusetts

This panel shares the experience of developing a career and professional development course as an essential part of the business communication education. Touching on learning objectives, collaborations with career centers, high enrollment, and other demands, panelists offer insights and challenges as well as practical lesson plans and assignments. Discussion with the audience is highly encouraged.

1:20 p.m. - 2:35 p.m. • Session Six, continued

KINGSTOWN 2 The Business of the Arts: Technical Writing for Artistic Professionals and Arts Organizations**TRACK:** Scholarship of Teaching and Learning**FOCUS:** Teaching

Ruby Nancy, East Carolina University

This session will discuss genre forms from technical and professional writing that are important to the work of the arts and to non-profit arts organizations. The presenter will make the case for the inclusion of technical and professional writing courses in BFA and MFA programs.

MARINER Presenting Expertise: Tips for Graduate and Executive Business Students**TRACK:** Executive, Managerial, and MBA Communication**FOCUS:** Teaching

Clive Muir, Stephen F. Austin State University

Harvard Business Review notes that “developing a reputation as an expert is one of the best forms of career insurance” (Clark, 2015.) This paper examines the meaning of the term, Expert, and discusses how MBA and other graduate students are taught communication skills that help them to develop and promote their expertise in order to enhance their credibility as professionals.

MARINER Session Chair: Rita Owens**MARINER To Teach Millennials: Story Listening****TRACK:** Executive, Managerial, and MBA Communication**FOCUS:** Teaching

Janis Forman, University of California-Los Angeles

Millennials present new challenges to those of us who teach them. This talk focuses on how to “reach” this generation of students in the context of an important “field study” project requiring them to create a business report and presentation. The talk draws upon the literature of narrative medicine to emphasize the need for faculty to develop sophisticated listening skills. It also underscores the importance of students’ “ownership” of the report and presentation.



FRIDAY

1:20 p.m. - 2:35 p.m. • Session Six, continued

MARINER

Do Women Speak Differently from Men in an Indian Workplace? An Empirical Study

TRACK: Organizational Communication

FOCUS: Research

Rahul Shukla, XLRI-Xavier School of Management

This study aims to understand whether men and women exhibit different communication styles in an Indian workplace. In contrast, Western studies suggest that there exist gender differences in the way in which men and women influence, lead or communicate. However, the results of this study suggest that there is no significant difference in communication styles of men and women.

MARINER

Communication for Consultants-Preparing Students for a Consulting Career

TRACK: Executive, Managerial, and MBA Communication

FOCUS: Consulting

Rita Owens, Boston College

This session will focus on the skills we must teach to support students who are considering consulting careers. From the moment of their first client engagement, consultants in all fields face unique communication opportunities and challenges. We will discuss communications based on client needs and the consulting environment during the pre-engagement, engagement, and post-engagement periods.

MARTELLO 1

Session Chair: Avery Edenfield

MARTELLO 1

Improviseational Games in the Professional Writing Classroom: A Cutting-Edge Strategy for Fostering Participation, Engagement, and Active listening

TRACK: Innovative Instructional Methods

FOCUS: Teaching

Avery Edenfield, Utah State University

William Keith, University of Wisconsin-Milwaukee

Louise Zamparutti, University of Wisconsin-Milwaukee

The use of improviseational theater games (or “improv”) is a cutting-edge strategy to teach communication, collaboration, and listening skills. This panel will share their experience of using improv in professional communication classrooms. Attendees will gain a foundational understanding of the pedagogical theory supporting improv, and learn tested improv strategies for teaching communication skills and increasing classroom engagement.

1:20 p.m. - 2:35 p.m. • Session Six, continued

MARTELLO 1 Expanding the Business Communication Landscape: Coaching, Not Lecturing**TRACK:** Innovative Instructional Methods**FOCUS:** Teaching

Dorothy McCawley, University of Florida

Matthew Limon, University of Florida

During our session, you will hear about how to get students to spend more time doing and you lecturing less. We applied a “coaching” model to replace the lecture model, which reduced grading pressure and increased our integration into a multi-disciplinary instructional team. We will show you how to successfully use this same approach and what pitfalls to avoid.

MARTELLO 2 Session Chair: Mark Pluymaekers**MARTELLO 2 Short Term Study Abroad Programs: A Gateway To Intercultural Understanding****TRACK:** Intercultural and Global Communication**FOCUS:** Teaching

Dina Friedman, University of Massachusetts

The presentation will cover best practices for setting up short-term study abroad programs that maximize understanding of intercultural differences and their impacts on business. It will include an overview of effective teaching practices; an analysis of student learning; and information from on the range of possibilities that can constitute an effective program for student learning and intercultural competence.

MARTELLO 2 The Gaps between Educational Ideals and Existing Resources to Foster Globally-Minded Business Leaders in Japan**TRACK:** Intercultural and Global Communication**FOCUS:** Research

Misa Fujio, Toyo University

Recently, both Japanese corporations and universities have been faced with drastic changes and new orientation towards English. This study conducted a questionnaire to university students in order to reveal the challenges of top global universities in Japan, including the questions such as how they feel about English Medium Instruction (EMI) or what kind of English level they aim to attain.

FRIDAY

1:20 p.m. - 2:35 p.m. • Session Six, continued

MARTELLO 2 **Storytelling in Advertisements: Is the Cultural Context of a Country Reflected in the Local Advertisements of Global Brands?**

TRACK: Intercultural and Global Communication

FOCUS: Research

Mark Pluymaekers, Zuyd University of Applied Sciences

Co-Author: Luis Alfredo Perez Salazar, Zuyd University of Applied Sciences

Co-Author: Bridgitte van der Ven, Zuyd University of Applied Sciences

This research uses content analysis to compare advertisements that use storytelling of two global brands, IKEA and McDonald's, in two European countries, the Netherlands and Spain, to determine the differences in the values and ideas these advertisements convey, and explain them as an effort to connect with the consumers – in other words, as a consequence of the local culture of these countries.

2:35 p.m. - 3:05 p.m.

MEZZANINE **Break - Pick up and pay for Silent Auction items**

3:10 p.m. - 4:25 p.m. • Session Seven

CARLISLE EAST Session Chair: Laural Adams

CARLISLE EAST **Finding a Place for Business Communication as a Transdisciplinary Field**

TRACK: Employment Issues in Business Communication

FOCUS: Teaching

Jeremy Rosselot-Merritt, University of Minnesota, Twin Cities

Janel Bloch, Northern Kentucky University

Business communication has strong transdisciplinary implications and can often be found as a course offering in communication, English, management and other departments. In this presentation, the speakers will discuss their experiences teaching business communication in multiple settings, offer recommendations for situating business communication in different disciplines, and suggest approaches for those seeking academic positions in business communication.

CARLISLE EAST **Beyond the Classroom: Preparing Students for the Workplace through Discipline-Specific Assignments and Infographic Presentation**

TRACK: Innovative Instructional Methods

FOCUS: Teaching

Hui-Fen Chang, Oklahoma State University

Co-Author: Kristina Schaap, Oklahoma State University

This presentation introduces an assignment taught in an Oral Business Communication class that provides authentic, creative discipline appropriate practice for students. Students develop oral instructions based in their area of expertise in addition to creating an infographic presentation. While developing the assignment, students conduct research, learn about on the job training techniques as well as develop skills in innovative technology.

 3:10 p.m. - 4:25 p.m. • Session Seven, continued

CARLISLE EAST The Persuasive Power of Storytelling in Business: Mapping the Possibilities**TRACK:** Innovative Instructional Methods**FOCUS:** Teaching

Laural Adams, Virginia Commonwealth University
 Shannon Mitchell, Virginia Commonwealth University
 Marisa Guida, Virginia Commonwealth University

This presentation introduces participants to research on storytelling in business and its place in the business curriculum. We share best practices and demonstrate storytelling's emotional and persuasive power. Participants learn to craft stories and use them to foster student engagement. We provide assignments to dovetail existing curricula, improve students' confidence and authenticity and enable them to lead, inform and inspire.

CARLISLE WEST Session Chair: Stephen Carradini

CARLISLE WEST Who Needs Luck When You Have Ethos? Discovering Credibility in Communication**TRACK:** Innovative Instructional Methods**FOCUS:** Teaching

Cheri Crenshaw, Dixie State University
 Diane Albertini, Dixie State University
 Joy McMurrin, Dixie State University

This panel describes teaching methods that enable business communication students to position themselves as successful professionals who are both credible and social media savvy. The first presenter focuses on the value of writing instruction in business FYE classes. The second presenter focuses on using rhetorical analyses to foster ethical choices. The third presenter focuses on audience awareness through Twitter use.

CARLISLE WEST Artists are Business Communicators, Too!: Teaching a Course on Business Communication for Professional Artists**TRACK:** Innovative Instructional Methods**FOCUS:** Teaching

Stephen Carradini, Arizona State University

This presentation will explain a course focused on business communication that artists produce in their careers. Students learned business communication genres by addressing arts situations: pitching to promoters, taking promotional photography, running a Kickstarter campaign, and more. The presenter will discuss how arts- and business-oriented students can learn core concepts and emerging ideas of business communication in an outside-the-box setting.

FRIDAY

3:10 p.m. - 4:25 p.m. • Session Seven, continued

DUNLEARY Session Chair: Eric Holmes

DUNLEARY **Business Communication Core Course 2.0: Going Digital, Lessons Learned**

TRACK: Technology, Digital Communication, Social Media, and Web 2.0

FOCUS: Teaching

Pamela Bourjaily, Henry B. Tippie College of Business
Ryan Sheets, University of Arkansas

What happens when a multi-section required course shifts from a standard curriculum to one focused on “digital” business communication? How are instructors trained to integrate new technologies and assignments? What even makes a course “digital”? This session explores lessons learned in moving from a one-section piloting of a digital curriculum to full implementation of 16 sections/semester scheduled for Fall 2018.

DUNLEARY **A Day without Mobile Devices: Implications for Communicators**

TRACK: Technology, Digital Communication, Social Media, and Web 2.0

FOCUS: Teaching

Peter Cardon, University of Southern California
Janna Wong, University of Southern California

This presentation describes an assignment called the Digital Sabbatical, in which students go 24 hours without their mobile devices. The primary purpose of the assignment is to allow students to develop self-awareness about how mobile devices impact their daily communications.

DUNLEARY **Can General Electric, Amazon, and Adobe All Be Wrong? The Benefits of Stack Ranking in Flat Organizations**

TRACK: Innovative Instructional Methods

FOCUS: Teaching

Eric Holmes, Kaplan University/Portland State University

Despite public opinion to the contrary, Stack Ranking is an excellent method for flat organizations (such as student groups) to identify underperforming members in an effort to raise their performance in the group. This presentation will explain how to implement Stack Ranking into the classroom to prevent student groups from collapsing under the weight of underperforming members.

3:10 p.m. - 4:25 p.m. • Session Seven, continued

KINGSTOWN 1 Session Chair: David Lennox**KINGSTOWN 1 Strategic Financial Communication: Designing Effective Arguments and Compelling Narratives in a Multiple Audience Context****TRACK:** Rhetoric**FOCUS:** Research

Rudi Palmieri, University of Liverpool

Niamh Brennan, University College Dublin

Andrea Rocci, Università della Svizzera italiana (USI-Lugano)

Carlo Raimondo, Università della Svizzera italiana (USI-Lugano)

The panel deals with financial communication from a strategic perspective by examining in particular how multiple audience affects the way companies strategically design financial narratives and arguments and at reflecting on the aspects that contribute to their successfulness. The papers will deal with a variety of financial communication genres, such as result reports, earnings calls, and takeover documents.

KINGSTOWN 1 Swim With Your Data, Run With Your Audience: A Contingency Model for Presenting Data Results**TRACK:** Rhetoric**FOCUS:** Teaching

David Lennox, Cornell University

Donna Haeger, Cornell S. C. Johnson College of Business - Dyson

We now can quickly and accurately analyze ever more plentiful data sets. But communicating data results to a live audience requires different skills from those used in data analytics: here we need rhetoricians and storytellers.

This paper lays out a contingency model for data-based presentations that helps data analysts understand the kairos of every communication event—and respond accordingly.

FRIDAY

3:10 p.m. - 4:25 p.m. • Session Seven, continued

KINGSTOWN 2 Session Chair: Alfredo Deambrosi

KINGSTOWN 2 **Expanding Methods for Expanding Communication Practices: Rhetoric and Entrepreneurship in the Making**

VIRTUAL PRESENTATION

TRACK: Communication Issues in Entrepreneurship and Innovation Management

FOCUS: Research

Ann Shivers-McNair, University of Arizona

The speaker will argue that communication practices of entrepreneurs in the international maker movement offer the field an opportunity to expand our understanding of entrepreneurial communication, as well as how we prepare students, demonstrating with examples from a year-long case study of a makerspace in Seattle, Washington, USA.

KINGSTOWN 2 **Cultivating Communities of Continuous Learning**

VIRTUAL PRESENTATION

TRACK: Innovative Instructional Methods

FOCUS: Teaching

Kimberly Marchesseault, University of Arizona

This presentation will explore the concept of cultivating communities of continuous learning by facilitating student-to-student mentorship. By training former students to serve as mentors to current students, both the students and student leaders experience enhanced learning and further develop business communication skills. This discussion will include an explanation of the mentorship model and the benefits to students, student leaders, and instructors.

KINGSTOWN 2 **Implementation and Assessment of a Developmental Writing Program**

VIRTUAL PRESENTATION

TRACK: Scholarship of Teaching and Learning

FOCUS: Teaching

Anne Power, Morningside College

Mary Zink, Morningside College

Many studies have determined that college graduates lack written communication skills. This session describes the implementation of developmental writing at a small, Midwestern, liberal arts college. The population included Business and Accounting majors enrolled in the capstone course. Findings include assessment of student writing, and student perspectives on the experience.

3:10 p.m. - 4:25 p.m. • Session Seven, continued

MARINER

Session Chair: Mary Marcel

MARINER**Leveraging the Social Style® Communication Profile to Add Maximum Impact for Your Undergraduate Communication Course, Your MBA Communication Course, or Your Consulting Practice****TRACK:** Executive, Managerial, and MBA Communication**FOCUS:** Teaching

Judy Tisdale, University of North Carolina- Chapel Hill

David Collins, TRACOM Group

Co-Author: Jana Seijts, Ivey Business School, Western University, Canada

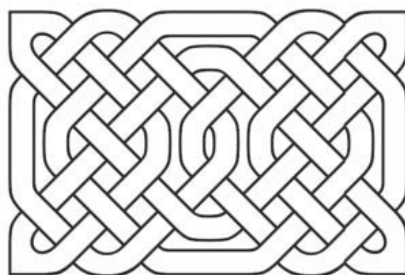
Join this session for a discussion on the impact that Social Style®, a well-researched communication behavior profile tool, can have on students and executives in undergraduate courses, MBA courses, and a consulting practice. Attendees will learn about ways they can draw on Social Style® to teach emotional intelligence and versatility in a demanding classroom or a quickly evolving workplace.

MARINER**Making the Case for Case Competitions: An Exploration of the Pervasiveness and Character of Case Competitions in Graduate Level Business Programs****TRACK:** Executive, Managerial, and MBA Communication**FOCUS:** Teaching

Mary Marcel, Bentley University

Nancy Mahon, Pennsylvania State University

Case competitions are a common component of B-school, in part due to the educational value they can provide. However, participation in competitions comes with significant costs. Using data from top-ranked MBA programs (2016), this session reports findings on the pervasiveness and character of internal MBA case competitions, and assesses relationships between competitions and graduate business communication courses and faculty.



FRIDAY

3:10 p.m. - 4:25 p.m. • Session Seven, continued

MARTELLO 1 Session Chair: Nina Freiburger

MARTELLO 1 **Shaping the Business Communication Classroom into Positive Space: Classroom Interventions to Improve Student Well-Being And Academic Achievement**

TRACK: Innovative Instructional Methods

FOCUS: Teaching

Nina Freiburger, University of Delaware

Erin Drouin, University of Delaware

Co-Author: Tracey Holden, University of Delaware

In less than five minutes, a classroom activity can improve mood, reduce anxiety, and support positive student interactions. These interventions provide students with immediate improved wellbeing and offer positive experiences as a part of their academic work. This session will describe the classroom interventions, outline our current research results, and offer strategies and handouts to participants for implementation in your classroom.

MARTELLO 1 **Bloom's Taxonomy 2.0 - A Student Centered Design**

TRACK: Scholarship of Teaching and Learning

FOCUS: Research

Raihan Jamil, Zayed University

Bloom's Taxonomy was created in 1956 under the leadership of educational psychologist Dr Benjamin Bloom in order to promote higher forms of thinking in education. This research looks to apply that concept on mobile applications using student perspectives.



Photo: Marilyn Buerkens ©2017

 3:10 p.m. - 4:25 p.m. • Session Seven, continued

MARTELLO 1 Free, Online, and Tailor-Made: Creating an Open Textbook as a Model Document
TRACK: Scholarship of Teaching and Learning

FOCUS: Teaching

Lisa Thomas, Brigham Young University

Open textbooks promise relief for financially-burdened students. A team of faculty at Brigham Young University have partnered with the library to create an open textbook for the Marriott School of Management's business communications class. Free, online, and tailor-made, this textbook can evolve in parallel with curriculum and models the writing and design principles emphasized in the course.

Marianna Richardson, Brigham Young University

Kurt Sandholtz, Brigham Young University

MARTELLO 2 Session Chair: Laura Motel

MARTELLO 2 Business Negotiation
TRACK: Intercultural and Global Communication

FOCUS: Research

Yuichiro Yamamoto, Meiji University

I will make a brief introduction of a basic principle of Harvard's "Getting to Yes" negotiation and talk about specifically whether the idea is applied to Japanese business people in business negotiations. You will have some idea of what Harvard "Getting to Yes" negotiation is like and the difference between Japanese and Americans in mindset and communication.

MARTELLO 2 Effective Communication to Achieve Agreement on Negotiation
TRACK: Intercultural and Global Communication

FOCUS: Research

Shunitsu Nakasako, Chuo University

In order to reach an agreement, the person we are negotiating with has to at least understand what the future will be like when he/she accepts our proposal. Successful negotiation depend on future commitment of executing the agreement by both parties. People generally look at things from their own perspectives, so we need to fill the gap by communicating effectively.

FRIDAY

3:10 p.m. - 4:25 p.m. • Session Seven, continued

MARTELLO 2 **Outsourcing of Services: Linguistic Perspectives**

TRACK: Organizational Communication

FOCUS: Research

Anne Kari Bjørge, Norwegian School of Economics
Sunniva Whittaker, NHH Norwegian School of Economics

In a globalized society, corporations will tend to localize the production of services in countries where the cost of labor is low. Employees working in such companies will in many cases have to invest both time and other resources on acquiring a new language. The paper will focus on language ideology and professional identity issues based on a field study.

MARTELLO 2 **Sizing-up Satisfaction: A Cross-cultural Meta-analytic Comparison of the Relationship between Big Five Personality and Job Satisfaction**

TRACK: Intercultural and Global Communication

FOCUS: Research

Laura Motel, University of Wisconsin, Milwaukee & Computershare &
Advanced Elevator, Inc.
Ashley McGrath, Advanced Elevator

In practice, the common belief is that a satisfied employee performs better and contributes more to the organization. While meta-analyses on dispositional sources of job satisfaction are available, limited information exists on the implications of culture, which is particularly relevant given globalization. Unlike predecessor studies, this meta-analysis elucidates the cultural implications of Big Five personality traits and job satisfaction.

4:35 p.m. - 5:50 p.m.

COMMITTEE AND SPECIAL INTEREST GROUP (SIG) MEETINGS

KINGSTOWN 2 Academic Environment Committee

Paula Lentz, University of Wisconsin

MARTELLO 1 Business Practices Committee

Sam DeKay, VP - BNY Mellon Corporation

MARINER Diversity and Inclusion Committee

Jacquelyn Lowman, University of Maine at Presque Isle

DUNLEARY Intercultural Communication SIG

Sana Reynolds, Consultant & Professor of Management Communication

KINGSTOWN 1 Teaching Committee & Undergraduate Studies Meeting

D. Joel Whalen, DePaul University

MARTELLO 2 International Issues Committee

Maryann Wysor, Georgia State University
Katherine Wills, Indiana University Purdue University Columbus
Hiromitsu Hayashida, Chuo University

continued on following page

4:35 p.m. - 5:50 p.m., continued

BAY LOUNGE	Community College Special Interest Group Ann Alexander, Grand Rapids Community College
PORTVIEW	Student Writing Contest Committee Jenna Haugen, University of Louisville
MCCURDY	Consulting Special Interest Group Barbara Shwom, Northwestern University Karl Keller, Communication Partners

6:00 p.m. - 7:00 p.m.

PAVILION BAR	Reception
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7:00 p.m. - 9:30 p.m.

CARLISLE	Presidential Awards Dinner - Please Be Seated
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| <ul style="list-style-type: none"> • Student Writing Awards
Sponsored by Barbara Shwom and Maryann and Andy Wysor • Graduate Travel Awards
Sponsored by Sustaining Members of ABC and CRAF Silent Auction • Marty Baker Graham Research Grant
Sponsored by Friends of Marty Baker Graham • C.R. Anderson Research Fund Grant
Sponsored by C.R. Anderson Foundation • Best Paper for Proceedings
Sponsored by ABC • Distinction in the Practice of Diversity and Inclusion
Sponsored by Peter Cardon • Outstanding Article in <i>International Journal of Business Communication</i>
Sponsored by Paula Lentz and Kathy Rentz • Outstanding Article in <i>Business and Professional Communication Quarterly</i>
Sponsored by Mary Ellen Guffey • Distinguished Publication on Business Communication
Sponsored by SAGE | <ul style="list-style-type: none"> • Outstanding Dissertation Award
Sponsored by A Special Friend of ABC • Rising Star Award
Sponsored by ABC • Award for Excellence in Communication Consulting
Sponsored by The Association of Professional Communication Consultants and ABC • Meada Gibbs Outstanding Teacher Award
Sponsored by Pearson Learning and ABC • Kitty O. Locker Outstanding Researcher Award
Sponsored by McGraw-Hill and ABC • Pearson Award for Innovation in Teaching with Technology
Sponsored by Pearson Learning • Business Communication Impact Award
Sponsored by Marshall School of Business • Francis W. Weeks Award of Merit • Bernadine P. Branshaw Spirit of ABC Award • Distinguished Member Award • Fellow of ABC |
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SATURDAY

6:15 a.m. - 7:00 a.m.

MEZZANINE **Fresh Start: Early Morning Stretch and Meditation**
Robyn Dubinsky, Certified Fitness Instructor
See page 19 for description.

7:15 a.m. - 8:20 a.m.

**DUN BISTRO &
HARDY'S BAR** **Breakfast (hotel guests)**

7:30 a.m. - 11:45 a.m.

PAVILLION BAR **Exhibits**

8:30 a.m. - 9:45 a.m. • Session Eight

CARLISLE EAST **MY FAVORITE ASSIGNMENT III**

D. Joel Whalen, DePaul University, Chair

TRACK: Innovative Instructional Methods

FOCUS: Teaching

Power of Persuasion: The Masterpiece Challenge

Susan Hall-Webb, University of West Georgia

Shark Tank! Sales Pitch Analyses

Katie Metz, Indiana University

Audience Analysis: What's in Your Cereal Box?

Corey Clem, Texas Tech University

In Situ: An Open-Access Digital Video for Business Communication Instructors

Phillip Sloan, Oakton Community College

The Practical Portfolio

Aja Henriquez, California State University, Fullerton

Digital Story: A Multimedia Cover Letter

Lara Leigh Mandrell, Texas Tech University

The Power of the Group Resume

Eric Machan Howd, Ithaca College

Moose Lake Lodge Case: Contextualizing Employment Communication

Adam Walden, Cornell University

Adding Value to the Business Writing Internship Class with LinkedIn

Lance Cummings, University of North Carolina Wilmington

Pirate Radio--Podcasting in an Introductory Technical Writing Course

William Carney, Cameron University

Tweeting your Business

Kathleen Corrales, Universidad Del Norte

continued on following page

MY FAVORITE ASSIGNMENT III , *continued*

An Encounter with Success: Persuasive Proposals

Sandra Sepúlveda, University of Puerto Rico-Río Piedras

Packing Action: Eliminating the Cliché

Victoria Berger, Villanova University

Team Pitch Presentation

Andrew Quagliata, Cornell University

Discover the latest classroom assignment creations from your ABC colleagues. Come to share ideas and take home some techniques during this energetic, popular session.

CARLISLE WEST Session Chair: Stephanie Kelly

CARLISLE WEST The Writing Workshop Method in the Business Communication Classroom

TRACK: Innovative Instructional Methods

FOCUS: Teaching

Elizabeth Malson-Huddle, University of Wisconsin
Melanie Hoftyzer, University of Wisconsin - Madison

This presentation explores how the Wisconsin School of Business general communications course implements structured workshops to help students develop feedback skills and use this collaboration for both project revision and developing leadership skills. We will discuss both the history behind our approach and its logistical processes, ending with student-reported learning outcome successes.

CARLISLE WEST Testing the Test: Expanding the Dialogue on Professional Writing Assessment in the Academy and in the Workplace

TRACK: Scholarship of Teaching and Learning

FOCUS: Research

Lindsay Tanner, Brigham Young University
Jon Balzotti, Brigham Young University
Co-Author: Kristine Hansen, Brigham Young University

Writing teachers and professionals alike bemoan recent graduates' inability to meet expectations for writing in the workplace. The panelists aim to address this problem by exploring writing assessment practices of the academy and of the workplace, and by describing how simulated workplace assessment can be incorporated into the classroom to better prepare students for professional writing careers.



SATURDAY

8:30 a.m. - 9:45 a.m. • Session Eight, continued

CARLISLE WEST **You vs. YouTube: Can Students Tell the Difference? Bio- and Psychometric Measures of Student Engagement When Viewing Live Versus Video-Recorded Presentations**

TRACK: Scholarship of Teaching and Learning

FOCUS: Research

Paul Dishman, Utah Valley University
Co-Author: D. J. Argyle, Utah Valley University
Co-Author: Nate Heller, Tarleton State University
Co-Author: Tanner Holt, Utah Valley University
Co-Author: Steven Huff, Utah Valley University
Co-Author: Laurie Bott, Utah Valley University

With the current growth of online and distance education programs, educators need to know if student engagement is the same given different delivery methods. This presentation introduces research that examines student engagement using multiple measurements while responding to the stimulus of a professional presentation delivered live versus on video.

CARLISLE WEST **Affective Learning and Instructional Communication**

TRACK: Scholarship of Teaching and Learning

FOCUS: Research

Stephanie Kelly, North Carolina A & T State University
Co-Author: Sherrie Cannoy, North Carolina A&T State University
Co-Author: Christina Williamson, North Carolina A&T State University

This study tested a path model predicting that instructional nonverbal communication behaviors (specifically immediate behaviors) would positively affect four dimensions of students' affective learning. The model proposed mediation by perceived immediacy (students' perception of instructors' behaviors). The data supported the model.

DUNLEARY Session Chair: Kristen Lucas

DUNLEARY **Communication in the Age of Abdication**

TRACK: Executive, Managerial, and MBA Communication

FOCUS: Research

Ronald Dulek, University of Alabama
Jef Naidoo, University of Alabama

Technology has brought society to a pivotal point: computers make better decisions than humans. Hence, the label: the Age of Abdication.

This presentation explores how these technological changes affect managerial communication. It examines how language disappears, presentations shrink, and professional's become unable to distinguish human from technology-generated text. The presentation concludes with a discussion of possible survival strategies.

8:30 a.m. - 9:45 a.m. • Session Eight, continued

DUNLEARY**Competency-Based Business Communication: Grading, Coaching, and Assessment with Rubrics****TRACK:** Innovative Instructional Methods**FOCUS:** Teaching

Kristen Lucas, University of Louisville
 Jenna Haugen, University of Louisville
 Jacob Rawlins, Brigham Young University

In this workshop, attendees will learn about and work with competency-based business communication rubrics: professional, clear, concise, evidence-driven, and persuasive. Participants will be actively engaged in this hands-on workshop, using rubrics to grade student assignments and provide coaching/development feedback. They also will practice using assessment data to evaluate course and program effectiveness.

KINGSTOWN 1

Brandy Mmbaga

KINGSTOWN 1**The Visual Rhetoric of Colleges of Business****TRACK:** Rhetoric**FOCUS:** Research

Danica Schieber, Sam Houston State University
 Paula Lentz, University of Wisconsin
 Marcy Orwig, University of Wisconsin-Eau Claire
 Dale Cyphert, University of Northern Iowa
 Matthew Sharp, Embry-Riddle Aeronautical University

Members of the Rhetoric SIG present findings from their visual rhetorical analyses of various colleges of businesses. The presentations analyze recruitment rhetoric from Texas universities, the gendered representations of recruitment materials, big data visualizations at colleges of business, and the stage-setting images at a private, technical university.

KINGSTOWN 1**Enhancing Organizational Identification Through Shared Psychological Concepts****TRACK:** Employment Issues in Business Communication**FOCUS:** Research

Brandy Mmbaga, University of Tennessee

Organizational Identification is a person's perceived "oneness" with an organization. Management craves employees with higher levels of organizational identification due to factors including internalizing the organization's goals and an increased level of commitment. This research presents a theoretical approach addressing shared psychological influences on identity. Goals include fostering listeners with a new and different perspective towards identification within businesses.

SATURDAY

8:30 a.m. - 9:45 a.m. • Session Eight, continued

KINGSTOWN 2 Session Chair: Stephen Lind

KINGSTOWN 2 **What, Us Teach Writing? Persuading Business Faculty to Embed Communications Skills in Their Courses**

TRACK: Scholarship of Teaching and Learning

FOCUS: Teaching

Caron Martinez, American University
Shenandoah Sowash, American University

At our university, we are building faculty collaboration to strategically embed communication skills in core business courses, using both peer tutors and cloud technology. We have neither elective or required courses in business communications. But with a writing center staffed by dozens of business student tutors, our Center for Business Communications is partnering with faculty to hone our students' business communication skills and promote "deep learning."

KINGSTOWN 2 **Challenges in Business Communications Course Design: Perspectives on Preparing Undergraduate Students for Real and Imagined Futures**

VIRTUAL PRESENTATION

TRACK: Scholarship of Teaching and Learning

FOCUS: Teaching

Jane Tsoi, Hong Kong Baptist University

When students enter our business communications classrooms, what identities do they assume? Drawing on social identity theory and using the case study of a business communications curriculum redesign at a government-funded university in Hong Kong, this presentation will discuss and illustrate how different stakeholder perceptions of student identity necessarily influence fundamental decisions made during course design and delivery.

KINGSTOWN 2 **Iteration Pedagogy: Shaping, Shaping, and Reshaping Business Communication**

TRACK: Scholarship of Teaching and Learning

FOCUS: Teaching

Stephen Lind, Washington and Lee University

This presentation offers iteration, the practice of shaping, shaping, and reshaping, as an effective model for business communication pedagogy. This presentation will include: 1) a survey of key iteration literature, 2) a detailed model of an iteration-based course, and 3) a discussion of the success and challenges that several years of iterations of the course have revealed.

8:30 a.m. - 9:45 a.m. • Session Eight, continued

MARINER Session Chair: Karin Goettsch**MARINER** **Cross-cultural Communication in Kuwait: Negotiating Transnational Identities in a Global Business Context****TRACK:** Intercultural and Global Communication**FOCUS:** Research

Tom Bruyer, Gulf University for Science and Technology

This case study focuses on business communication and cross-cultural practices, including issues of identity construction, in Kuwait. Through quantitative and qualitative research, the author identifies (1) cultural assumptions and stereotypes among Kuwaiti students, (2) specific cross-cultural skills that complete multilingual proficiency in business communication classes, and (3) the influence of technology and collaboration with practitioners.

MARINER **Informing Professional Practice through Virtual Communities in Higher Education****TRACK:** Scholarship of Teaching and Learning**FOCUS:** Research

Jeannette Novakovich, CACI International

This study employed a design-based research methodology to design an effective learning environment that integrated social media into an advanced professional communication course. The course design incorporated heutagogical pedagogy, which allowed learners to self-determine participation on social networks. Based on a cluster analysis, the results statistically supported the benefits of integrating virtual Communities of Practice to develop strategic professional social media practices.

MARINER **Spotlight on 'Teams': Collaboration and Belongingness on Global Virtual Teams****TRACK:** Intercultural and Global Communication**FOCUS:** Research

Karin Goettsch, The Mosaic Company & University of Minnesota

This session highlights results from a qualitative study of English-speaking global virtual teams, providing insights and practical recommendations for successful communication. The focus here is on the teaming component of effective collaboration and belongingness. Includes applicable insights for researchers, educators and practitioners alike.

SATURDAY

8:30 a.m. - 9:45 a.m. • Session Eight, continued

MARTELLO 1 Session Chair: Victoria McCrady

MARTELLO 1 **Managing Power Relations in Email Requests: Challenges for Pedagogy**

TRACK: Scholarship of Teaching and Learning

FOCUS: Teaching

Stephen Bremner, City University of Hong Kong

This study reports on a series of classroom-based activities, largely based around Politeness Theory (Brown & Levinson, 1987), designed to make students aware of the ways in which language can be used in situation- and status-appropriate ways to get things done in workplace settings.

MARTELLO 1 **Superdiverse Cities, Forgotten Botanical Gardens: on Learning, Researching and Consulting**

TRACK: Scholarship of Teaching and Learning

FOCUS: Teaching

Geert Jacobs, Ghent University

Co-Author: Olaf Du Pont, Ghent University

This presentation looks at the ways in which novice researcher-consultants report the results of their inquiries to the community of practitioners that they investigated. The data have been collected in the master's program in Multilingual Business Communication at Ghent University, where students work in teams on a specific research-consulting project that has been commissioned by a professional organization.

MARTELLO 1 **50 Instructors, 50 Courses: A Comparison of Business Communication Assignments & Expectations**

TRACK: Scholarship of Teaching and Learning

FOCUS: Research

Victoria McCrady, The University of Texas at Dallas

Co-Author: Sarah Moore, The University of Texas at Dallas

This session will focus on a comparison of required assignments in 50 business communication courses at both private and public institutions to explore expectations and common assignments. Initial data was gathered from information available online, followed by requests for clarification and/or participation in a survey. The session begins by addressing assumptions and then explores the ways that the data met or complicated the assumptions.

8:30 a.m. - 9:45 a.m. • Session Eight, continued

MARTELLO 2 Session Chair: Katie Gerst**MARTELLO 2** **Co-change Orientated Communication (co-COC): A Strategic Communication Perspective in an Emergent Change Context****TRACK:** Organizational Communication**FOCUS:** Research

Yolandi Slabbert, University of South Africa

This paper focuses on presenting the conceptual development of 'co-change orientated communication' (co-COC) from a strategic communication perspective. In this capacity, change is accepted as part of organizational life and the strategic communication professional facilitates the social and communicative processes of organizational members in collectively making sense of change.

MARTELLO 2 **Business Closures: Communicating Bad News to Employees, Shareholders and Communities – Use and Effects of Social Media****TRACK:** Organizational Communication**FOCUS:** Teaching

Irma Hunt, Shippensburg University

Co-Author: Ronald Taylor, Shippensburg University*Co-Author:* William Oberman, Shippensburg University

With shuttering of brick and mortar stores on the rise, this presentation will cover how best to communicate bad news. The use of technology and how companies disseminate information via Twitter, Facebook or other social medial platforms will be examined. A discussion of 3 companies and their successes and mistakes will be discussed to provide examples of new insights for communication strategies.

Saturday Coastal Walk

Killiney Hill Park offers magnificent 360 degree views of the city, the curve of Dublin Bay to Howth, and the Wicklow Mountains.

Photo: Marilyn Buerkens ©2017

SATURDAY

8:30 a.m. - 9:45 a.m. • Session Eight, continued

MARTELLO 2

The Business of Culture: Exploring the Communication Strategies of Cultural Organizations

TRACK: Organizational Communication

FOCUS: Research

Sky Marsen, Flinders University

Co-Author: Julian Meyrick, Flinders University

Co-Author: Robert Phiddian, Flinders University

Co-Author: Tully Barnett, Flinders University

Using discourse analysis and narrative theory, this paper discusses how creative organizations construct and communicate their value to stakeholders such as the government, funding agencies and the public. It focuses on one study, the State Theatre Company of South Australia exploring its discursive strategies through an analysis of annual reports, company statements and interview transcripts.

MARTELLO 2

Adapting a Business Communications Course for Study Abroad

TRACK: Intercultural and Global Communication

FOCUS: Teaching

Katie Gerst, Temple University

This presentation will discuss ways adapt a Business Communications course to make it more appropriate for study abroad. The session will be presented by a Business Communications professor who taught the course at Temple University's campus in Rome, Italy. To add to students' overall study abroad experience, assignments can be tweaked while still adhering to a required curriculum.

9:45 a.m. - 10:15 a.m.

Break

10:15 a.m. - 11:30 a.m. • Session Nine

CARLISLE EAST

Session Chair: Sky Marsen

CARLISLE EAST

Research Roundtable with ABC Experts

TRACK: Innovative Instructional Methods

FOCUS: Research

Sky Marsen, Flinders University

This roundtable invites participants to describe a text, event, or case in business communication that they have researched, and to explain and discuss the approach and method they used. The aim of the roundtable is to exchange ideas on different research methods and approaches to business communication from qualitative, quantitative, mixed methods and interpreting perspectives. In addition to cross-fertilization of ideas, the roundtable's goal is to form the basis of a future Special Issue of *International Journal of Business Communication*.

CARLISLE EAST On the Limitation of the Self Serving Bias in Communication by Asian Indians**TRACK:** Intercultural and Global Communication**FOCUS:** Research

Sudhir Pandey, Ahmedabad University

This paper would like to study the self-serving bias (SSB) in Indian culture in terms of how people expresses their success and failure. Unlike other countries where SSB is generally attributed to the negative consequences, Indians generally attribute their positive outcomes to the external sources as well.

CARLISLE EAST The Role of Intercultural Communication in Building Entrepreneurship in the Middle East and North Africa**TRACK:** Intercultural and Global Communication**FOCUS:** Research

Katie Metz, Indiana University

The Global Business Institute has broad, diverse impact on young entrepreneurs in the Middle East and North Africa. The purpose at this roundtable is to discuss communication goals for this program and receive input about research directions based on our acquired data and reviewed literature. Specifically, the goal is to identify how intercultural communication has fostered entrepreneurship in this region.

CARLISLE EAST Revise and Resubmit: Revisiting Curriculum Research for Business Communication Courses**TRACK:** Scholarship of Teaching and Learning**FOCUS:** Research

Barbie Chambers, Texas Tech University

Corey Clem, Texas Tech University

After writing-intensive course requirements changed to broader communication literacy requirements, the authors researched business literature to determine ideal communication curriculum. They discovered inconsistencies in how business communication has been defined, categorized, and measured. This presentation provides a review of curriculum research, makes recommendations for standardized methods, and offers suggestions for implementing findings across business and university disciplines.



SATURDAY

10:15 a.m. - 11:30 a.m. • Session Nine, continued

CARLISLE EAST **Beyond Surveying: Biometric Testing Techniques in Business Communication Research**

TRACK: Technology, Digital Communication, Social Media, and Web 2.0

FOCUS: Research

Paul Dishman, Utah Valley University

Co-Author: Laurie Bott, Utah Valley University

Biometric research techniques are becoming more common in business communication research as they provide a deeper understanding of cognitive processes and emotional responses to stimuli. This roundtable will provide attendees with exposure to these techniques, their appropriate applications, as well as pros and cons of each technique.

CARLISLE WEST Session Chair: Lisa Gueldenzoph Snyder

CARLISLE WEST **How Do You Teach Diversity? II**

Jacqueline Lowman, University of Maine, Presque Isle

Diversity and Inclusion Committee Chair, Co-Author

Welcome to Our World: An Experiential Approach to Understanding Cultural Development in Context

Evelyn Plummer, Seton Hall University

UDL for You and Me

Ann Marie Alexander, Grand Rapids Community College

Supporting Colleagues on the Autism Spectrum

Peter Cardon, University of Southern California

Ethical Discussions: How to Improve the Hard, Unexpected Conversations

Kerrie Carfagno, University of Virginia

Writing Instructions Across Cultures

Lance Cummings, University of North Carolina-Wilmington

The Subculture Connection

Barbara Davis, University of Memphis

Teaching Diversity Responding to Dear Abby Letters

Irma Hunt, Shippensburg University

Stephanie Kelly & Zachary Denton, North Carolina A & T State University ASL Day

Twitter Flops - Discussing Culture and Diversity Through Twitter Mishaps

Lauren Malone, Iowa State University

Inclusion in eLearning: Tips for Making Your Online Course Accessible

Lara Mandrell, Texas Tech University

Setting a Diverse and Inclusive Workspace: Gaming to Mediate Classroom Differences

Carroll Nardone, Sam Houston State University

continued on following page

How Do You Teach Diversity? II, continued**Informal Report—Business Etiquette**

Li Wang, West Virginia University

Teaching World Citizenship With Mobile App Designs

Xiaobo Belle Wang, Emory University

Attributional Staying Power

Denise Driscoll, Purdue University

In this second of two forums, panelists—and audience—will discuss best practices. Participants will share a favorite diversity and inclusion assignment in a lightning round where each will have a few minutes to present. This will help people to start thinking about diversity and inclusion in their teaching, research, and daily lives: the things they currently do, the opportunities to do more.

DUNLEARY

Session Chair: Bernard Han

DUNLEARY**Baby Boomers Cross the Millennial Divide: Technology's Influence on Business Communication Pedagogy****TRACK:** Technology, Digital Communication, Social Media, and Web 2.0**FOCUS:** Teaching

Sydel Sokuvitz, Babson College

Co-Author: Stephen Clifford, Babson College*Co-Author:* Cheryl Gray, Babson College*Co-Author:* Lauren Belmont, Babson College

In today's global business environment, our ability to help students reach customers, clients, and colleagues across cultures is increasingly complex. For Baby Boomer instructors of management communication, we now confront the challenge of deconstructing and then reframing our views of the learning process. This paper examines online instructional strategies needed to reach our Millennial students.

DUNLEARY**Pragmatic Consciousness Raising in Business Communication Classrooms: A 4-I Pedagogic Model****TRACK:** Innovative Instructional Methods**FOCUS:** Teaching

Usha Kanoongo, The LNMIIT Jaipur

This paper proposes a four-phased pedagogic model of Instruction, Input, Implementation and Inquiry (4-I) for pragmatic consciousness raising in business communication classrooms. Thereafter, it presents a critical analysis of students' successful and unsuccessful academic requests with respect to Brown and Levinson's politeness strategies, to further validate the significance of linguistic pragmatics in business communication.

SATURDAY

10:15 a.m. - 11:30 a.m. • Session Nine, continued

DUNLEARY

Transforming Digital Illness Narratives into Better Health Communication

TRACK: Technology, Digital Communication, Social Media, and Web 2.0

FOCUS: Research

Bernard Han, Western Michigan University

Jofen Han, Western Michigan University

Illness narratives have been viewed as freelance communications for patients to express their experiences of being ill. Such narratives become digital due to the advent of Internet and social media. This study analyzes the contents, features, and functions of digital illness narratives and explores their resultant impacts on health communications.

KINGSTOWN 1

Session Chair: Kathryn Canas

KINGSTOWN 1

Escaping the Tyranny of the Template: Showing Your Students How To Manage Templates to Get Great Ideas Down

TRACK: Consulting and Training

FOCUS: Consulting

Barbara Shwom, Northwestern University

Businesses expect writers to adhere to “content templates” when producing documents. Content templates exist to ensure consistency and thoroughness in presenting business information. However, templates often intimidate writers into a thoughtless fill-in-the-blanks approach. This presentation argues that workplace templates can be “managed,” and illustrates principles students can learn to become “freedom fighters” to escape the tyranny of templates.

KINGSTOWN 1

The Cross-Cultural Similarity Paradigm as a Basis for Communication Training in Multicultural Organisations

TRACK: Consulting and Training

FOCUS: Teaching

Roberta Grossi, Horizons University

This presentation describes a new paradigm for training in multinational organizations. Its foundation lies on cultural similarity, rather than disparity, as a basis for effective intercultural training. Guidelines for implementing this approach, and directions for new research, will be presented.

KINGSTOWN 2 Session Chair: Rebecca Pope-Ruark

KINGSTOWN 2 **Analyzing the Visual Rhetoric of Pitches: Lessons for New and Experienced Entrepreneurs (and Those Who Teach Them)**

TRACK: Communication Issues in Entrepreneurship and Innovation Management

FOCUS: Research

Sean Williams, Clemson University

Co-Author: Clay Spinuzzi, University of Texas-Austin

The presentation explores the role of visual rhetoric in entrepreneurial pitches, complementing existing work that mostly addresses the content that pitches should contain. It focuses on the “gut feel” implications of building identification with potential investors.

KINGSTOWN 2 **The Role of Communication in a Multidisciplinary Research Project on Female Entrepreneurship in the United Arab Emirates**

TRACK: Communication Issues in Entrepreneurship and Innovation Management

FOCUS: Research

Gina Poncini, Khalifa University of Science and Technology

Co-Author: Wifag Adnan, NYU Abu Dhabi, United Arab Emirates

Co-Author: Berkay Ozcan, London School of Economics, UK

This paper examines communication-related issues connected to an ongoing multidisciplinary research project investigating Emirati female labor force participation and entrepreneurship in the United Arab Emirates. The project considers culture, values, identity and heritage. In discussing communication, the paper focuses on qualitative data collection and analysis but also the collaboration among researchers with backgrounds in communication, labor economics, and sociology.

KINGSTOWN 2 **Design Thinking and The Future of Business Communication**

TRACK: Communication Issues in Entrepreneurship and Innovation Management

FOCUS: Teaching

Rebecca Pope-Ruark, Elon University

Design thinking is an emerging trend when organizations talk about innovation, entrepreneurship, and intrapreneurship. This presentation will introduce attendees to the design thinking process, lead attendees in two quick design activities that can be easily integrated into business communication projects, and conclude with a discussion of the role of design thinking in the future of business communication.

SATURDAY

10:15 a.m. - 11:30 a.m. • Session Nine, continued

MARINER Session Chair: Becky Morrison

MARINER **Teaching Narrative as an Important Perspective in Non-Organizational Workplace Writing and Communication**

TRACK: Scholarship of Teaching and Learning

FOCUS: Teaching

Amy Rubens, Radford University
Laura Vernon, Radford University
Diane Martinez, Western Carolina University

How do narrative forms, including storytelling, function in non-organizational workplace writing and communication, including cover letters, proposals and grants, and the management of collaborative writing projects? While narrative is ubiquitous in human interaction, narrative competence in the professional environment is not always assured. Therefore, this panel focuses on teaching workplace writing students to wield narrative in sophisticated ways.

MARINER **Surveying Expectations of Business Communication Faculty and Potential Employers: The Tension Between Teaching for Academia Versus Teaching for the Workplace**

TRACK: Scholarship of Teaching and Learning

FOCUS: Teaching

Becky Morrison, Miami of Ohio
Susan Schanne, Eastern Michigan University

This presentation discusses the results of a survey circulated to faculty and employers to gauge expectations of students' communication skills. The presenter links survey results with outcomes of a typical business communication class and suggests ways to help develop a student who is better prepared to succeed academically and professionally.

MARTELLO 1 Session Chair: James Ward

MARTELLO 1 **GPA, Writing Skills, and Commitment: Evaluating Group Project Satisfaction through Purposeful Team Assignment**

TRACK: Scholarship of Teaching and Learning

FOCUS: Research

Corey Clem, Texas Tech University
Barbie Chambers, Texas Tech University

Group projects have been an integral part of business communication coursework. More, now than ever, employers see the value in students being able to work as a team. The author will show how building teams based on factors such as commitment to the class, leadership style, GPA, and writing ability can impact the overall group satisfaction level.

SATURDAY

10:15 a.m. - 11:30 a.m. • Session Nine, continued

MARTELLO 1 Shaping and Expanding Students' Virtue: Teaching Love as the Foundation for Business Communication

TRACK: Scholarship of Teaching and Learning

FOCUS: Teaching

Christina Iluzada, Baylor University

How might instructors shape their students by cultivating virtue while teaching communication? Learning to love one's audience is a central theme around which an ethically formative business communications class can be built, shifting the focus from what students can gain through communication to how they can love others through communication and grow in audience-oriented service. This presentation will explore various pedagogical applications of crafting a communications class around love.

MARTELLO 1 The Road Not Noticed: What American Scholars Missed by Neglecting Antony Jay's Approach to Business Communication

TRACK: Scholarship of Teaching and Learning

FOCUS: Teaching

N. Lamar Reinsch, Lubbock Christian University

Co-Author: Paul Reinsch, Texas Tech University

This presentation reviews business-communication-relevant works of Antony Jay, a co-founder (with John Cleese) of Video Arts. The central argument is that--in a series of books, and in his work at Video Arts--Jay provided a provocative, original vision of business communication practice and pedagogy. The primary conclusion of the presentation is that Jay's vision was, for the most part, ignored by U.S. educators. The authors call for a fresh look and renewed appreciation of Jay's work.

MARTELLO 1 Shaping and Expanding the Landscape of an Online Business Communication Course through the Application of Quality Matters Higher Education Rubric, General Standard 5

TRACK: Scholarship of Teaching and Learning

FOCUS: Teaching

James Ward, Fort Hays State University

Co-Author: Yaprak Dalat Ward, Fort Hayes State University

Co-Author: Scott Jones, Fort Hayes State University

Quality Matters is a benchmark for online course design, and is a continuous improvement model for quality assurance through a faculty review process with eight established research-based rubric areas. This presentation will focus on Course Activities and Learner Interaction and will demonstrate the process of implementation and potential pitfalls encountered in implementation of this standard to a business communication course. (60 words)

SATURDAY

10:15 a.m. - 11:30 a.m. • Session Nine, continued

MARTELLO 2 Session Chair: Ryan Fuller

MARTELLO 2 **Speakers, Slide Decks, and Shared Narratives: An Analysis of Educational Seminars**

TRACK: Organizational Communication

FOCUS: Research

Katherine Robisch, Kent State University

This presentation examines strategies of seminar presenters at a national trade show. These presenters draw from member experiences to share best practices through a mix of visual and text examples on a slide deck as well as through anecdotes shared during their oral speech.

MARTELLO 2 **The Effect of Motivating Language on Employee Buy-In and the Role of Culture**

TRACK: Organizational Communication

FOCUS: Research

Doreen Hanke, Texas A&M International University

Motivation is one of the key factors in an organizational setting, especially when it comes to employee motivation. A key theory that addresses the question of how to motivate employees is motivating language theory. This paper develops a theoretical model of how motivating language can enhance employees' understanding and buy-in to the strategic vision and goals of their organization.

MARTELLO 2 **Readiness for Renewal: Extending Renewal to Organizational Preparedness**

TRACK: Organizational Communication

FOCUS: Research

Ryan Fuller, California State University, Sacramento

Co-Author: Ashley McNatt, University of Arkansas for Medical Science

Co-Author: Robert Ulmer, University of Nevada, Las Vegas

The researchers drew on the Discourse of Renewal to develop an instrument to assess an organization's "readiness for renewal". Study 1 collected data from a single high reliability organization. In Study 2, researchers gathered data from individuals whose organizations recently experienced a crisis. Findings reveal a reliable measure to assess communication practices that provide a buffer against negative events.

Leaving?
Turn in your new or
used Leap card.
These cards will be
donated to our silent
auction partner.



SATURDAY

11:30 a.m.

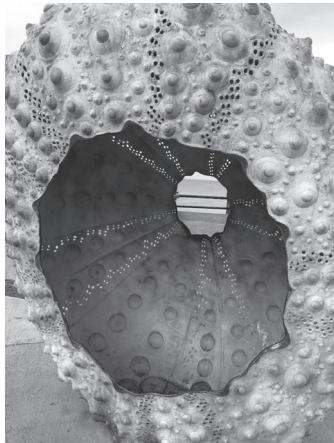
Conference Ends. Travel Safely!

12:00 p.m.

Excursion - Malahide Castle - Bring Your Leap Card!

1:50 p.m. - 4:30 p.m.

Excursion - Coastal Walk



ABC Southwestern United States Region 45th Annual “Conference within a Conference” March 7-10, 2018 Albuquerque, New Mexico

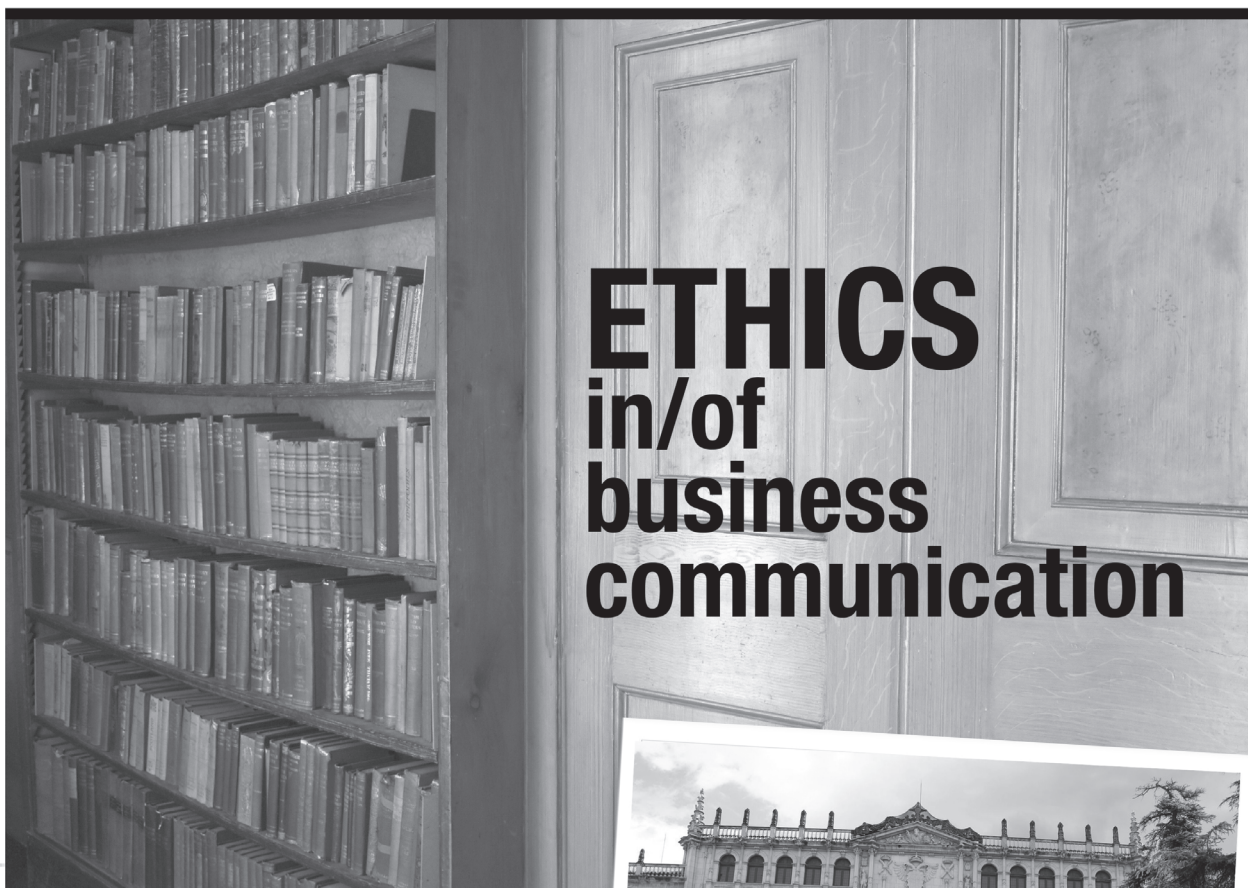
In partnership with the Federation of Business Disciplines, we invite you to join us for this engaging “conference within a conference.” For one low registration price, you may attend all ABC sessions, as well as sessions of the other eight affiliated business discipline organizations.

Visit the conference page at: <https://tinyurl.com/yc2kjvxb>

Submissions closed October 1

Kelly Grant, ABC Southwestern Region Conference Chair

abcsvus.pc@gmail.com



SAVE THE DATE

11-13 July 2018

University of Alcalá, Spain



The ABC Europe, Africa and Middle East Regional Conference aims to promote the exchange of research, experiential and instructional outcomes among colleagues in diverse areas of business communication.

The main focus of the present conference is to open a forum of discussion regarding the **ethics of** and **in** internal (intra-corporate communication) and external (customer/consumer-oriented) business communication. Suggested topics include ethos building, appeals to emotions versus rational appeals, employee branding, manipulation, corporate greenwashing and pinkwashing, and other related areas.

Call for Papers and further information available soon. Please visit the website for further details:

WWW.BUSINESSCOMMUNICATION.ORG/PAGE/2018-SPAIN



CALL FOR PRESENTATION PROPOSALS

for the **83rd Annual International ABC Conference** **Miami Marriott Biscayne Bay, Miami, Florida, USA** **October 24–27, 2018**

Join colleagues from around the world for the **2018 Association for Business Communication Annual International Conference** as we share ideas and celebrate the culture and diversity of business communication and of ABC.

THEME: Celebrating Diversity and Culture in Business Communication

With its culturally diverse history, the city of Miami encourages us to think about inclusion in ways that can enrich our lives and work. As ABC members, a culturally diverse group ourselves, we are working hard to make our classrooms and workplaces more diverse, culturally inclusive, and ethical. Let us use this conference as a way to generate these important conversations in order to pave new paths to follow as we return to our home institutions. For inspiration, we can enjoy Little Havana, South Beach, Wynwood Walls, and beautiful street art. Miami offers something for everyone, with miles of oceanfront cities, urban hubs, charming villages and tropical parks, and an average October temperature in the mid 70s to the mid 80s. We look forward to seeing you there!

We invite proposals addressing (but not limited to):

- Creating a culturally inclusive environment for students and stakeholders
- Developing diverse teaching tools used to better prepare students on topics in business communication
- Using specific delivery modes, such as online classes, hybrid classes, and face-to-face classes, in innovative ways to serve students' needs that contribute to retention and engagement
- Addressing the effects of culture and diversity on ethics in the classroom and the workplace
- Creating a balance between recognizing individual cultural identity and promoting best business practices in a multicultural environment
- Responding to challenges created by diversity and cultural (mis)understanding(s)
- Devising cutting-edge approaches and strategies to shape and expand business communication and teaching
- Designing and/or responding to innovative and emerging trends in the use of technology and visual communication

Submissions Open:	Monday, December 18, 2017
Peer Mentor/Blind Review Proposals Due:	Monday, February 26, 2018
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