

ABC Newsletter

Issue 20, Spring 2019

From the President



Marcel Robles, ABC President

One major goal I have as ABC President this year is to focus on communication between and among the Executive Committee, the Board, Members, Standing Committees, and Special Interest Groups. After all, communication is what we are all about!

Your help is needed to continue ABC's mission and vision as we all strive to continue pursuing our goals:

Agree to be involved in your professional association. There is a role for everyone, from serving on a committee to commenting on the ABC website member forum to welcoming new members at conferences.

Befriend new members. Show them who we are, provide information, and answer questions. Network at conferences, mentor young professionals, and support one another in all of our efforts.

Collaborate with others! Working together, we will enhance ABC's membership, research publications, teaching initiatives, and so much more. As a member-led association, we are all critical to the success of ABC.

If you have any suggestions to improve our communication efforts, please communicate with me at marcel.robles@eku.edu or 859-582-8680. Any of your Executive Committee members would also be happy to visit with you:

Geert Jacobs, First Vice President geert.jacobs@ugent.be

D. Joel Whalen, Second Vice President jwhalen@depaul.edu

Lisa Gueldenzoph Snyder, Immediate Past President gueldenzoph@att.net

Jim Dubinsky, Executive Director _dubinsky@vt.edu

As we all work together to Better our association, we Can climb even higher.

From the Executive Director



Jim Dubinsky, ABC Executive Director

Update Your ABC Profile

Please [log in](#) and update your ABC profile page. Along with updated fields for Teaching Interest and Research Interest, you can now indicate Consulting Interests. These are searchable fields in the [membership directory](#).

We hope you will also share your Employment Status on your profile page with

one of the drop-down choices: Consultant, Tenured Faculty, Tenure Track, Professor of Practice/Clinical Professor, Lecturer/Instructor, Adjunct/Support Faculty, Teaching/Research Assistant, Graduate Student, Emerita/Emeritus, Retired. While Employment Status is not displayed in the membership directory, it can help us serve you.

Award Sponsorships

For many years, ABC has been growing its list of honors and awards, many of which have included financial awards. Several sponsors of the awards, after many years of giving, have had to step down. If anyone is interested in sponsoring an [award](#) (e.g., Doctoral Dissertation Award; Student Writing Awards; Ambassador Award), please contact Jim Dubinsky @ exec_director@businesscommunication.org or call 540-641-2564.

Call for 2020 Co-Chairs

Please consider applying to serve as one of the conference co-chairs for the 84th Annual International Conference, which will be held in San Diego, CA, from October 28 to October 31, 2020. If you have colleague or a good friend who is also a member of ABC, you may apply as a team.

The role of *conference co-chair* is a critical one for ABC. Co-Chairs are responsible for (1) creating a Call for papers (CFP); (2) promoting the conference with the assistance of ABC's HQ team, which includes the Executive Director, Business Manager, and Communication and Technology Coordinator (3) coordinating the evaluation proposals submitted using ABC's powerful (and easy to learn) event software; (4) visiting the conference site with the ABC HQ team - usually in May or early June of the conference year; (5) coordinating the creation of the program: organizing the presenters into sessions and creating the program text; (6) supervising the implementation of the conference program onsite; and (7) completing a post-conference survey and evaluation.

To enhance the value of knowledge gained via experience, we're now asking one of the co-chairs to stay on as a member of the Conference Planning committee for the following year to help guide/assist the two, newly appointed chairs. The tasks involved remain the same, but this person does not make the pre-conference visit. What this means is that the two co-chairs selected will also have one of the co-chairs from this year's conference in Detroit, Michigan, as a team member.

For your work, you receive the following:

1. Undying appreciation of the entire ABC community
2. Travel and lodging costs for both pre-conference visit and conference, and
3. A stipend of \$1000 paid post conference.

To apply, please logon to our website and upload a short, one-page letter of application and a copy of your CV using this URL: <http://tinyurl.com/yagyw4g8>

If you have questions, please email either [Marilyn Buerkens](#) (ABC Business Manager) or [Jim Dubinsky](#) (ABC's Executive Director). We would be happy to arrange a phone call or video/Zoom call. You may, of course, also contact previous conference chairs/co-chairs.

Jim Dubinsky
Executive Director

2019 Annual Conference

The 2019 Annual ABC Conference in Detroit, Michigan, USA, will be held on October 23-26. If you haven't submitted a proposal for a paper, panel or roundtable yet, you still have time until April 26th, when submissions close.



As usual, the conference will be preceded by stimulating, practical and informative workshops. The planned workshops are:

Gamifying Business Communication Courses

Lauren Malone, Iowa State University

Learn how to design your course as a game to create collaborative and interactive learning spaces.

Recognizing Gendered Communication and Implementing Strategies to Improve Communication Effectiveness in Classrooms and Workplaces

Sabrina Pasztor, University of Southern California

Examine how gendered communication practices and styles can create biases in classrooms and workplaces; learn specific strategies to help students and employees minimize them; and create more inclusive communication environments.

Artificial Intelligence for Global Virtual Teams

Peter Cardon, Carolin Fleishmann, Jolanta Aritz, University of Southern California

The workshop will explore the trend of communication augmentation by AI in the context of global virtual teams, such as the Virtual Business Professional Project (VBP). The goal is to co-create a draft white paper around workshop topics.

Creative Problem-Solving in Business Communication

Becky Crews & David Eyman, Miami University, Ohio

Learn how to build an instructional toolkit of theoretical and practical methods and activities to enhance student learning and meet creative problem-solving skills employers seek in graduates.

Researching Visual Communication

Charles Kostelnick, Iowa State University, *ABC Outstanding Researcher Award Winner 2018*

Explore visual communication issues and trends in text design, data visualization, and illustrations as well as the methods to research them.

Student-Run Business Podcasts and Online Journals

Marianna Richardson and Andrea Cabrera, Jennifer Goldsberry, Sarah Romeny, Brigham Young University

Learn from students and their adviser how to enhance student engagement with multiple elements of business communication by developing an online business journal and podcasts, using social media to market them.

Panels and Roundtables

Graduate Studies Panel

Graduate students are invited to present papers that showcase their research. Within the context of business and professional communication, possible topics could relate to innovative pedagogy, digital communication, social media, visual communication, interpersonal communication, team communication, crisis communication, globalization, ethics, other topics of related interest. Submit a 500 word proposal [here](#) by April 12th.

Research Roundtable

The aims of the research roundtable are to provide a forum for communicating research in business communication, exchange ideas on research projects, theories and methods, share expertise, ask questions on a 'sticky' problem, form research collaborations, and keep abreast with developments in the field. Send

200 word abstracts on a research project that you would like to discuss to Sky Marsen, skymarsen@gmail.com, by April 26th.

Lightning Roundtable: How Do You Teach Diversity?

The roundtable will be a forum in which panelists—and audience--will share best practices. The idea is for panelists to share an assignment in a lightning round in which each will have three to five minutes to present. Submit your name, the name of your assignment, a brief description of the assignment, the name of your institution or affiliate, and any handouts that you'll be using to Jacqui Lowman at <http://tinyurl.com/y2636ysj>

More roundtables, such as My Favorite Assignment, will be announced soon.

Student Competition Award

We invite you to submit entries for the 2019 Student Competition Award. This year's prompt encourages students to persuade their owner to purchase a new Point of Sale system. More information about the competition can be found [here](#). The deadline for submission is end of day on **May 24th**. For questions, please email jenna.haugen@louisville.edu.

C. R. Anderson Research Fund

The C.R. Anderson Foundation received a \$40,000 donation for its Research Fund (CRARF). The gift was received in early 2019 by member and Associate Professor Emerita of Management Communication at the University of Michigan, Priscilla "Pris" S. Rogers. This donation will help ABC meet two important, organizational goals: supporting its research mission and strengthening business communication's disciplinary status.

Unlike any other foundation funding in the world, CRARF focuses directly on supporting business communication research; that is, research exploring effective use of oral and written communications to get organizational work done through people. Rogers explains, "For as long as I can remember, ABC members have shared deep concerns about the need for greater understanding and recognition of business communication in academe and organizations. Donating to the CRARF is a concrete way to address these concerns."

In selecting proposals for funding, the C.R. Anderson Foundation board and the CRARF Committee operate under a carefully crafted management system that ensures supported research is rigorous and contributes new insights to business communication. "Such high-level research is vital to validate and continuously upgrade our pedagogy and to bring wider recognition to our teaching and research endeavors. These are some of the reasons why I donate as much as possible to the CRARF and encourage others to do the same," says Rogers.

The C.R. Anderson Foundation originated in Illinois and was approved in 1989. Then, as the result of a new strategic plan (2008-2010), which had a primary goal of strengthening the discipline through a focus on research, ABC provided funding to award research-oriented grants. In 2011, the first grant was awarded; overall more than 20 ABC members have used the award to further their research objectives and make meaningful scholarly contributions to the field of business communication.

To learn more about the C.R. Anderson Research Fund and the grants we offer, visit

<https://www.businesscommunication.org/page/research>

Academic Committee White Paper

If you have not yet taken a look at the Academic Environment Committee's white paper, "The Ideal Academic Environment for Teaching Business Communication," please head to the committee's page on the [ABC website](#), log in, and enjoy!

Academic Environment Committee members wrote the paper for two reasons: (1) to help articulate the identity of business communication as an academic discipline and (2) to give business communication instructors information they can use to advocate for themselves and their programs at their schools. The paper covers topics such as the value of business communication to academia and to the workplace, faculty qualifications, rank and compensation, curriculum and class sizes, assessment, AACSB standards, and strategies for incorporating business communication in the undergraduate and graduate business curriculum.

If you have any questions about the paper or would like to offer your thoughts and insights, please contact committee chair Paula Lentz at ginderpj@uwec.edu.

Inaugural Presidential Fellow - Radford University

ABC member Dr. Amy Rubens has recently been announced as the inaugural Presidential Fellow at [Radford University](#)

Per the news release in the link, as a Presidential Fellow, Dr. Rubens "will spend the 2019 fall semester working alongside the administration on a variety of assignments and projects. As part of the [project], Rubens developed a proposal for a 15 credit undergraduate minor in health humanities."

In addition to her duties as a tenure-track, assistant professor at Radford University, Dr. Rubens co-coordinates Radford University's Graduate Certificate in Professional Writing and is Assistant Program Director of VA Governor's School for the Visual & Performing Arts & Humanities. Dr. Rubens is also active in the Association for Business Communication as a member of the MLA Liaison Committee member.

Virtual Business Professional Project



The Virtual Business Professional (VBP) project has started its 5th season and has 650 students working on the virtual collaboration project from 14 universities in 9 countries. This year's project has students working on company project challenges from Google, Starbucks, and Amazon. Participating faculty will identify three top projects for each company, and the company will announce the 2019 VBP winners in April. For more information about the project please check out our new website: <https://www.marshall.usc.edu/departments/business-communication/vbp-project>

Situated Cultural Learning Approach



Yunxia Zhu and Judith Ainsworth

Judith Ainsworth and Yunxia Zhu, RVPs for the Eastern U.S. Region and the Asia-Pacific region respectively, recently got together at the University of Queensland Business School over Spring Break/Semester 1. Judith received an Internationalization Grant from the Office of International Affairs at Temple University to collaborate with Yunxia on a research project to extend the Situated Cultural Learning Approach (SiCuLA) for teaching cross-cultural management communication.

Their study investigates how the SiCuLA framework enables students to achieve greater understanding of context-based socio-cultural phenomenon while collaborating in culturally diverse groups that allow them to see different cultural perspectives emerge during cross-cultural activities in class. They will also investigate how this teaching method promotes a learning culture where international students bring their experiences, background knowledge and expertise to classroom discussions, in other words, how international students function as resources for domestic students.

They will present the results of their collaborations, challenges and successes, at ABC Detroit. Judith will also use the grant to explore the possibility of developing international faculty research partnerships as well as initiatives to establish student exchanges and global immersion programs.

Call for Papers

Special Edition on The Intersectionality of Economics, Ethics & Artificial Intelligence (Econ-Ethics-&-AI)

The Drake Management Review (DMR), College of Business and Public Administration at Drake University, Des Moines, IA

Welcome to a world of artificial intelligence (AI) available to anyone with access to digital technology and the Internet. However, understanding its consequences for our social order is not so well comprehended. How can we guide the way technology impacts society? (Bryson & Winfield, 2017). Some researchers conjecture that we are in the wake of an on-going digital revolution. This digital revolution is poised to dramatically transform our economy and most of our societal institutions as they intersect with technology. "While the benefits of this transformation can be massive, there are also tremendous risks to our society" (Helbing, 2019). This special topics issue is calling for submissions that examine the intersectionality of Economics-Ethics-&-Artificial Intelligence (Econ-Ethics-&-AI).

Prompts for Consideration

Although writers *are not limited* to these topics, see below for focused question topics to prompt your research:

- What are the societal, economic, and ethical implications of the AI revolution?
- Should AI design be ethically standardized? If so why? If not, why?
- What are the consequences for humans in a fully automated society?
- Does cryptocurrency have a "conscience"?
- How might cryptocurrency advance or limit human ethical values?
- What ethics should artificial intelligence embrace? Who decides algorithmic authority?
- How does AI intersect with Big Data? What are the ethical implications?
- How does AI affect economics and society?
- What ethical concerns surround our technology as it tracks, recognizes, and records the human visage?
- What are the ethical, economic, and societal ramifications of AI's ability to collect Big Data from social media accounts (both individual and business)?

Special Topics Submissions Deadline

The submission deadline for the special topics issue is **August 15, 2019.**

Submission and formatting guidelines are available on the DMR website at http://www.cbpa.drake.edu/dmr/Submission_Guidelines.pdf.

Articles should be submitted by e-mail to:

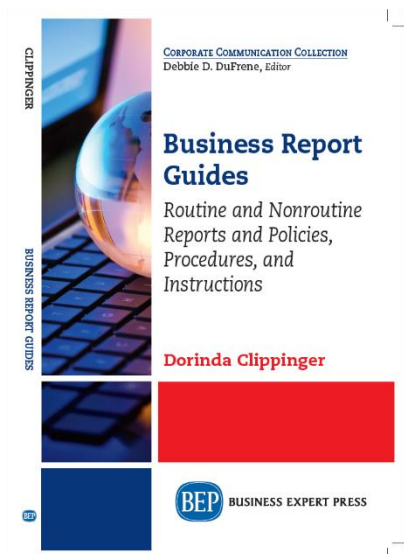
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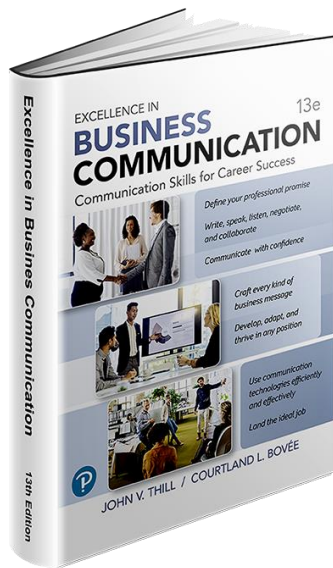
New Books

Business Report Guides: Routine and Nonroutine Reports and Policies, Procedures, and Instructions by D. Clippinger, Business Expert Press, 2019



The book differentiates policies, procedures, and work instructions and explains the significance of each within organizations. It offers guides for both print and digital employee manual content, design, and acknowledgment, with emphasis on legal considerations. Guides include planning a research project and writing a research proposal; identifying major findings in research data, and drawing conclusions from findings.

Excellence in Business Communication, 13th ed, by J. V. Thill and C. L. Bovee, Pearson, 2019



A new four-page, magazine-style feature “Empowering Communicators with Intelligent Communication Technology,” shows 15 applications of artificial intelligence and smart technology. This edition has two new chapters devoted to listening skills, nonverbal communication, conversational skills, conflict resolution, negotiation skills, teamwork, collaborative communication, meeting skills, and business etiquette.

*Submit items for the newsletter on the ABC website,
at <http://tinyurl.com/ycj89b5b>*