

Shaping the Future of Business Communication in an Uncertain World



86TH ANNUAL INTERNATIONAL CONFERENCE
October 18-23, 2021 • Virtually Everywhere



Association
for Business
Communication

Co-hosted by
Global Advances in Business Communication



October 2021

Dear ABC and GABC Colleagues and Friends,

Welcome to the 86th Annual International Conference! We will take this opportunity to acknowledge our common experience, give you some highlights, and recognize the work of those who have contributed their time to create a warm and inviting virtual conference.

We have all felt a sense of whiplash from the COVID-19 pandemic, from the en masse transition to virtual work to return to in-person or hybrid work arrangements. In this ambiguous and evolving environment, the critical nature of communication has been highlighted. E-leadership, virtual teams and meetings, information and communication technologies for collaboration, and crisis and risk communication are just some of the areas that have grown in importance in the last year with our heavy reliance on technology. Our conference is well-positioned to address the pressing communication needs in our “new normal” in business education and the business community with cutting-edge ideas from the best educators, researchers, and practitioners.

This year, we will be using the Whova platform to support the virtual conference. Whova has many features to enable communication and networking among conference attendees.

We have an exciting lineup of workshops, conference mainstays (My Favorite Assignment, How Do You Teach Diversity, Equity and Inclusion?), panels and sessions, awards, and more.

Although we won't have common backdrop for the conference locale, we hope you take full advantage of the conference to connect with your peers. You might meet up to grab a Zoom beverage or meal with friends and collaborators old and new. To get to know more about where you're from, we encourage you to showcase a stunning landscape from your location (either as your Zoom background, or, to minimize the bandwidth, as a slide in your slide deck) while participating in the conference. Sharing about your geography could be a great way to start a conversation.

To stay up to date about conference information, please visit the conference webpage where you can find information about the schedule, registration, Whova platform and more.

Once again, welcome to the 86th Annual conference. Please let us know how we can help you have the best conference experience possible!

Ryan Fuller, Susan Schanne, Gail Cruise, and Dirk Remley
ABC and GABC Conference Planning Team

**A Big THANK YOU
to Our Volunteers!**



We have many people to thank for making the conference a success.

ATTENDEES—we thank you for your active participation in the conference, attending presentations, committee and regional meetings, and making it a welcoming and inclusive environment for all.

PRESENTERS—we thank you for your submissions. You provided high-quality proposals reflecting current issues in business communication. Your work is what brings us together!

PROPOSAL REVIEWERS—we thank our more than 100 volunteer reviewers who rated and provided generous and constructive feedback on the submissions.

MODERATORS—we thank our dozens of session moderators contributing their time and who ensure the smooth flow of presentations during our conference.

PROCEEDINGS TEAM—we thank the team, led by Leigh Anne Whittle, for stewarding accepted conference proposals to a published, citable written record of the conference.

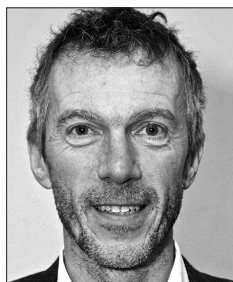
VENDORS—we thank you for your continued support of the conference and for engaging our attendees with the latest learning materials and services you offer.

EXECUTIVE COMMITTEE AND BOARD OF DIRECTORS—we thank you, particularly ABC Executive Director Jim Dubinsky and ABC President Geert Jacobs, for your leadership and for making the tough call to switch from hybrid to virtual in the interest of everyone's safety against COVID-19.

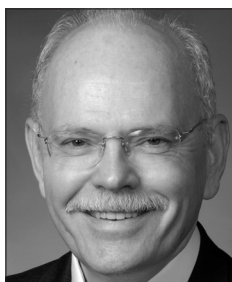
ABC STAFF—we would like to offer a special thank you to Marilyn Buerkens who kept the conference planning team on track, and led the way with planning.

THE 2021 ABC OFFICERS AND BOARD OF DIRECTORS

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Geert Jacobs
Ghent University



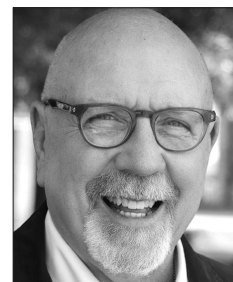
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2020	-	Geert Jacobs.....	Ghent University
2019	-	Marcel Robles.....	Eastern Kentucky University
2018	-	Lisa Gueldenzoph Snyder.....	North Carolina A&T State University
2017	-	Deborah Roebuck.....	Kennesaw State University
2016	-	Bertha Du-Babcock.....	City University of Hong Kong, Hong Kong
2015	-	Peter Cardon	University of Southern California
2014	-	Kathryn 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 College
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	Washington 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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A Warm Welcome

A warm welcome to:
GABC COLLEAGUES FROM AROUND THE WORLD
and
GABC CO-HOST UNIVERSITIES:

Delhi School of Business—
VIPS Technical Campus

Universiteit Antwerpen

Universiti Teknologi Malaysia

Eastern Michigan University

Enjoy the conference's many presentations, panels, workshops,
SIG and Committee meetings, and other events!



—Gail Cruise & Susan Schanne, GABC Co-chairs

McGraw Hill

Business Communication

NEW: Application-Based Activities

Application-Based Activities in Connect are highly interactive, assignable exercises that provide students a safe space to apply the concepts they have learned to real-world, course-specific problems.



Each Application-Based Activity involves the application of multiple concepts, allowing students to synthesize information and use critical thinking skills to solve realistic scenarios.

1

AUTO-GRADED

Assignment within Connect syncs with most LMS grade books.

2

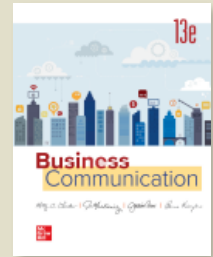
HIGHLY INTERACTIVE

Game-like interface with data-informed decision-making scenarios.

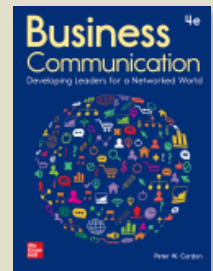
3

PROBLEM-SOLVING

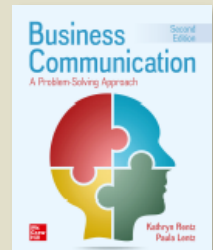
Practice real-world scenarios reinforcing key course learning objectives.



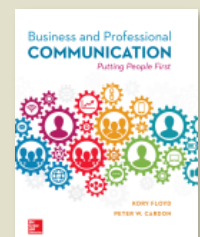
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Mackiewicz /Aune/
Kienzler**
Business
Communication 13e



Cardon
Business
Communication 4e



Rentz/Lentz
Business
Communication 2e



Floyd/Cardon
Business &
Professional
Communication 1e

Thank You to Our Volunteers

Thank you to all who offered their time and talent to ensure a successful conference!

Suzan Aiken

Western Michigan University

Kimberly Barker

Eastern Michigan University

Clark Barwick

Indiana University, Bloomington

Amanda Bemer

Southwest Minnesota State University

Kristin Bennett

Arizona State University

Janel Bloch

Northern Kentucky University

Yolandi Botha

University of South Africa

Pamela Bourjaily

University of Iowa

Lori Boyer Clark

Atlanta University

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Midland College

William Carney

Cameron University

Kevin Carr

University of Texas at Arlington

Stephen Carradini

Arizona State University

Rod Carveth

Morgan State University

Dacia Charlesworth

Indiana University at Bloomington

Mrunal Chavda

Indian Institute of Management, Raipur

Jianfen Chen

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Texas Tech University

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Midwestern State University

Sarah Clements

University of Arkansas at Little Rock

Tina Coffelt

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Roger Conaway

University of Texas at Tyler

Valerie Creelman

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Linda Cresap

Minot State University

Gail Cruise

University of Massachusetts Amherst

Lance Cummings

University of North Carolina Wilmington

Liane Czirjak

Suffolk University

Sam DeKay

Bank of New York Mellon Corporation

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Rachel Dolechek

Fort Hays State University

Erin Elgin

University of Iowa

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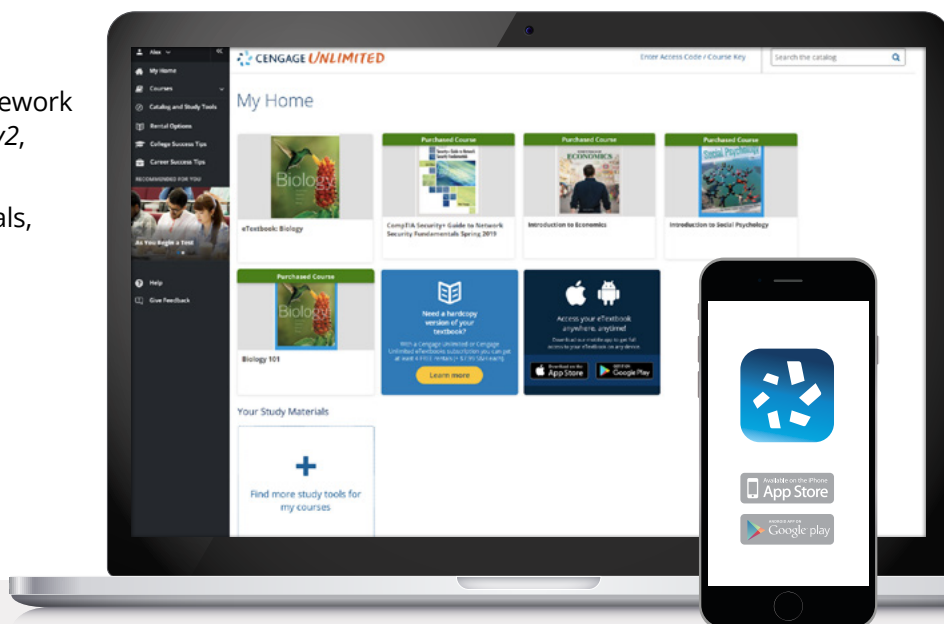
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**Cross-cultural Learning:
Surfing the Highs and Lows
of U.S. Expatriates' Work
Experience in Brazil**
Leila Valoura
Fordham University
Wednesday, October 20
8:30 a.m. - 9:30 a.m.

**Professional Writing
Internships Abroad:
Stories of Student (and
Program) Learning**
Rebekka Andersen
University of California, Davis
Friday, October 22
11:00 a.m. - 12:00 p.m.

**Measuring Business
and Professional
Communication Skills**
Samantha Cosgrove
University of North Texas
Friday, October 22
11:00 a.m. - 12:00 p.m.



About the Business Communication Research Foundation (BCRF) and the C. R. Anderson Research Fund

The Business Communication Research Foundation is the 501(c)(3) affiliate of the Association for Business Communication. The Foundation administers several awards and grants including the C. R. Anderson Research Fund grants. The Fund's 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 getting your business communication research funded with C. R. Anderson Research Fund Committee Chair Jacob Rawlins on Wednesday, October 20, 7:00 p.m. Eastern Time.

ABC Connect

**Become Acquainted,
Build Relationships,
Network, Mentor,
and Visit with Others.**

**Anyone and everyone should take
advantage of this room!**

The room will be staffed with seasoned members eager to help you learn the ropes, make connections, and so much more.

We want to help you to make connections for research and professional development.

ABC Connect volunteers are eager to listen, and help you feel at home at our conference.

**Please drop in to ABC Connect to
make new friends and discover
new opportunities.**





**To our moderators, who were instrumental in producing
this international event, thank you for volunteering to support ABC
and your business communication community!**

Suzanne Aiken

Western Michigan University

Tetiana Andriienko-Genin

Westcliff University

Kristin Bennett

Arizona State University

Stephen Carradini

Arizona State University

Andrew Cavanaugh

University of Maryland Global Campus

Gail Cruise

University of Massachusetts Amherst

Jim Dubinsky

Virginia Tech

Ryan Fuller

California State University, Sacramento

Mathew Gillings

Vienna University of Economics and Business

Doreen Hanke

McNeese State University

Matt Homer

Virginia Tech

Raihan Jamil

University of Liberal Arts, Bangladesh

Bridget Kurtenback

University of Wisconsin - Eau Claire

Jacqui Lowman

University of Maine at Presque Isle

Ursula Lutzky

Vienna University of Economics and Business

Veronica Rice McCray

Western Michigan University

Tara Moore

Elizabethtown College

Lorelei Ortiz

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Sabrina Pasztor

University of Southern California

Leslie Ramos Salazar

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Dirk Remley

Kent State University

Marcel Robles

Eastern Kentucky University

Susan Schanne

Eastern Michigan University

Leah Schell-Barber

Cleveland State University

Stephanie Smith

Virginia Tech

MONDAY

8:30 a.m. - 9:30 a.m.

ARIES Moderator: Gail Cruise

ARIES **Will to Power: The Key to Cross-cultural Competence**

TRACK GABC - Cross-cultural Communication in Global Business Exchanges

FOCUS Research

SESSION TYPE Regular Presentation (20 minutes)

Medha Bakhshi, NMIMS University

The study posits a reconfiguration of the four factor model of cross-cultural competence and presents a framework that establishes Cultural Intelligence (CQ) Drive, reading it as Friedrich Nietzsche's much debated and often misunderstood philosophical concept of Will to Power, as the broad force-field within which the other components interact to allow professionals to attain cross-cultural competence.

ARIES **Logos: Role in Communicating Corporate Vision and Strategy**

TRACK GABC - Global Integrated Marketing Communication (IMC) and Public Relations

FOCUS Research

SESSION TYPE Regular Presentation (20 minutes)

Shoma Mukherji, Delhi School of Business

Co-Author: Neera Jain, Management Development Institute

This study looks at logos of companies in the Fast-moving Consumer Goods (FMCG) and Automotive sectors with a view to observe the application of the dimensions of design and colour for communicating their vision and strategic intent. Notwithstanding the fact that companies keep changing their logo, research on the topic is limited. To address this gap, the present research will offer companies a strategic roadmap to follow while bringing a change into their visual brand identity: logo.



**ALL SESSION TIMES ARE IN
EASTERN STANDARD TIME**

8:30 a.m. - 9:30 a.m.

ORION Moderator: Marcel Robles

ORION **“Carefully Slip and Fall Down”: The Quandary of Literal Language Translation**

TRACK GABC - Use of Language in Business and Professional Communication

FOCUS Consulting & Practice

SESSION TYPE Regular Presentation (20 minutes)

Marcel Robles, Eastern Kentucky University

This presentation will provide an overview of the challenges of literally translating signs from one language to another. Often seen in “English as a Second Language” or non-English speaking countries, the signs might be hard to understand because of literal language translation. There is a need to have better translation on signage to ensure effective exchange of meaning, especially when the signs are critical to the safety and happiness of visitors from other countries.

ORION **How to Integrate Intercultural Aspects to Language Teaching for L2 French for Business**

TRACK GABC - Use of Language in Business and Professional Communication

FOCUS Teaching

SESSION TYPE Regular Presentation (20 minutes)

Pascale Dumont, University of Antwerp

To address the challenge of integrating intercultural aspects in teaching Business French language acquisition (L2), this presentation reports on a study of French cover letters written by undergraduates by analyzing and quantifying relevant word use according to the specific intercultural requirement of the French language.

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Technical
Help?**

**Submit a
Support Ticket here:**

SUPPORT

ABC staff will respond fast during conference hours.

**Looking for a
Help Desk?**

ABC Connect offers limited hours where you’ll find the ABC Diversity and Inclusion chair or someone from the conference team.

MONDAY

10:00 a.m. - 11:00 a.m.

ARIES Moderator: Gail Cruise

ARIES **WhatsApp Emoji in Business Interactions between Malaysian and Iranian Entrepreneurs**

TRACK GABC - Artificial Intelligence, Digital Business, and Cross-cultural Communication

FOCUS Research

SESSION TYPE Regular Presentation (20 minutes)

Rohayah Kahar, University of Technology Malaysia
Hadina Habil, University of Technology Malaysia-Skudai

Why do business entrepreneurs use WhatsApp Emoji? This presentation discusses the use of WhatsApp Emoji in business interactions between a Malaysian entrepreneur and her Iranian business counterparts. WhatsApp Emoji was found to be intriguing in these interactions. The emoji, among others, served to replace non-verbal expressions in face-to-face interactions.

ARIES **The State of Green Marketing in India**

TRACK GABC - Cross-cultural Communication in Global Business Exchanges

FOCUS Research

SESSION TYPE Regular Presentation (20 minutes)

Roger Conaway, University of Texas at Tyler
Co-Author: Parimal Biswas, Adamas University, Kolkata, West Bengal, India

This presentation reviews a qualitative assessment and communication analysis of green marketing in India. The World Economic Forum reported the world's largest democracy was at a tipping point regarding a healthy and sustainable future. The accelerating rise of sustainability issues in India has directed companies in developing sustainable corporate strategies, messages, and marketing practices throughout their companies.

ARIES **Perceptions of Cross-Sex Workplace Relationships in the United States and Nordic Countries**

TRACK GABC - Diversity and Inclusion in International Communications

FOCUS Research

SESSION TYPE Regular Presentation (20 minutes)

Hailey Gillen Hoke, Weber State University

This quantitative pilot study explores the differences in perspectives of cross-sex workplace relationships between Finnish and American respondents. As the World Economic Forum ranks the US significantly lower than Finland and other Nordic countries on the closing of the gender gap, it is important to compare individuals' perceptions across cultures.

10:00 a.m. - 11:00 a.m.

CYGNUS

Moderator: Susan Schanne

CYGNUS

“Yeah Just Say If You Can’t Hear Me Properly Or, {Waves}” – Negotiating Rapport In Virtual International Conversations**TRACK** GABC - Cross-cultural Communication in Global Business Exchanges**FOCUS** Research**SESSION TYPE** Regular Presentation (20 minutes)

Stefan Diemer, Trier University of Applied Sciences

Marie-Louise Brunner, Trier University of Applied Sciences, Institute for International and Digital Communication

This presentation analyzes interactions in informal English as a Lingua Franca (ELF) Skype conversations. By considering both the medium and interaction levels, the study contributes to developing a more complete view of the complex communication processes in international video-mediated communication with potential relevance for an applied business context.

CYGNUS

Revisiting Virtual Onboarding for Global Leaders**TRACK** GABC - Cross-cultural Communication in Global Business Exchanges**FOCUS** Consulting & Practice**SESSION TYPE** Presentation (20 minutes)

Karin Goettsch, Global Collaboration Insights

This session provides a consultant practitioner perspective on opportunities to enhance virtual onboarding for global leaders and their teams. Many organizations mishandle new employee onboarding and were ill-equipped to suddenly pivot online. Meanwhile, long-time virtual global companies risk backsliding if they divert attention from this key socialization window. Some practical strategies for enhancing global leader onboarding are highlighted.

MONDAY

10:00 a.m. - 11:00 a.m.

CYGNUS

Improving Customer Loyalty Through Employee Characteristics: How Employee Characteristics Influence Customer Satisfaction and Customer Loyalty Towards Dutch Supermarkets

TRACK GABC - Global Integrated Marketing Communication (IMC) and Public Relations

FOCUS Research

SESSION TYPE Regular Presentation (20 minutes)

Kim Janssens, Open University of the Netherlands

Co-Author: Jos Schijns, Open University of the Netherlands

Co-Author: Lenneke van Ierland, Open University of the Netherlands

This presentation presents findings on a study to expand the body of knowledge on customer satisfaction and loyalty by looking into a set of employee characteristics that are suggested to have an influence on customer satisfaction and loyalty towards supermarkets. Understanding how these dynamics work contributes to the recruitment and selection of supermarket personnel and strengthens external communication and image building.

11:30 a.m. - 12:30 p.m.

ARIES

Moderator: Gail Cruise

ARIES

Diversity and Inclusion in International Communications: Applications for Success for Today's Work World

TRACK GABC - Diversity and Inclusion in International Communications

FOCUS Consulting & Practice

SESSION TYPE Regular Presentation (20 minutes)

Kimberley Barker, Eastern Michigan University

Christine Day, Eastern Michigan University

Today's world of work cannot undervalue the importance of having diverse representation in all areas of the organization, including international communication. Creating an environment that asks questions continually, values and embraces diversity, then collaborates and reconciles potential solutions to create positive outcomes, creates an inclusive environment in which all can thrive.

11:30 a.m. - 12:30 p.m.

ARIES

Personalization and the Future of Advertising

TRACK GABC - Global Integrated Marketing Communication (IMC) and Public Relations

FOCUS Consulting & Practice

SESSION TYPE Regular Presentation (20 minutes)

Matthew Sauber, Eastern Michigan University

This presentation looks into the personalization of digital communication at scale as the frontier towards efficient marketing where personal value gets delivered to the customer with greater cost savings and increases in revenue and return on investment for businesses. This presentation evaluates the technological, organizational, and regulatory challenges and opportunities marketers face in realizing personalization at scale.

ARIES

Business Portuguese at the University of Illinois at Urbana-Champaign: Connecting Students' Needs with Employers' Demands in a Language Classroom Setting

TRACK GABC - Use of Language in Business and Professional Communication

FOCUS Teaching

SESSION TYPE Regular Presentation (20 minutes)

Raquel Goebel, University of Illinois at Urbana-Champaign

This presentation will examine students' needs and employers' demands to establish how a well-designed language classroom plays an important role in preparing students for a successful career. The presentation will analyze the "Doing Business in Brazil" case, a course developed and offered by the Portuguese Program at the University of Illinois at Urbana-Champaign to connect students with real world opportunities.

CYGNUS

Moderator: Susan Schanne

CYGNUS

What Does It Mean to Dress for Success? Perspectives about Formality of Attire from China, Nigeria, and the USA

TRACK GABC - Cross-cultural Communication in Global Business Exchanges

FOCUS Research

SESSION TYPE Group Panel Presentation (60 minutes)

Peter Cardon, University of Southern California

Ephraim Okoro, Howard University

The way people dress is fun. Come check out the various ways Nigerian, Chinese, and American professionals associated casual, business casual, and formal business attire with various traits such as authoritativeness and friendliness. There will be pictures!

MONDAY

1:00 p.m. - 2:00 p.m.

ARIES Moderator: Susan Schanne

ARIES **Lessons and Tactics for Designing a Successful Virtual International Global Immersion Course**

TRACK GABC - Cross-cultural Communication in Global Business Exchanges

FOCUS Teaching

SESSION TYPE Regular Presentation (20 minutes)

Michael Meredith, University of North Carolina, Chapel Hill

This session shares lessons from conducting a fully virtual global immersion course. Participants will hear a discussion of curriculum, see examples of student work, and explore best practices for developing a successful course involving virtual international curriculum. Lessons and tactics discussed include navigating time zones, working with cross-cultural differences, enabling successful group projects, and providing keys to student success.

ARIES **Virtual Academic Exchanges with Foreign Partners: Keys to Making Them Mutually Beneficial**

TRACK GABC - Cross-cultural Communication in Global Business Exchanges

FOCUS Teaching

SESSION TYPE Regular Presentation (20 minutes)

Orlando Kelm, University of Texas, Austin

There are challenges when creating virtual academic exchanges with foreign partners such as disparate goals, schedules, languages, time zones, and access to technology. Yet, the returns from real student exchanges with foreign partners are exceptional. Receive practical insights to make exchanges mutually beneficial, including student and class interactions, simulations, oral presentations, video conference dynamics, guest lectures and final assessment.

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SUPPORT

ABC staff will respond fast during conference hours.

Looking for a Help Desk?

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1:00 p.m. - 2:00 p.m.

ARIES

Re-engaging the International Traveler: Communication Enhancements to National Tourism Websites

TRACK GABC - Global Integrated Marketing Communication (IMC) and Public Relations

FOCUS Research

SESSION TYPE Regular Presentation (20 minutes)

Kenneth Lord, Eastern Michigan University

Following the worst year on record for international arrivals, the global tourism market will require carefully targeted communications to recover. An analysis of 86 randomly selected national tourism websites centered on motivators revealed by prior cross-border consumer research. The research yielded insights for communication enhancements that might help re-engage global travelers in the aftermath of COVID-19.

2:30 p.m. - 3:30 p.m.

COMMITTEE/SIG MEETINGS

ARIES

Moderator: Dirk Remley

ARIES

Academic Environment Committee

Paula Lentz, University of Wisconsin-Eau Claire

CYGNUS

Moderator: Andrew Cavanaugh

CYGNUS

Community College SIG

Ann Alexander, Grand Rapids Community College

GEMINI

Moderator: Stephen Carradini

GEMINI

Graduate Studies Committee Meeting

Abby Koenig, University of Louisville
Stephen Carradini, Arizona State University

LEO

MBA SIG Meeting

Marion Philadelphia, University of Southern California

Focus on the MBA Student and Creating Equity-minded Learning Communities.

LIBRA

Moderator: Ryan Fuller

LIBRA

Intercultural Business Communication SIG

Sana Reynolds, Baruch College, City University of New York

continued on following page

MONDAY

2:30 p.m. - 3:30 p.m.

COMMITTEE/SIG MEETING, *continued*

ORION	Moderator: Gail Cruise
ORION	Business Communication SIG Meeting Ryan Sheets, University of Arkansas Pamela Bourjaily, University of Iowa
TAURUS	Teaching Committee Susanna Clason, University of Cincinnati Blue Ash College

4:00 p.m. - 5:00 p.m.

ARIES	Moderator: Lorelei Ortiz
ARIES	Piers Morgan v. Wokeness TRACK GABC - Global Integrated Marketing Communication (IMC) and Public Relations FOCUS Research SESSION TYPE Regular Presentation (20 minutes) Rod Carveth, Morgan State University Using Benoit's Image Restoration Discourse Theory and a case study approach, this presentation examines Piers Morgan's attempt at image management after his departure from "Good Morning, Britain." Analysis suggests that Morgan used the strategies of denial—that he has done nothing wrong—and evading responsibility—it is the "woke" culture's fault—during this controversy. Implications are discussed for business communication.
ARIES	Multiple Language Selection for Corporate Codes of Conduct: An Analysis of US-based Restaurant Chain Ethics Leaders TRACK GABC - International Business Ethics and Corporate Social Responsibility FOCUS Research SESSION TYPE Regular Presentation (20 minutes) David Victor, Eastern Michigan University This presentation describes language selection as a strategic consideration in Corporate Codes of Conduct (CoC). This presentation specifically examines the CoC language strategy of the eight US-based restaurant chains included in the 2021 JUST Capital list. While CoCs matter to all of a company's stakeholders, restaurant chains merit particular attention for having a comparatively high number of two of these stakeholders: employees and customers.

4:00 p.m. - 5:00 p.m.

CYGNUS

Moderator:

CYGNUS

Virtual Classroom Innovation in Engagement: New Normal in Teaching Business Communication in the Asian Pacific Region

TRACK GABC - Cross-cultural Communication in Global Business Exchanges

FOCUS Teaching

SESSION TYPE Group Panel Presentation (60 minutes)

Yunxia Zhu, University of Queensland
Hadina Habil, University of Technology Malaysia-Skudai
Misa Fujio, Toyo University
Catherine White, Central Queensland University
Reid McLain, Hankuk University of Foreign Studies

It has been more a year now since we shifted our teaching of business communication online. Over this time, we have proactively developed a new normal of resilience in teaching business communication in the Asian Pacific Region. This panel reports on a wide range of innovative strategies we adopted to cultivate a resilient learning community.

5:30 p.m. - 6:30 p.m.

CYGNUS

Moderator: Jim Dubinsky

CYGNUS

Global Emergency and Organizational Change: Experiences of Students During the Shift from “In-Person” to “On-Line” Environment

TRACK GABC - Artificial Intelligence, Digital Business, and Cross-cultural Communication

FOCUS Research

SESSION TYPE Regular Presentation (20 minutes)

Elena Chudnovskaya, Texas Tech University

The purpose of this study is to examine students’ experiences during the organizational change caused by COVID-19 and effects of this change on the teaching and learning environment. An on-line survey and individual interviews were conducted to collect data. The study identified effective strategies in student-professor communication and preferred teaching methods in the online environment.

MONDAY

5:30 p.m. - 6:30 p.m.

CYGNUS

Business Communication Styles in Negotiation: An Intercultural Project with Mexican and North-American Students

TRACK GABC - Cross-cultural Communication in Global Business Exchanges

FOCUS Teaching

SESSION TYPE Regular Presentation (20 minutes)

Olivia Hernandez-Pozas, Tecnologico de Monterrey
Orlando Kelm, University of Texas, Austin

The presentation reviews the instructional design of a global classroom initiative. It starts by introducing intercultural negotiation and connecting the topic with business communication. The presentation continues by describing the project and showing research results on students' business communication styles. The LESCANT 7 Keys to Communicating in Mexico was used for the analysis of students' video recordings. The presentation concludes recommendations.

CYGNUS

Exploring Citizen Diplomacy through Innovative Approaches through Cultural Exchange with Ethiopian Youth

TRACK GABC - Cross-cultural Communication in Global Business Exchanges

FOCUS Consulting Practice

SESSION TYPE Regular Presentation (20 minutes)

Tanisha Jackson, Syracuse University
Jill Humphries, University of Toledo

The presenters explore a form of citizen diplomacy and how they promoted innovative approaches to the cultural exchange through multi-media and performing arts that connect Rev. Dr. Martin Luther King Jr.'s contribution to Pan-Africanism. This is a model for how citizen diplomacy and how a broader U.S. culture can be communicated to a larger global audience.

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

REGIONAL MEETING**CYGNUS**

Moderator: Andrew Cavanaugh

CYGNUS**Europe, Africa, and the Middle East**

Erika Darics, University of Groningen

8:30 a.m. - 9:30 a.m.

ARIES

Moderator: Veronica McCray

ARIES**La Comunicación RSC de Empresas Chilenas, Españolas y Mexicanas: un Análisis Crítico de Género****TRACK** GABC - Cross-cultural Communication in Global Business Exchanges**FOCUS** Research**SESSION TYPE** GABC Regular Presentation (20 minutes) Spanish

Lieve Vangehuchten, University of Antwerp

Almudena Basanta, University of Antwerp

En este estudio se examina mediante un análisis léxico-semántico y multimodal en tres países del mundo hispanohablante, Chile, España y México, cómo se lleva a cabo la comunicación de la responsabilidad social corporativa (RSC) en empresas de los sectores de extracción y de la banca en dos géneros diferentes: el informe de sostenibilidad y la página web.

English: This study examines, through a lexical-semantic and multimodal analysis in three countries of the Spanish-speaking world, Chile, Spain and Mexico, how the communication of corporate social responsibility (CSR) is carried out in companies in the extraction and banking sectors in two different genres: the sustainability report and the website.

TUESDAY

8:30 a.m. - 9:30 a.m.

ARIES

Religion and Consumer Choice in the United Arab Emirates

TRACK GABC - Global Integrated Marketing Communication (IMC) and Public Relations

FOCUS Research

SESSION TYPE Regular Presentation (20 minutes)

Catherine Nickerson, Zayed University

Effrosyni Georgiadou, Zayed University

Co-Author: Anup Menon, Nandialath University of Wisconsin LaCrosse

The presentation shares the results of a study that sought to understand the influence of religion and religiosity on expatriate consumer behavior, using a randomized survey experiment and a set of stimuli materials representing product advertising for neutral, culture-free products. This study measures consumer purchase intentions within the large population of expatriate consumers located in Dubai.

ARIES

Identifying Critical Knowledge for Foreign Business Professionals Operating in Russia

TRACK GABC - Use of Language in Business and Professional Communication

FOCUS Teaching

SESSION TYPE Regular Presentation (20 minutes)

Maria Bourlatskaya, University of Pennsylvania

This presentation addresses the principles of a content-based Russian-language course for business professionals. Based on a survey conducted with foreign executives in Russia and with their Russian partners, the presenter will discuss the causes at the root of hindering or distorting communication and outline the knowledge and skills essential for foreigners to operate more successfully in the Russian business environment.



8:30 a.m. - 9:30 a.m.

GEMINI Moderator: Raihan Jamil

GEMINI **How Artificial Intelligence is Transforming Corporate Business Communication**
TRACK GABC - Artificial Intelligence, Digital Business, and Cross-cultural Communication

FOCUS Research

SESSION TYPE Regular Presentation (20 minutes)

Christine Grosse, Arizona State University

This presentation explores how Artificial intelligence (AI) is transforming global business communication. Innovations developed by Facebook, Apple, Amazon, and Google use AI to facilitate corporate communication across languages and cultures. Examples ranging from Siri and Alexa to chatbots to simultaneous meeting translation by Cisco's Webex will highlight the vast and growing power of AI in corporate communication of international companies.

GEMINI **A Proposal for Global Situational Theory**
TRACK GABC - Cross-cultural Communication in Global Business Exchanges

FOCUS Research

SESSION TYPE Regular Presentation (20 minutes)

Richard Babcock, University of San Francisco

This presentation amplifies an editorial written for Business Research and Practice. In the editorial, the presenter proposed a framework to guide the development of global situational theory. The current state of affairs in the theory is characterized by the consistence of universal and incompletely developed situational theory. This creates confusion and inconsistency. This proposal has four interrelated components.

REGIONAL MEETINGS

LIBRA Moderator: Gail Cruise

LIBRA **Eastern U.S.**
Kristen Getchell, Babson College

TAURUS Moderator: Andrew Cavanaugh

TAURUS **Carribean, Mexico, Central and South America**
Sandra Sepúlveda, University of Puerto Rico-Río Piedras

TUESDAY

10:00 a.m. - 11:00 a.m.

ARIES Moderator: Veronica McCray

ARIES **Always Ready: Business Communication Strategies across Genres and Delivery Modes**

TRACK GABC - Diversity and Inclusion in International Communications

FOCUS Research

SESSION TYPE Regular Presentation (20 minutes)

Ruby Nancy, University of Minnesota Duluth

Business and professional contexts require communicators to always be ready. The best of us can shift quickly from brief-and-critical emails for a specific client to detailed slide-show presentations for international gatherings of experts—even sometimes making those pivots look effortless. This presentation shares results from a study of genre-fluid communication strategies, providing attendees with a new understanding of these practices.

ARIES **International Communications: A Garden Salad or a V8?**

TRACK GABC - Diversity and Inclusion in International Communications

FOCUS Research

SESSION TYPE Regular Presentation (20 minutes)

Mahmudur Rahman, Eastern Michigan University

Co-Author: Banikanta Mishra, MICA School of Ideas

The distinction of each underlying culture and history perfectly dovetail to support a richly diverse global communication platform that all can relate to without losing individual identity. Cross-border cross-cultural communication should reduce misgivings by allowing the communicators a truer expression of themselves. The takeaway from this presentation may provide us with a greater appreciation of how international communications can triumph over cultural barriers to bring cultural alliance and understanding.

10:00 a.m. - 11:00 a.m.

ARIES**Managing Stakeholder Cooperation Through Social-Mediated CSR Communication****TRACK** GABC - International Business Ethics and Corporate Social Responsibility**FOCUS** Research**SESSION TYPE** Regular Presentation (20 minutes)

Asha Kaul, Indian Institute of Management Ahmedabad India

Co-Author: Vidhi Chaudhri, Erasmus University

Can corporate social responsibility (CSR) communication be effective over social media? This presentation offers a tripartite perspective by proposing a link among CSR rank/strategies for social media communication, cooperative principle (and its maxims) and stakeholder cooperation. The findings suggest that violation of any of the maxims adversely impacts company rank and communication.

LEO

Moderator: Susan Schanne

LEO**We've Been "Grouped": Leveraging a New Collaborative World****TRACK** Scholarship of Teaching and Learning**FOCUS** Teaching**SESSION TYPE** Group Panel (60 minutes)

Susanna Clason, University of Cincinnati Blue Ash College

Victoria McCrady, University of Texas at Dallas

Sarah Moore, University of Texas at Dallas

Theresa Wernimont, Colorado State University

With the shift to remote learning, students have been resourceful at finding apps like GroupMe, Discord, and WhatsApp to interact with each other. Some students have benefited, while others have used these apps to organize cheating and plagiarism. Unauthorized collaboration will continue beyond the end of COVID-19, and faculty must explore ways to leverage such apps for learning.

TUESDAY

10:00 a.m. - 11:00 a.m.

TAURUS Moderator: Raihan Jamil

TAURUS **Business Writing: Inclusive Practices for Student Improvement and Assessment**

TRACK Diversity, Equity, and Inclusion

FOCUS Teaching

SESSION TYPE Regular Presentation (20 minutes)

Kimberly Marchesseault, University of Arizona

Marisa Michaels, University of Arizona

Though demand for strong writing skills remains consistent in the employment marketplace, educators and employers struggle to close this gap. Despite many educators' best efforts to improve student writing, interventions seem to reinforce a deficit model that proliferates visible distinctions and a language of exclusion. This presentation describes the Eller Business Communication Program's shift to more inclusive co-requisite interventions.

TAURUS **Empathy and Accessibility for Disabled Digital Information Stakeholders in a COVID-19 "Work From Anywhere" Era**

TRACK Diversity, Equity, and Inclusion

FOCUS Research

SESSION TYPE Regular Presentation (20 minutes)

Sarah Miesse, University of Alabama

Rachael Smallwood, University of Alabama

Jef Naidoo, University of Alabama

Seth Miesse, University of Alabama

COVID-19 has significantly mobilized remote working for knowledge-based organizations, giving momentum to the "work-from-anywhere" phenomenon. An obvious challenge emerging from this shift is the increased burden on employers, employees, and stakeholders to stay connected while physically distancing. While the rise in digital efficacy continues, questions emerge as to whether new digital environments create barrier-free digital experiences for disabled stakeholders.

10:00 a.m. - 11:00 a.m.

TAURUS**Fostering Inclusive Communications Classrooms for Neurodiverse Students****TRACK** Diversity, Equity, and Inclusion**FOCUS** Teaching**SESSION TYPE** Regular Presentation (20 minutes)

Melissa Geil, University of North Carolina-Chapel Hill

“Fortune favors the bold” Virgil, *The Aeneid*. In business communication classes, fortune often favors the bold. Neurotypical students conform to ableist best communication practices and are rewarded with excellent grades.

This presentation discusses the opportunities and challenges of developing a business communication classroom inclusive of neurodiverse students. The presenter incorporates strategies from both higher ed and corporate America to develop a new set of classroom best practices.

11:00 a.m. - 1:00 p.m.

CANIS MAJOR**Board of Directors Meeting**

1:00 p.m. - 2:00 p.m.

CYGNUS

Moderator: Tetiana Andriienko-Genin

CYGNUS**Beyond Business As Usual: Innovative Resume Writing Strategies and Tools in Developing Competencies and Harnessing Artificial Intelligence to Overcome Bias****TRACK** Innovative Instructional Methods**FOCUS** Teaching**SESSION TYPE** Group Panel (60 minutes)

Meg Barnes, University of Mississippi

Sital Sigh, University of Mississippi

Joseph Groot, VMock

Resume writing is an essential skill for candidates to stand out competitively. The resume provides a glimpse of an applicant; it displays the first impression by presenting attributes and competencies. This panel will share teaching strategies and artificial intelligence tools in the resume field. Presenters will discuss practical implications in equipping students in format choice and language, mitigating biases, and customizing a powerful resume.

TUESDAY

1:00 p.m. - 2:00 p.m.

LEO Moderator: Sabrina Pasztor

LEO **What Type of Guidance Should Leaders Give to Employees Returning to the Workplace? The Influence of Outliers and Message Ambiguity on Group Norm Development**

TRACK Organizational Communication

FOCUS Research

SESSION TYPE Regular Presentation (20 minutes)

Raigan Priest, University of Southern California

Peter Cardon, University of Southern California

This presentation shows how leader communication, in the form of message ambiguity, influences the development of group norms in the presence and absence of outliers. It focuses on several COVID-19-related situations, including mask wearing, physical distancing, and greeting. Overall, the presentation provides advice for leaders and managers to influence employees' compliance with safety guidelines.

LEO **Privileged Precarity: Complicating the Positionality of Influencers in the Gig Economy**

TRACK Rhetoric

FOCUS Research

SESSION TYPE Regular Presentation (20 minutes)

Stacey Overholt, University of Utah

Co-Author: Diana Zulli, Purdue University

Are social media influencers (SMIs) privileged or precarious? This presentation argues that the complex constellation of the gig economy, corporate social responsibility imperatives, and identity politics inform the positionality and precarity of influencers, especially those experiencing crises. Session attendees are asked to complicate their discussions about SMIs to better prepare students and practitioners to operate ethically in the influencing marketing industry.

1:00 p.m. - 2:00 p.m.

LEO

Composing the Persona: Guiding Students to Understand the Increasing Domain of the Personality Test**TRACK** Employment Issues**FOCUS** Teaching**SESSION TYPE** Regular Presentation (20 minutes)

Robert Terry, Georgia Southern University

This presentation first contextualizes and explains the rise of personality testing in the hiring process. Then it discusses strategies to help students understand the goals of such testing, the efficacy of such testing, and methods to compose a representation of the self to overcome that testing.

ORION

Moderator: Raihan Jamil

ORION

Benefit Statements in Students' Business and Professional Writing Feedback**TRACK** Scholarship of Teaching and Learning**FOCUS** Teaching**SESSION TYPE** Regular Presentation (20 minutes)

Matthew Baker, Brigham Young University

Co-Author: Vincent Robles, University of North Texas

This presentation describes whether students communicate benefit statements in peer-review feedback, presents a grammatical typology that can aid instructors as they teach students to write high-quality comments, discusses how such comments may indicate an awareness of the audience, and discusses how the quality of comments can be contextualized based on how students use reasons to frame their feedback to writers.

ORION

Quality of Business Recovery Plans**TRACK** Organizational Communication**FOCUS** Research**SESSION TYPE** Regular Presentation (20 minutes)

Bradford Frazier, Belmont Abbey College

Co-Author: Alan Belcher, University of Arizona Global Campus*Co-Author:* Debbie Windley, Belmont Abbey College

The business continuity plans (disaster recovery plans) of businesses in one county in North Carolina were analyzed to identify the status of standard elements (technology, active shooter, natural disaster, communication, leadership, production, insurance, and supply chain) and the type of organization. Findings indicate a wide range of planning for disaster and some changes being made post COVID-19.

TUESDAY

1:00 p.m. - 4:00 p.m.

ORION Moderator: Matt Homer

ORION **Enhancing Cultural Competence Toward Inclusive Leadership**

TRACK Diversity, Equity, and Inclusion

FOCUS Consulting & Practice

SESSION TYPE Workshop (advance signup required)

Tiesha Douglas, University of North Carolina at Chapel Hill

This interactive workshop will focus on cultural competence and unconscious bias, and provide participants with a cultural competence self-assessment designed to explore individual awareness, knowledge, and skills toward cultural competence. The workshop will challenge participants to become champions of diversity, equity, and inclusion by applying the following skills: recognizing cultural incompetence; combating unconscious bias; and assessing social responsibility.

1:15 p.m. - 2:15 p.m.

CANIS MAJOR **ABC Connect**

Jacquelyn Lowman, University of Maine at Presque Isle

Back by Popular Demand: The ABC Connect Room! This is THE place to connect with others at ABC. Who should visit us? Newcomers, old-timers, and everyone in between. Reconnect with old friends. Make new ones. Find people with mutual interests or develop something new. Connections can range from finding a coffee buddy to discovering soulmates with whom to share your work.

2:30 p.m. - 3:30 p.m.

GEMINI Moderator: Raihan Jamil**GEMINI** **Profits or Principles?: The Business Case Versus The Justice Case For Diversity, Equity, Inclusion, and Belonging****TRACK** Diversity, Equity, and Inclusion**FOCUS** Research**SESSION TYPE** Group Panel (60 minutes)

Allison Schlobohm, University of North Carolina-Chapel Hill

Lori Boyer, Clark Atlanta University

Felix Morton IV, Kenan-Flagler Business School

Kellye Jones, Clark Atlanta University

This roundtable discussion will review two prevailing approaches to workplace diversity: The business case, which prioritizes financial interests; and the justice case, which centralizes fairness and redistribution of power. Panelists will explore both options along the dimensions of transparency, accountability, sustainability and impact. Finally, they will offer a scorecard to contextualize DEIB-related arguments and decisions.

"The art of effective listening is essential to clear communication, and clear communication is necessary to management."

– James Cash Penney

TUESDAY

2:30 p.m. - 3:30 p.m.

LEO Moderator: Sabrina Pasztor

LEO **Designing an Artificial Intelligence (AI) Chatbot Simulation for Professional Communication Learning**

TRACK Innovative Instructional Methods

FOCUS Teaching

SESSION TYPE Regular Presentation (20 minutes)

Carolyn Meyer, Ryerson University

Tanya Pobuda, Ryerson University

Encounters with artificial intelligence (AI) natural language processing (NLP) chatbots are becoming commonplace, but can AI NLP chatbots be used effectively in the classroom? The presenters will discuss their creation of Simon, an AI chatbot designed to help students understand how to work effectively with non-profit clients and draw on contextual knowledge to propose non-standardized solutions to client problems.

LEO **Recruiting Faculty to Serve as Business Consultants**

TRACK Executive / MBA

FOCUS Consulting & Practice

SESSION TYPE Regular Presentation (20 minutes)

Rose Helens-Hart, Fort Hays State University

Jenna Haugen, University of North Carolina - Chapel Hill

Faculty consulting positively influences classroom teaching, leads to collaborative research projects and publications, and provides supplementary income (Chillara, Sahoo, & Ponnamp, 2017). This presentation discusses the benefits of engaging in faculty consulting and recommends strategies for recruitment including investigating faculty assumptions, recruiting faculty with diverse skill sets, and creating recruitment material that provides a realistic job preview of the role.

2:30 p.m. - 3:30 p.m.

LEO

Incorporating Digital Badges and Micro-credentials into Undergraduate Business Programs**TRACK** Innovative Instructional Methods**FOCUS** Teaching**SESSION TYPE** Regular Presentation (20 minutes)

Caron Martinez, American University

Co-Author: Sara Weinstock, American University

Digital badges can signal career readiness to employers and incentivize students to acquire new knowledge. Successfully embedding a path to earn micro-credentials into a business curriculum depends on the level of quality control, the actual design, and synergy with course and program outcomes. In Fall 2021, American University allowed students to earn an oral communications badge in a first-year, required business course.

LIBRA

Moderator: Tetiana Andriienko-Genin

LIBRA

Designing a (Somewhat) Personalized Online Course on Professional Communication**TRACK** Innovative Instructional Methods**FOCUS** Teaching**SESSION TYPE** Regular Presentation (20 minutes)

Saul Carliner, Concordia University

Can one professional writing course meaningfully serve the needs of three completely different groups of undergraduate students: students in professional writing, students in education, and students taking a general elective? Furthermore, can these students have a meaningful learning experience in an asynchronous (self-study) online format? This presentation shares the case of a recently launched online course.

TUESDAY

2:30 p.m. - 3:30 p.m.

LIBRA

Dual Ambiguity and Online Student Success: Finding Positives in a Pandemic

TRACK Scholarship of Teaching and Learning

FOCUS Teaching

SESSION TYPE Regular Presentation (20 minutes)

Thomas Landis, Indiana University

Katherine Ryan, Indiana University

Dawn Wisher, Indiana University

Transparency is the hallmark of effective teaching. But what happens when neither the teacher nor the students have a clear understanding of how course learning will unfold? This session discusses how dual ambiguity, when both instructor and students are unclear about specific learning outcomes, impacts student performance and identifies positive outcomes that emerged from the COVID-19 pivot to virtual instruction.

LIBRA

Impact of Open Educational Resources (OER) on Learner Performance and Persistence

TRACK Scholarship of Teaching and Learning

FOCUS Research

SESSION TYPE Regular Presentation (20 minutes)

Alana Ledford, Central Connecticut State University

Cathleen Donahue, Central Connecticut State University

Mark Cistulli, Central Connecticut State University

Jason Snyder, Central Connecticut State University

Do you use or have you thought about using Open Educational Resources (OERS)? In this session, the presenters will describe the process they used to develop OERs for their Managerial Communication course. To assess the effectiveness of the approach, the presenters conducted two studies examining learner performance, persistence, and perceptions of the materials and instructors in a course using OER resources.

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SUPPORT

ABC staff will respond fast
during conference hours.

Looking for a Help Desk?

ABC Connect offers limited hours where you'll find the ABC Diversity and Inclusion chair or someone from the conference team.

4:00 p.m. - 5:00 p.m.

COMMITTEE/SIG MEETINGS

GEMINI	Student Competition Committee Meeting Ann Alexander, Grand Rapids Community College
LEO	Moderator: Veronica McCray
LEO	Marketing and Membership Committee Meeting Rod Carveth, Morgan State University
LIBRA	Moderator: Ryan Fuller
LIBRA	Research Sky Marsen, Flinders University
TAURUS	Moderator: Dirk Remley
TAURUS	Business Practices Sam DeKay, VP - BNY Mellon Corporation
CANIS MAJOR	ABC Connect Jacquelyn Lowman, University of Maine at Presque Isle Back by Popular Demand: The ABC Connect Room! This is THE place to connect with others at ABC. Who should visit us? Newcomers, old-timers, and everyone in between. Reconnect with old friends. Make new ones. Find people with mutual interests or develop something new. Connections can range from finding a coffee buddy to discovering soulmates with whom to share your work.

5:30 p.m. - 6:30 p.m.

REGIONAL MEETINGS

CYGNUS	Moderator:
CYGNUS	Canada Valerie Creelman, Saint Mary's University
LEO	Moderator: Jim Dubinsky
LEO	Southeastern U.S. Patricia Harms, University of North Carolina - Chapel Hill
ORION	Moderator: Marcel Robles
ORION	Southwestern U.S. Lucia Sigmar, Stephen F. Austin State University

TUESDAY

5:30 p.m. - 6:30 p.m.

REGIONAL MEETINGS, *continued*

TAURUS

Moderator: Dirk Remley

TAURUS

Midwestern U.S.

Kathryn Rybka, University of Illinois at Urbana-Champaign

7:00 p.m. - 8:00 p.m.

BIG DIPPER

Moderator: Andy Cavanaugh

BIG DIPPER

My Favorite Assignment I

TRACK Innovative Instructional Methods

FOCUS Teaching

SESSION TYPE Lightning Roundtable

D. Joel Whalen, DePaul 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.

“But Wait, There’s More!” TV Shopping Infomercial Presentations

Gregory Rouault, Hiroshima Shudo University

Engaging Online Classes with Students’ Debates

Suwichit Chaidaroon, National University of Singapore

Sharing Personal Job Interview Experiences for Professional Growth

Yingqin Liu, Cameron University

Affirming Managerial Principles: Relevance of Skills, Perspectives, and Functions in Case Analyses

Ellis Hayes, Wingate University

“Fill-in-the-Gap” Presentation

Scott Springer, Brigham Young University-Hawaii

Storytelling and Business Communication

Ana Lucia Magalhaes, State of Sao Paulo Technological College

Bad News Email: Rejecting Yourself!

Gina Genova, University of California, Santa Barbara

Change My Mind: Practice for Persuasive Presentation Techniques

Dana E. Bible, Sam Houston State University

continued on following page

7:00 p.m. - 8:00 p.m.

My Favorite Assignment I, *continued***Facilitation Festival - A Semester Long Online/Offline Interpersonal Business Communication Project**

Reid McLain, Hankuk University of Foreign Studies

Communication Strategy: Internal and External

Alicia Edwards, Northern Virginia Community College

Teaching Presentations Online with Scaffolding: 3-minute English Presentation about Social Enterprises for EFL College Students

Miyuki Takino, Keio University

Conflict Team Presentation Exercise

Michelle Migdal, Florida Atlantic University

Analytical Report Assignment: Company's Social Media Presence Analysis

Oksana Shkurska, Dalhousie University

Analyzing COVID-19 Statements for Conciseness

Dacia Charlesworth, Indiana University Bloomington

Ask An Expert - Searching for Career and Job Searching Tips + Advice

Susan Hall Webb, University of West Georgia

The Continued Ethic of Expediency: The Minneapolis Police's Press Release for the George Floyd Murder

Craig Rinne, Florida Atlantic University

GEMINI

Moderator: Bridget Kurtenback

GEMINI**Shapeshifting Professors: Transforming Peri-COVID-19 Pedagogy and Research Agendas to Satisfy the Needs of Business Communication Students, Internationals, and Ourselves****TRACK** Intercultural and Global Communication**FOCUS** Teaching**SESSION TYPE** Group Panel (60 minutes)

Julia Deems, Washington University St Louis

Kevin Jones, Indiana University - Purdue University Columbus

Judith Ainsworth, McGill University

Katherine Wills, Indiana University Purdue University Columbus

The COVID-19 pandemic, with its digital interventions, has challenged business communication professors to become even more mutable and “bendy” (flexible, resilient) to meet the needs of virtual and international students. Presenters offer empirically informed classroom assignments and practical observations for excelling in peri-COVID-19 business communication classrooms, as well as revitalizing research agendas.

TUESDAY

7:00 p.m. - 8:00 p.m.

LEO Moderator: Tetiana Andriienko-Genin

LEO **Managing Conflict in Virtual Teams**

TRACK Organizational Communication

FOCUS Teaching

SESSION TYPE Regular Presentation (20 minutes)

Gail Fann Thomas, Naval Postgraduate School

Virtual teams are on the upswing, and remote work shows no signs of slowing down. The presentation will focus on strategies for effective management of relationship, process, and task conflict in virtual teams. Session attendees will be offered a real-world virtual team mini-case that can be used in their classrooms to discuss ways to use conflict to improve team effectiveness.

LEO **Reflective Practice and Innovation: An Analysis of Interviews with Innovators and Entrepreneurs**

TRACK Organizational Communication

FOCUS Research

SESSION TYPE Regular Presentation (20 minutes)

Abram Anders, Iowa State University

This presentation will report insights from an examination of the life stories, reflective practice, and communication styles of innovators and entrepreneurs. The study offers a qualitative content analysis of the reflections and insights offered by innovators in a corpus constructed from publicly available interviews. Findings address innovator's personal stories, perspectives on innovation and communication practices, and advice for aspiring innovators.

9:00 p.m. - 10:00 p.m.

REGIONAL MEETINGS

GEMINI Moderator: Gail Cruise

GEMINI **Asia and the Pacific**
Yunxia Zhu, University of Queensland

LIBRA Moderator: Ryan Fuller

LIBRA **Western U.S.**
Jolanta Aritz, University of Southern California

8:30 a.m. - 9:30 a.m.

ARIES Moderator: Susan Schanne

ARIES **GABC Plenary**

Join David Victor, Eastern Michigan University, along with representatives from the GABC co-host universities—including Hadina Habil, University of Technology Malaysia-Skudai; Lieve Vangehuchten, University of Antwerp; and Shoma Mukherji, Delhi School of Business—to hear about Global Advances in Business Communication.

GEMINI Moderator: Raihan Jamil

GEMINI **Connecting Self-reflection to Students' Careers**

TRACK Innovative Instructional Methods

FOCUS Teaching

SESSION TYPE Group Panel (60 minutes)

Amy Newman, Cornell University
Christina McDowell, Cornell University
Ashley Patriarca, West Chester University of Pennsylvania
Jana Seijts, Western University

How can instructors engage students in reflective learning assignments and activities? Business communication instructors may see the value of encouraging critical reflection in their classes, but traditional pedagogical methods, such as essays and journals, often cause student groaning and eye rolling. Panelists will share how they have connected reflection to what students may care about most—their careers.

No matter what job you have in life,
your success will be determined 5%
by your academic credentials, 15% by
your professional experiences, and
80% by your communication skills.

— James Cash Penney

WEDNESDAY

8:30 a.m. - 9:30 a.m.

LEO

State of Decking: How Public Companies Communicate Using Slide Decks

TRACK Visual Communication

FOCUS Teaching

SESSION TYPE Regular Presentation (20 minutes)

Andrew Quagliata, Cornell University

Vikki Vaswani, Columbia University

Most business communication courses include content about slide decks, but how aligned are the conventions taught with the common industry practices? Using a 50-item framework, 29 slide decks from publicly traded companies were analyzed. This presentation summarizes current practices and provides ideas to inform future teaching on decking.

LEO

Virtual Professionalism in a Pandemic: An Exploration of Non-Verbal Cues

TRACK Visual Communication

FOCUS Teaching

SESSION TYPE Regular Presentation (20 minutes)

Bridget Kurtenbach, University of Wisconsin - Eau Claire

Jane Strong, University of Wisconsin - Eau Claire

Pre-pandemic, virtual meetings were generally reserved for corporate America. Post-COVID-19, virtual meetings, interviews and networking events are expected to continue and possibly grow. Students sometimes misunderstand what the nonverbal communication elements in their virtual space communicate to others about their professionalism. In this session, participants will learn about factors professionals consider when meeting with students.

LIBRA

Moderator: Leslie Ramos Salazar

LIBRA

Narratives of Idea Stealing and Unjustified Credit Taking in the Workplace

TRACK Organizational Communication

FOCUS Research

SESSION TYPE Regular Presentation (20 minutes)

Nici Ploeger-Lyons, University of Wisconsin - Eau Claire

Employees' ideas are valuable commodities, as the communication of ideas can result in financial rewards, professional credibility, and feelings of pride. Credit taking is justified if the person who receives credit earned the credit. Unfortunately, unjustified credit taking and idea stealing occur in businesses. This study utilizes a narrative approach to understand employees' stories of and communication surrounding these unethical phenomena in their working lives.

8:30 a.m. - 9:30 a.m.

LIBRA**A Comparative Approach to Teaching Business Style: Helping Students Interrogate Differences Between Academic and Business Writing Conventions****TRACK** Scholarship of Teaching and Learning**FOCUS** Research**SESSION TYPE** Regular Presentation (20 minutes)

Emily DeJeu, Carnegie Mellon University

Beth Walter, Carnegie Mellon University

Knowing key differences between academic and business writing conventions is an important step in students' growth as business communicators, but few instructional materials offer resources for helping students interrogate these differences. This presentation reports on the effectiveness of a novel assignment that asks students to transform one of their own academic papers into an action-oriented business document.

LIBRA**The Role of Social Comparison on Burnout, Anxiety, and Satisfaction for Faculty Who Used Video Conferencing Software during the COVID-19 Pandemic****TRACK** Scholarship of Teaching and Learning**FOCUS** Research**SESSION TYPE** Regular Presentation (20 minutes)

Leslie Ramos Salazar, West Texas A&M University

Nancy Garcia, West Texas A&M University

Heidi Huntington, West Texas A&M University

Mary Liz Brooks, West Texas A&M University

This study examines upward and downward social comparison as potential mediators of the relationship between job burnout, anxiety, and teaching satisfaction among faculty who used video conferencing software (e.g., Zoom, WebEx, etc.) during the COVID-19 pandemic. Findings suggest that engaging in upward social comparison can increase teaching anxiety, burnout, and decrease teaching satisfaction.

WEDNESDAY

8:30 a.m. - 9:30 a.m.

TAURUS Moderator: Andy Cavanaugh

TAURUS **Toward an Integrative Approach: Incorporating Assertiveness in Business Communication Courses in B-Schools**

TRACK Innovative Instructional Methods

FOCUS Teaching

SESSION TYPE Regular Presentation (20 minutes)

Medha Bakhshi, NMIMS University

Papiya De, SVKM's NMIMS School of Business Management

The presentation will share an innovative pedagogical method for incorporating an experiential learning exercise on assertiveness in a communication course. It provides a portfolio of activities and approaches including assignment design, learning objectives, deliverables and rubrics, models and frameworks, and role-play resources that can be used to impart assertiveness teaching in face-to-face (FtF) as well as online modes.

TAURUS **Cross-cultural Learning: Surfing the Highs and Lows of U.S. Expatriates' Work Experience in Brazil**

TRACK Intercultural and Global Communication

FOCUS Research

SESSION TYPE Regular Presentation (20 minutes)

Leila Valoura, Fordham University

Business Communication Research Foundation recipient

This session will explore how cross-cultural learning was experienced by U.S. expatriates on assignments for U.S. organizations located in the emergent economy of Brazil.

8:30 a.m. - 9:30 a.m.

TAURUS

Does Culture Matter on Managing Conflicts?: A Comparative Study between Individualist and Collectivist Cultures**TRACK** Intercultural and Global Communication**FOCUS** Research**SESSION TYPE** Regular Presentation (20 minutes)

Bertha Du-Babcock, Wenzao Ursuline University of Languages

Co-Author: Li-Ying Wu, Wenzao Ursuline University of Languages

This study compares whether conflicts are managed differently between individualist and collectivist managers when handling conflicts from different organizational levels. Quantitative and qualitative data were collected. Rahim's ROCI-II Forms A, B, and C questionnaires were administered. Findings suggest that culture affects the use of conflict management styles in different organizational levels. Implications, limitations, and suggestions for future research are also provided.

“Cooperation isn't the
absence of conflict but
a means of managing
conflict.”

– Deborah Tannen

WEDNESDAY

10:00 a.m. - 11:00 a.m.

ARIES Moderator: Gail Cruise

ARIES **GABC Meeting**

Join David Victor to learn more about the Global Advances in Business Communication's initiatives, which include the GABC Conference and the GABC Journal.

In this open forum, GABC participants and newcomers can discuss the direction for GABC initiatives. Subjects will include:

- 1** Joint participation with the Association for Business Communication this year and for 2022.
- 2** Changing dynamics at our host universities and the role and practice of global business communication.
- 3** Discussion of greater coordination with the Association for Business Communication while retaining our own GABC identity.

BIG DIPPER Moderator: Andy Cavanaugh

BIG DIPPER **My Favorite Assignment II**

TRACK Innovative Instructional Methods

FOCUS Teaching

SESSION TYPE Lightning Roundtable

D. Joel Whalen, DePaul 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.

Countries and Culture

Prachi Bhupen Gala, Kennesaw State University

Crisis Communication Fun

Laura Lambdin, University of South Carolina

Cultural Observation in a Global Virtual Environment

Leslie Ramos Salazar, West Texas A&M University

Developing Research & Report Writing Skills by Evaluating Nonprofits for a Corporate Social Responsibility Initiative

Laura Barrett, University of Kansas

continued on following page

10:00 a.m. - 11:00 a.m.

BIG DIPPER

My Favorite Assignment II, *continued*

“Hey, We Should Start Using _____. “ Collaborative Technology Presentation

Ryan Wold, University of Minnesota, Twin Cities

Escape Room: Race Against Time

Rachel Slivon, University of Florida

Final Reflection: Critically Examining the Good and the Not so Good

Theresa Wernimont, Colorado State University

Foster and Gain a New Understanding of Audience Awareness with a Usability Testing Project

Junhua Wang, University of Minnesota

Land Acknowledgments for Student Presentations

Linda Macdonald, Dalhousie University

Making and Giving Introductions: An Active Day One Activity

Emily Goenner, St. Cloud State University

Opening Up to Ethics

Georgi Ann Rausch and Kathryn Canas, University of Utah

SCAMPER

Bruce Kingma, Syracuse University

Speech Dissection

Steven Waldorf, University of Delaware

Legal Lightning Round

Team Assignment

Kayla Sapkota, Arkansas State University at Beebe

WEDNESDAY

10:00 a.m. - 11:00 a.m.

GEMINI Moderator: Raihan Jamil

GEMINI **Apology and Apologia in Finance and Banking**

TRACK Rhetoric

FOCUS Research

SESSION TYPE Group Panel (60 minutes)

Ashly Smith, Sam Houston State University

Valerie Creelman, Saint Mary's University

Danica Schieber, Sam Houston State University

Co-Author: Karen Sherrill, Sam Houston State University

In uncertain times, business communicators face the daunting challenge of how to communicate apologies and apologias effectively in a variety of modes/contexts. In the finance and banking industries, the rhetorical strategies related to apologies can raise tricky concerns about liability, identity management, brand reputation, etc. Presenters examine the rhetorical strategies used by CEOs and customer care representatives in apologies.

Use of Apologies in Quarterly Earnings Presentations

Danica Schieber, Sam Houston State University

Often, female leaders are expected to communicate more indirectly than their male counterparts, or risk coming across as aggressive (Baxter, 2010; Holmes, 2007; Kanter, 1993). This presentation examines phrasing differences between male and female executives in quarterly earnings calls. Although identified differences were not statistically significant, there were some interesting differences between male and female CEOs. Implications will be discussed.

“We’re Sorry”: Apologies in Online Customer Care Encounters

Valerie Creelman, Saint Mary's University

Drawing on Goffman's and Benoit's work on apology, this presentation examines apology as part of the remedial work customer-care agents in the banking services sector perform and analyzes the rhetorical moves in the apology responses to customers' online posts. This presentation adds insight into how client-brand relationships are socially constructed online and contributes to our understanding of image repair discourse.

10:00 a.m. - 11:00 a.m.

Dumb Money vs. Wall Street: An Examination of Stakeholders' Identification Arguments for Appropriate Participants in U.S. Financial Markets

Ashly Smith, Sam Houston State University

The February 2021 U.S. congressional hearing investigating the GameStop stock fiasco highlighted the changing conceptions of respectable U.S. financial market participants. Hearing participants used identification and affinity strategies in their apologies for their actions during the GameStop event. Drawing on rhetorical theories connecting apologia and identification, this presentation examines how different stakeholders defined and defended acceptable market participants.

LEO

Moderator: Marcel Robles

LEO

Gender Role and Communication Style Impact on Voice Behavior

TRACK Interpersonal Communication

FOCUS Research

SESSION TYPE Regular Presentation (20 minutes)

Shilpee Dasgupta, IIM Ranchi

Co-Author: Sagar Pujari, IIM Ranchi

The objective of the study reported in this presentation is twofold: to investigate the impact of a supervisor's gender role and social style on subordinate's voice behavior, and to establish association between gender role and social style.



WEDNESDAY

10:00 a.m. - 11:00 a.m.

LEO

"I am Not a Cat": Virtual (Re)Presentations in Business Communication Courses

TRACK Technology, Digital Media, and Web 2.0

FOCUS Teaching

SESSION TYPE Regular Presentation (20 minutes)

Jamie Granger, Florida Atlantic University
Dominique Fuentes, Florida Atlantic University
Michelle Migdal, Florida Atlantic University

This presentation provides the methodology and projected outcomes of teaching presentation skills online, on Zoom, and face-to-face. The presentation discusses the virtues and drawbacks of online presentations vs. synchronous virtual presentations vs. face-to-face presentations in business communication. It will demonstrate how students learn to present in all three modes and how these modes will continue in business communication.

LEO

Social Media Expanding Chinese Medical Professionals' Workplace and Accommodating Exigencies Existing in the Chinese Society

TRACK Technology, Digital Media, and Web 2.0

FOCUS Research

SESSION TYPE Regular Presentation (20 minutes)

Hua Wang, Cornell University

Drawing on rhetorical analysis, this presentation examines how Chinese medical professionals create different genres, such as online audio classes, audio Q & A, and auditing Q & A to communicate with the users on the app Babytree. By using different genres, the medical professionals expand their workplace and redistribute their work. Meanwhile, their identity changes from doctors to technical communicators.

11:00 a.m. - 12:30 p.m.

CANIS MAJOR

ABC Connect

Jacquelyn Lowman, University of Maine at Presque Isle

Back by Popular Demand: The ABC Connect Room! This is THE place to connect with others at ABC. Who should visit us? Newcomers, old-timers, and everyone in between. Reconnect with old friends. Make new ones. Find people with mutual interests or develop something new. Connections can range from finding a coffee buddy to discovering soulmates with whom to share your work.

11:30 a.m. - 12:30 p.m.

ARIES

Moderator: Leslie Ramos Salazar

ARIES

Reckoning with the Year of Reckoning: A Business School Responds to 2020

TRACK Diversity, Equity, and Inclusion

FOCUS Teaching

SESSION TYPE Group Panel (60 minutes)

Stephen Rahko, Indiana University

Jeanette Heidewald, Indiana University

Clark Barwick, Indiana University

Anna Deeds, Indiana University

April Smith, Indiana University - Bloomington

Jennifer Shelby, Indiana University

Tatiana Kolovou, Indiana University

American culture and business were transformed by the events of 2020. How should business schools respond? This panel will feature faculty members from the Kelley School of Business who will address the systemic, departmental, and classroom challenges they observed and experienced during 2020 to build momentum for a disciplinary dialogue about best practices and strategies for building an inclusive climate.

GEMINI

Moderator: Dirk Remley

GEMINI

Publication Expectations of Business Communication Faculty

TRACK Employment Issues

FOCUS Teaching

SESSION TYPE Group Panel (60 minutes)

Paula Lentz, University of Wisconsin-Eau Claire

Janel Bloch, Northern Kentucky University

Dirk Remley, Kent State University

Co-Author: Peter Cardon, University of Southern California

Co-Author: Tina Coffelt, Iowa State University

Co-Author: Ashley Nelson, Tulane University

This panel, representing the Academic Environment Committee, will report on a survey of publication expectations for business communication faculty that was requested by ABC members. The panel will report findings related to number of publications and the range of publications expected and valued across ranks and host college. Conclusions will help attendees compare their institution's expectations with other similar institutions.

WEDNESDAY

11:30 a.m. - 12:30 p.m.

ORION Moderator: Marcel Robles

ORION **Across Time Zones, Languages, and Cultures: Coaching Intercultural Teams through Reflection and Evidence-based Frameworks**

TRACK Intercultural and Global Communication

FOCUS Teaching

SESSION TYPE Regular Presentation (20 minutes)

Erin Paradis, University of Arizona

To prepare young professionals for a globalized, high-tech society, it is vital to consider how intercultural communication impacts team dynamics, especially in virtual environments. This presentation examines coaching practices for global virtual teams in an undergraduate business communication classroom. A reflection process using workplace behavior and culture map models allowed students to refine communication skills and execute collaborative research projects.

ORION **The Multifaceted Nature of Organizational Trust**

TRACK Organizational Communication

FOCUS Research

SESSION TYPE Regular Presentation (20 minutes)

Slavica Kodish, Southeast Missouri State University

Trust is a relevant and necessary component of organizational life. Building and maintaining trust in the workplace starts by understanding the multifaceted nature of trust and the need to create a foundation that will enable trust. Trustworthy behaviors, communication, contextual factors, organizational support, competence, and integrity are some of the factors that create a foundation necessary for trust to arise.

ORION **Knowing Your Audience as a Panacea for Uncertainty: A Rhetorical Analysis of the Lean Startup Movement**

TRACK Rhetoric

FOCUS Research

SESSION TYPE Regular Presentation (20 minutes)

Ryan Wold, University of Minnesota, Twin Cities

A close analysis of the rhetoric of the Lean Startup Movement indicates that entrepreneurs respond to uncertainty in the same way rhetoricians do—by carefully studying their audience. This presentation demonstrates how the same strategies used to help a student craft a more persuasive message can be used to train entrepreneurs to build a product the market actually wants.

11:30 a.m. - 12:30 p.m.

TAURUS Moderator: Andy Cavanaugh

TAURUS **Crafting a Book Proposal that Works: Suggestions from the Field**

TRACK Scholarship of Teaching and Learning

FOCUS Research

SESSION TYPE Group Panel (60 minutes)

Jacqueline Mayfield, Texas A & M International University Retired

Milton Mayfield, Texas A & M International University Retired

James Dubinsky, Virginia Tech

Marcus Ballenger, Palgrave Macmillan

Do you have an idea for an academic book you would like to publish? If so, this presentation will help with the first step: crafting a successful book proposal. Facilitators with successful book proposal experience will give a presentation and answer questions about how to write a winning book proposal.

1:00 p.m. - 2:00 p.m.

ARIES Moderator: Tara Moore

ARIES **Seasoned Professionals Discuss Their Career Journeys—and Yours—in This Interactive Session**

TRACK Employment Issues

FOCUS Teaching

SESSION TYPE Group Panel (60 minutes)

Janis Forman, University of California-Los Angeles

Deborah Andrews, University of Delaware

Peter Cardon, University of Southern California

Charles Kostelnick, Iowa State University

Panelists share what they wished they had known early in their careers about academic politics, the balancing acts between teaching and other roles, and ways to maximize the pleasures of work. As business communication faculty and ABC veterans over the past thirty years, they will candidly discuss career challenges that young professionals may face and the opportunities for meaningful work.

WEDNESDAY

1:00 p.m. - 2:00 p.m.

GEMINI Moderator: Doreen Hanke

GEMINI **The Role of Leader Motivating Language in the Imposter Phenomenon**

TRACK Organizational Communication

FOCUS Research

SESSION TYPE Regular Presentation (20 minutes)

Doreen Hanke, McNeese State University

Albi Alikaj, Jacksonville State University

This presentation examines the concept of imposter phenomenon experienced by employees. Specifically, it examines how leaders can use motivating language to reduce this state, and how a reduction of the imposter phenomenon may increase employees' self-efficacy and self-esteem. Moreover, the presentation clarifies how a leader's motivating language can improve employee attitudes.

GEMINI **To Frontload or Not to Frontload: Surprise Bad News in Earnings Calls**

TRACK Organizational Communication

FOCUS Research

SESSION TYPE Regular Presentation (20 minutes)

Bryan Ruppert, Seattle University

Caleb Dickinson-Cove, Seattle University

Harley Blackard, Seattle University

How do managers share surprise bad news with investors? A key indicator of a firm's profitability can be found in the earnings-per-share announcement in the prepared statement of most earnings calls. Significantly lower-than-expected figures can be bad news. This presentation explores how frontloading or buffering surprise bad news affects analysts' revisions following the call.

1:00 p.m. - 2:00 p.m.

GEMINI**Integrating Strategic Campus Partnerships in a Semester-Long Project On Social Responsibility****TRACK** Social Responsibility**FOCUS** Teaching**SESSION TYPE** Regular Presentation (20 minutes)

Anna Deeds, Indiana University
 Trent Deckard, Indiana University
 Kathy Fisher, Indiana University Bloomington

A group of communication lecturers discuss their school's strategic partnership with other campus stakeholders and a new global, Ghanaian-based client, towards a virtual revamping and rebranding their capstone team case competition. They will discuss how the utilization of online technology in a pandemic, the embracing of discussions on social issues, and a new intercultural awareness came to the forefront for entry-level business students at a Midwestern University.

LEO

Moderator: Leah Schell-Barber

LEO**Staying Online: Business Communication Centers after the Pandemic****TRACK** Innovative Instructional Methods**FOCUS** Teaching**SESSION TYPE** Group Panel (60 minutes)

Ryan Sheets, University of Arkansas
 Matthew Gilchrist, Lehigh University
 Jimmy Miller, Temple University

Business communication center directors discuss the opportunities afforded to them and their staff resulting from the pandemic-driven shift to online-only tutoring. Topics addressed include changes to tutor training, use of social media and multi-channel communication, and newfound ways of supporting and reframing existing career readiness and student success initiatives.

WEDNESDAY

1:00 p.m. - 2:00 p.m.

LIBRA Moderator: Raihan Jamil

LIBRA **Beyond COVID: Reimagining the Pedagogical Norms**

TRACK Scholarship of Teaching and Learning

FOCUS Teaching

SESSION TYPE Group Panel (60 minutes)

Susanna Clason, University of Cincinnati Blue Ash College

Laura Barrett, University of Kansas

Jenna Haugen, University of North Carolina - Chapel Hill

James Ward, Fort Hays State University

Theresa Wernimont, Colorado State University

The pandemic required faculty to quickly modify their content, employ new technologies, and adapt their policies and assessment methods to respond to students struggling with personal challenges and less structured learning environments. Two additional semesters have reinforced institutional expectations and student behaviors, positive and negative. This session will explore what teaching practices should stay and what should go.

2:30 p.m. - 3:30 p.m.

CYGNUS Moderator: Tara Moore

CYGNUS **Preparing for the Campus Teaching Tsunami: Aligning Your Curriculum to Help Support a Student Cohort that Progressed Via Pandemic Distance Learning and Are Now "Sitting" In Your Classroom**

TRACK Innovative Instructional Methods

FOCUS Teaching

SESSION TYPE Group Panel (60 minutes)

Sarah Mellen, Suffolk University

Lori LaDuke, Suffolk University

Liane Czirjak, Suffolk University

How do instructors help students re-adjust to another "new normal"? How should curriculum change? Are faculty expectations different? Suffolk University's Business Writing instructor team has examined current research and projections for the incoming higher education cohort of freshman/upperclassmen who have experienced extended virtual learning and who may find it difficult to adjust to in-class and revised expectations for business communication learning.

2:30 p.m. - 3:30 p.m.

TAURUS

Moderator: Doreen Hanke

TAURUS**Training Tutors to Work in Business Communication Centers****TRACK** Innovative Instructional Methods**FOCUS** Teaching**SESSION TYPE** Group Panel (60 minutes)

Elizabeth Tomlinson, West Virginia University

Pamela Bourjaily, University of Iowa

Gail Cruise, University of Massachusetts Amherst

Katie Gerst, Temple University

This panel, presented by members of the Business Communication Centers Special Interest Group (SIG), focuses on tutor training and addresses both the broader concerns of center philosophy in hiring and training and more operational decisions regarding how that training is conducted.

2:30 p.m. - 4:30 p.m.

ORION

Moderator: Ryan Fuller

ORION**Integrating Positive Communication Principles and Practices in Business Communication Courses: An Interactive, Action-Based Workshop****TRACK** Innovative Instructional Methods**FOCUS** Teaching**SESSION TYPE** Workshop (advance signup required)

Julien Mirivel, University of Arkansas, Little Rock

Ryan Fuller, California State University, Sacramento

Amy Young, University of Michigan

Kristen Christman, University of North Carolina Greensboro

This workshop will demonstrate how instructors can integrate positive communication principles and practices in business and professional communication courses. The presenters offer a model of positive communication that was specifically developed to help learners communicate more positively—a model which has been tested in their courses with meaningful and impactful activities, exercises, and assignments.

WEDNESDAY

3:30 p.m. - 4:30 p.m.

COMMITTEE/SIG MEETINGS

ARIES	Moderator: Stephanie Smith
ARIES	BComm Certificate Ad Hoc Meeting Susanna Clason, University of Cincinnati Blue Ash College
CANIS MAJOR	Diversity and Inclusion Committee Meeting Jacquelyn Lowman, University of Maine at Presque Isle
CYGNUS	Moderator: Susan Schanne
CYGNUS	Consulting SIG Meeting Barbara Shwom, Northwestern University Karl Keller, Communication Partners
GEMINI	MLA Liaison Committee William Brown, Midland College
LEO	Moderator: Gail Cruise
LEO	Teaching with Technology SIG Meeting Marsha Bayless, Stephen F. Austin State University Annual conference gathering of those interested in Teaching with Technology Special Interest Group.
ORION	Moderator: Andrew Cavanaugh
ORION	International Issues Committee Meeting Katherine Wills, Indiana University Purdue University Columbus Bertha Du-Babcock, Wenzao Ursuline University of Languages Hiromitsu Hayashida, Chuo University Julia Deems, Washington University St Louis Join this collaborative and friendly standing committee meeting to explore international business communication topics with your colleagues. This International Issues Committee (IIC) invites all IIC members and conference attendees interested in the history, progress, and goals of IIC.
TAURUS	Moderator: Jim Dubinsky
TAURUS	Publications Board Jason Snyder, Central Connecticut State University

5:00 p.m. - 6:30 p.m.

CANIS MAJOR

ABC Connect

Jacquelyn Lowman, University of Maine at Presque Isle

Back by Popular Demand: The ABC Connect Room! This is THE place to connect with others at ABC. Who should visit us? Newcomers, old-timers, and everyone in between. Reconnect with old friends. Make new ones. Find people with mutual interests or develop something new. Connections can range from finding a coffee buddy to discovering soulmates with whom to share your work.

7:00 p.m. - 8:00 p.m.

GEMINI

Moderator: Doreen Hanke

GEMINI

Mission Statements of the Top 100 Retailers of 2020: An Analysis for Comprehensiveness and COVID-19 Impact to Mission, Values, Purpose, and Identity

TRACK Organizational Communication

FOCUS Research

SESSION TYPE Regular Presentation (20 minutes)

Lorelei Ortiz, St. Edward's University

What impact did the global pandemic have on organizational mission statements? As many organizations struggle to overcome COVID-19 challenges, mission has never been more important, both strategically and symbolically. This presentation examines mission statements from the top 100 companies of the 2020 National Retailer Federation list and determines to what extent they acknowledge COVID-19 in relation to how they communicate values, purpose, and identity.

GEMINI

The Path of Passions: Pedagogical Applications

TRACK Rhetoric

FOCUS Teaching

SESSION TYPE Regular Presentation (20 minutes)

Ana Magalhaes, State of Sao Paulo Technological College

The knowledge of pathos in a teacher-student relationship may be the difference between a lively classroom and a dull one. A way to construct pathos out of a standard trail is presented, along with examples and good results. Of course, logos must always be present, and teacher ethos must have been established.

WEDNESDAY

7:00 p.m. - 8:00 p.m.

GEMINI

Beyond Assignment Genre: The Team Project and Professional Communication

TRACK Scholarship of Teaching and Learning

FOCUS Teaching

SESSION TYPE Regular Presentation (20 minutes)

Lindsay McManus, University of South Carolina

Barbara Bolt, University of South Carolina

This three-year project captures a pre-COVID year, a during-COVID year, and the current moves to a post-COVID year. After 25 months of research and practice, the speakers observe that a business school team project is an ideal context to help students recognize and mobilize their tacit knowledge in preparation for the workplace; as a result, the team project moves beyond assignment genre to mechanism.

LEO

Moderator: Leah Schell-Barber

LEO

An Analysis of Language Competence and Cultural Distance on a China-based Expatriate Adjustment to Their Overseas Assignments

TRACK Research

FOCUS Intercultural and Global Communication

SESSION TYPE Regular Presentation (20 minutes)

Bertha Du-Babcock, Wenzao Ursuline University of Languages

Hyejung Chang, Kyung Hee University

This presentation (a) examines how language (host-country language and English) competence affects China-based expatriates working in postings outside of their country origins, (b) investigates the relationship of factors in intercultural competence to the expatriate adjustment of overseas assignments, and (c) explores the impact of the cultural distance and the expatriate overseas adjustments. Implications and limitations will also be presented.

“

The art of communication is
the language of leadership.

JAMES HUMES

7:00 p.m. - 8:00 p.m.

LEO

Investor Communications between Individual Investors and Independent Financial Advisors (IFAs)

TRACK Interpersonal Communication

FOCUS Research

SESSION TYPE Regular Presentation (20 minutes)

Seiji Nomura, Graduate School of Tokyo Fuji University

This presentation analyzes an investor communication issue between individual investors and independent financial advisors (IFAs) referring to results of questionnaire survey performed by the author through an Internet research company, and analyze it from a perspective of critical discourse analysis. The analysis reviews communication issues and highlights the need to ensure that all individual investors can accurately interpret information from IFAs regardless of their cultural and educational backgrounds.

TAURUS

Moderator: Raihan Jamil

TAURUS

Getting Your Business Communication Research Funded

TRACK Rhetoric

FOCUS Research

SESSION TYPE Group Panel (60 minutes)

Jacob Rawlins, Brigham Young University

Sara Doan, Kennesaw State University

Jacqueline Mayfield, Texas A & M International University

Milton Mayfield, Texas A & M International University

Gail Fann Thomas, Naval Postgraduate School

Yunxia Zhu, University of Queensland

The C. R. Anderson Research Fund (CRARF) was established to promote excellent research on business communication topics by providing grants to ABC members. In this presentation, members of the CRARF Committee will introduce the fund and provide specific instructions on individual proposals in breakout rooms. This presentation will help each attendee learn how to successfully apply for funding from CRARF.

THURSDAY

8:45 a.m. - 9:45 a.m.

CANIS MAJOR **ABC Connect**

Jacquelyn Lowman, University of Maine at Presque Isle

Back by Popular Demand: The ABC Connect Room! This is THE place to connect with others at ABC. Who should visit us? Newcomers, old-timers, and everyone in between. Reconnect with old friends. Make new ones. Find people with mutual interests or develop something new. Connections can range from finding a coffee buddy to discovering soulmates with whom to share your work.

10:00 a.m. - 12:00 p.m.

CANIS MAJOR **Board of Directors Meeting**

ORION Moderator: Matt Homer

ORION Teaching Cross-Cultural Business Communication: An Experiential Approach

TRACK Innovative Instructional Methods

FOCUS Teaching

SESSION TYPE Workshop (advance signup required)

Marianna Richardson, Brigham Young University

Diego Calderon, Brigham Young University

Jose Polanco, Brigham Young University

Business students need to understand translation, localization, and their own blind spots as they enter the modern corporate world. In this workshop, we will explore experiential teaching techniques to help students understand how to avoid translation failures, be sensitive to cultural differences, and embrace diversity in the workplace.

12:00 p.m. - 1:00 p.m.

BIG DIPPER First Time Attendees

Special Meeting with ABC's President, Executive Director, and Interim Executive Director

1:15 p.m. - 3:00 p.m.

BIG DIPPER**Plenary**

Join us for remarks by ABC President Geert Jacobs, First Vice President D. Joel Whalen, and Executive Director Jim Dubinsky. Give thanks to the ABC conference co-chairs Ryan Fuller, Susan Schanne, and Conference Procedures Committee Chair Dirk Remley.

Welcome GABC co-host David Victor, along with GABC conference co-chairs Gail Cruise and Susan Schanne.

Celebrate ABC's award winners.

**AWARDS**

- **Ambassador Award**
Sponsored by ABC
- **Distinction in the Practice of Diversity and Inclusion**
Sponsored by Peter Cardon
- **Innovation in Teaching with Technology Award**
Sponsored by Amy Newman
- **Outstanding Article on Business Communication in Non-ABC Journal**
Sponsored by ABC
- **Outstanding Article in *International Journal of Business Communication***
Sponsored by Paula Lentz and Kathryn Rentz
- **Outstanding Article in *Business and Professional Communication Quarterly***
Sponsored by Mary Ellen Guffey and Dana Loewy
- **Distinguished Book on Business Communication**
Sponsored by SAGE
- **Outstanding Dissertation Award**
Sponsored by A Special Friend of ABC
- **Rising Star Award**
Sponsored by SAGE
- **Kitty O. Locker Outstanding Researcher Award**
Sponsored by McGraw-Hill and ABC
- **Business Communication Impact Award**
Sponsored by USC Marshall School of Business
- **Honorary Member**
- **Francis W. Weeks Award of Merit**
- **Distinguished Member Award**
- **Fellow of ABC**

THURSDAY

3:30 p.m. - 4:30 p.m.

ARIES

Moderator: Kristin Bennett

ARIES

Communication and Anti-racism in the Business School: Best Practices for Teaching & Program Administration

TRACK Diversity, Equity, and Inclusion

FOCUS Teaching

SESSION TYPE Regular Presentation (20 minutes)

Ruby Nancy, University of Minnesota Duluth

Do we need to talk about anti-racism in the business school? In short: yes, we do. This presentation provides a definition of anti-racism developed specifically for a business school and discusses communication strategies needed to address this topic. Session attendees are asked to review and discuss a set of best practices critical to pedagogy and program policies in business schools.

ARIES

Diversity and Inclusion Needs Its Own Course: The Case for a Unique DIE Course in Business Communication

TRACK Diversity, Equity, and Inclusion

FOCUS Teaching

SESSION TYPE Regular Presentation (20 minutes)

Abby Koenig, University of Louisville

This presentation will detail the need for business schools to require a dedicated diversity and inclusion communication course to effectively teach this topic. Attendees will walk away from this session with (1) the rationale for creating a dedicated diversity course, (2) readings and assignments that can be used, (3) and examples of student reflection journals and evaluations as evidence for the value of a course of this manner.

ARIES

Language Bias and Black Linguistic Justice in Remote Workplace Communication

TRACK Research

FOCUS Research

SESSION TYPE Regular Presentation (20 minutes)

Amy Hodges, University of Texas at Arlington

Margaret Goin, University of Texas at Arlington

Nila Smith, University of Texas at Arlington

White language supremacy in the form of implicit and explicit language bias is present in many workplaces, and the shift to remote working has placed new strain on employees' digital communication skills. This presentation honors the experiences of Black language users in remote workplaces in order to advocate for changes in business communication classrooms.

3:30 p.m. - 4:30 p.m.

CANIS MAJOR**ABC Connect**

Jacquelyn Lowman, University of Maine at Presque Isle

Back by Popular Demand: The ABC Connect Room! This is THE place to connect with others at ABC. Who should visit us? Newcomers, old-timers, and everyone in between. Reconnect with old friends. Make new ones. Find people with mutual interests or develop something new. Connections can range from finding a coffee buddy to discovering soulmates with whom to share your work.

CYGNUS

Moderator: Stephanie Smith

CYGNUS**De-siloing Workplace Communication Practice and Pedagogy: Overlaps, Dichotomies, and Opportunities in Business and Technical Communication**

TRACK Employment Issues

FOCUS Teaching

SESSION TYPE Regular Presentation (20 minutes)

Janel Bloch, Northern Kentucky University

Jeremy Rosselot-Merritt, University of Cincinnati

This presentation discusses ways of navigating disciplinary silos in business and technical communication and finding opportunities to foster conversation and collaboration between scholarship and teaching in both. It will help attendees identify situations where these silos exist and develop strategies for working within them, reaching through them, or even breaking them down.

CYGNUS**Employer Expectations for Virtual Interviews**

TRACK Employment Issues

FOCUS Research

SESSION TYPE Regular Presentation (20 minutes)

Stephanie Smith, Virginia Tech

This qualitative study uses in-depth interviews with hiring managers to understand their expectations for candidate communication during virtual interviews, using expectancy violations theory (EVT) as a guiding framework. The findings demonstrate what the expectations of hiring managers are and how they communicatively respond following both positive and negative expectancy violations.

THURSDAY

3:30 p.m. - 4:30 p.m.

CYGNUS

Explicit and Implicit Expectations: A Structural Analysis of Collegiality as an Evaluation Metric for Tenure and Promotion Review

TRACK Research

FOCUS Employment Issues

SESSION TYPE Regular Presentation (20 minutes)

Ashton Mouton, Sam Houston State University

Co-Author: Lindsay Clark, Sam Houston State University

While tenure-track faculty are traditionally evaluated on teaching, research, and service, collegiality has recently surfaced as an additional metric of evaluation. This presentation reports an analysis of tenure and promotion policies from 266 Carnegie-designated R1 and R2 institutions. Structuration theory and thematic analysis are utilized to explore the extent to which collegiality is articulated and evaluated within academic structures.

GEMINI

Moderator: Sabrina Pasztor

GEMINI

Scenario-Based Business Communications Project: Good Things Happen When Students Work Together to Respond in Real-Time

TRACK Innovative Instructional Methods

FOCUS Teaching

SESSION TYPE Regular Presentation (20 minutes)

Samantha Dine, Grand Valley State University

Group writing projects in Business Communication courses are necessary, but so often are reviled by students. Conflicts ensue, and students get an accurate academic experience, but one that does not reflect responding in corporate environments. Session attendees can learn about developing an engaging, creative, and realistic simulation for students to work together.



3:30 p.m. - 4:30 p.m.

GEMINI**Nonprofit Social Media Communication in the Post-Truth Era****TRACK** Organizational Communication**FOCUS** Research**SESSION TYPE** Regular Presentation (20 minutes)

Elise Kieffer, Murray State University

Kevin Carr, University of Texas at Arlington

Since the introduction of social media, nonprofit organizations have utilized various platforms to maintain communications with their constituencies and broaden their audiences. In this time when it is simple to post anything on a social media platform and potentially reach a vast audience, how do non-profit organizations ensure they are effectively and responsibly communicating with their constituents?

GEMINI**Teaching Emotional Labor Using a Role Play Approach****TRACK** Organizational Communication**FOCUS** Teaching**SESSION TYPE** Regular Presentation (20 minutes)

Wenli Yuan, Kean University

What is emotional labor? How do you teach emotional labor effectively? This presentation will discuss how to incorporate role play into the teaching of emotional labor. Specifically, it will cover the steps for implementing role playing, several role play scenarios, and student learning outcomes.

LEO

Moderator: Andy Cavanaugh

LEO**“Your Safety Is Our Top Priority”: Investigating Business Emails from the Pandemic’s Start in the U.S.****TRACK** Rhetoric**FOCUS** Research**SESSION TYPE** Regular Presentation (20 minutes)

Christopher Toth, Grand Valley State University

Business in the U.S. came to a standstill as COVID-19 emerged throughout March 2020. Many CEOs suspended operations and used email messages as a channel to inform their customers. This presentation uses a crisis communication lens to investigate over 60 email messages from a variety of business sectors (airline, hotel, retail, and restaurant) during the early days of the pandemic.

THURSDAY

3:30 p.m. - 4:30 p.m.

LEO

Inherently Organizational: Speech Acts, Organizations, and Mission Statements

TRACK Rhetoric

FOCUS Research

SESSION TYPE Regular Presentation (20 minutes)

Shelton Weech, Purdue University

This presentation examines the genre of the mission statement through the lens of speech act theory. Analyzing two of Microsoft's mission statements, the presenter draws two conclusions. First, speech acts spur activities within an organization while also creating and reifying the organization's identity. Second, speech acts enable opportunities for discourse to motivate ethical action.

LEO

What Is It That Patients Want?

TRACK Rhetoric

FOCUS Research

SESSION TYPE Regular Presentation (20 minutes)

Paula Lentz, University of Wisconsin-Eau Claire

Kristen Getchell, Babson College

Often, negative comments are the focus of online customer reviews. However, positive online reviews can generate recognition, increase sales, and build trust and credibility. This presentation examines customer feedback on Google for the top medical facilities in the United States to determine what factors contributed to positive reviews and what customers are communicating to the organization and consumer-readers.

LIBRA

Moderator: Gail Cruise

LIBRA

Using Technology to Enhance Business Communication Pedagogy

TRACK Technology, Digital Media, and Web 2.0

FOCUS Teaching

SESSION TYPE Group Panel (60 minutes)

Marsha Bayless, Stephen F. Austin State University

Sarah Clements, University of Arkansas at Little Rock

Geoffrey Clegg, Midwestern State University

Clive Muir, Washington University in St Louis

Reid McLain, Hankuk University of Foreign Studies

Carol Wright, Stephen F. Austin State University

Jane Strong, University of Wisconsin - Eau Claire

The Teaching with Technology SIG is hosting a panel to discuss software and apps such as PitchVantage, Canva, Breakout Rooms in Zoom, Miro Boards, Flipgrid, Basecamp, Wakelet, and Tips Related to Technology in the Classroom.

5:00 p.m. - 6:00 p.m.

ARIES

Moderator: Kristin Bennett

ARIES**It's All About Structure: Two Management Consulting Practices to Help Graduate Students Prep for Interviews****TRACK** Employment Issues**FOCUS** Consulting & Practice**SESSION TYPE** Regular Presentation (20 minutes)

Craig Moreau, Columbia University

Having a ready toolkit to help graduates communicate their skills can help them in their academic as well as alternate academic job search. The presenter offers attendees two practices from management consulting preparation to help organize and structure their thinking. The two practices described are called mutually exclusive collectively exhaustive (MECE) plus bucketing and the Pyramid Principle.

ARIES**Midwestern Employer & Alumni Perspectives: A Roadmap to a Business Communication Course Redesign****TRACK** Employment Issues**FOCUS** Research**SESSION TYPE** Regular Presentation (20 minutes)

Rachel Dolechek, Fort Hays State University

Co-Author: Kruti Lehenbauer, University of the Incarnate Word

Is your business communication course ready for a redesign? Join this session to explore findings from a study aimed at understanding the employability skillset valued by the Midwestern U.S. labor market. Learn how gaining the employer and alumni perspectives provided a foundation for the redevelopment process at a Midwestern university and discuss how this process may benefit your course redesign.

ARIES**Helping Students Manage Group Work during Transitions to Online Classes****TRACK** Innovative Instructional Methods**FOCUS** Teaching**SESSION TYPE** Regular Presentation (20 minutes)

Yong-Kang Wei, University of Texas-Rio Grande Valley

Methods of group-work management for online business writing courses will be shared that can be effectively executed when guided by a clear policy on group work and a "student-attitude" teaching philosophy.

THURSDAY

5:00 p.m. - 6:00 p.m.

CYGNUS Moderator: Tetiana Andriienko-Genin

CYGNUS **Do We Have to Teach Slack? A Tool-minded Pedagogy**

TRACK Innovative Instructional Methods

FOCUS Teaching

SESSION TYPE Regular Presentation (20 minutes)

Stephen Lind, University of Southern California

Do you have to teach that tool? With limited bandwidth, a course's focus on any new technologies can be a challenge. This presentation argues that a technology-minded curriculum is indeed needed in a modern business program. The presentation includes (1) a definition of this approach, (2) a rationale for its importance, and (3) equipment for implementing it.

CYGNUS **Engaging Students Using PearDeck Technology**

TRACK Innovative Instructional Methods

FOCUS Teaching

SESSION TYPE Regular Presentation (20 minutes)

Cynthia Alt, University of Southern California

Yijia Guo, University of Southern California

Active learning encourages discussion and activities to build competence. Whether in the online or classroom settings, PearDeck increases engagement by providing students with the opportunity to think and respond in real time and capture key learnings for retrieval later in a more active manner than note taking. PearDeck is an online platform that uses Google technologies to actively engage students and instantly share their learning with the professor.

CYGNUS **From Fragile to Agile: Re-Organizing the Business Writing Classroom with Design Sprints**

TRACK Innovative Instructional Methods

FOCUS Teaching

SESSION TYPE Regular Presentation (20 minutes)

Lance Cummings, University of North Carolina Wilmington

The presenter will show how design sprints, a combination of design thinking with agile project management, can be adapted to the business writing classroom to encourage innovation and adaptability.

LEO Moderator: Dirk Remley

LEO **Effective, Ineffective, and Prohibited Communications in the Workplace**

TRACK Rhetoric

FOCUS Research

SESSION TYPE Group Panel (60 minutes)

Sam DeKay, VP - BNY Mellon Corporation

The Business Practices Committee will sponsor a panel focusing upon “Effective, Ineffective, and Prohibited Communications in the Workplace.” The panel will include four presentations that offer original research concerning examples of corporate and workplace communications that have been deemed, by the researchers or by relevant stakeholders, to be effective, ineffective, or prohibited.

The World is Your Workplace: Business Communication at the Capitol Insurrection

McClain Watson, University of Texas at Dallas

Can *any* communication be or become ‘business communication’? If yes, what might that mean for BCOM teachers/researchers? The presenter tells the stories of four people who participated in the January 6 Capitol insurrection. These people have since experienced the consequences of communicating in ways that were, first, labeled by their employers as business communication and, then, labeled as prohibited communication.

“Interrupting the Dictator”: Examining Effective Communication Style for Secretaries in the Mid-Twentieth Century

Marcy Orwig, University of Wisconsin-Eau Claire

This presentation will focus on the timeless nature of business communication by surveying the communication styles taught to secretaries to prepare them for the Mid-Twentieth Century office. By researching the legacy and impact of such “effective business communication” practices, several issues—such as gender, power, control, ethics, culture, technology, and language—will be raised and discussed.

Deaf Faculty’s Effective and Ineffective Communication Access in Higher Education

Manako Yabe, University of Tsukuba

A few universities have developed disability services for deaf faculty members, similar to deaf student services in Japan, United States, Canada, and the United Kingdom. This mixed-methods study discusses how effective and ineffective communication access have influenced the deaf faculty members’ teaching, research, and social activities, as well as how college students have experienced communicating with deaf faculty in classroom.

THURSDAY

5:00 p.m. - 6:00 p.m.

LIBRA Moderator: Stephen Carradini

LIBRA **Graduate Studies Sponsored Panel**

TRACK Technology, Digital Media, and Web 2.0

FOCUS Research

SESSION TYPE Group Panel (60 minutes)

Abby Koenig, University of Louisville
Stephen Carradini, Arizona State University

Graduate students are often engaged in boundary-pushing and field-expanding work. This panel highlights those contributions of graduate students to business and professional communication scholarship. ABC graduate students will present on their research and teaching surrounding emerging issues.

Kairos in Transcultural Contexts: Enterprises' Rhetorical Responses to Face Masks in COVID-19 Pandemic Crisis Communication

Yu Meng, North Dakota State University

This presentation uncovers the importance of enterprises' participation in pandemic crisis communication; in the meantime, this research bears practical implications for education practitioners to improve the teaching of crisis communication by the incorporation of the concepts of kairos and transculturality into students' assignments, readings and in-class discussion.

Ethics and Impression Management: A Corporate Case Study

Emily DeJeu, Carnegie Mellon University

Impression management strategies are useful for delivering bad news but can be used in ethically questionable ways. The presenter offers a discourse analysis of IM strategies in a landmark case of legal-but-unethical corporate financial reporting, in order to illustrate how real-world business discourse uses ethically dubious IM strategies. It will suggest ways to update our IM guidance for students.

5:00 p.m. - 6:00 p.m.

Graduate Studies Sponsored Panel, *continued***Taking Social Media Writing Seriously: Mapping the Digital Writing Labor of Social Media Communicators**

Katlynnne Davis, University of Minnesota

This presenter will discuss findings from a dissertation project that examines how professionals within two chapters of a national nonprofit organization focused on mental health advocacy perform the digital labor of internal social media writing. These findings will shed light on the ways that professionals navigate organizational discourses when making decisions about the content they publish.

5:00 p.m. - 6:15 p.m.

CANIS MAJOR Moderator: Andy Cavanaugh**CANIS MAJOR** **How Do You Teach Diversity, Equity and Inclusion? I****TRACK** Diversity, Equity, and Inclusion**FOCUS** Teaching**SESSION TYPE** Lightning Roundtable

Jacquelyn Lowman, University of Maine at Presque Isle

In this forum, panelists—and audience—will discuss best practices. Participants will share a favorite diversity, equity 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, equity and inclusion in their teaching, research, and daily lives: the things they currently do, the opportunities to do more.



CANIS MAJOR

How Do You Teach Diversity, Equity and Inclusion? I, *continued*

Bias in a “Perfect” Technical Writing Document: Implicit Ableism

Yingqin Liu, Cameron University

This class activity asks students to analyze a technical document, entitled “Physical Activity: Build A Healthy and Strong America.” This exercise helps students gain some diversity and inclusion learning experience when they analyze the intended audiences of the document. Although the document did a perfect job in reflecting the six characteristics of a technical communication document, it revealed a gap addressing the needs of Americans who are facing physical challenges even though the title of the document implies that it means for all Americans.

What Can We Learn about Inclusion from Employee Resource Groups?

Peter Cardon, University of Southern California

In the past few years, employee resource groups (ERGs) have become more influential in promoting diversity, equity and inclusion efforts within and even across organizations. This presentation focuses on neurodiversity ERGs and shows how these increasingly common ERGs support their members and generate awareness and inclusion for neurodiverse employees. Related teaching ideas are provided.

Exploring Equity, Diversity and Inclusion Resources at Local Universities— An Analytical Report

Carolyn Meyer, Ryerson University

This assignment is designed for a cohort of students in a first-year (introductory) intensive course in professional writing. Students are introduced to genres of professional communication and complete the course by writing an analytical report. A commitment to diversity, equity and inclusion issues is a cornerstone of the course and the Professional Communication program in which this course is foundational.

Participatory Research Methodologies for Business and Professional Communication: Building Inclusive User Experiences with Disabled Co-designers

Sushil Oswal, University of Washington

Building on the basic disability activism tenet of “Nothing about us without us,” this researcher argues that accessible design without substantive participation from disabled users, experts, and co-designers cannot deliver satisfactory user experiences. And, we need to teach this basic tenet to our students of business and professional communication. The researcher urges the ABC community to engage with disabled users in their research and pedagogy.

5:00 p.m. - 6:15 p.m.

CANIS MAJOR

How Do You Teach Diversity, Equity and Inclusion? I, *continued***Creating Inclusive Mindsets Through the Eyes of Another**

Brandy Mmbaga, Butler University

This document proposes an assignment that encourages students to think beyond their personal perspectives by thinking from the point of view of someone else. This exercise allows for students to open their thinking and realize that just because something does not happen to them personally is not to think that it does not happen at all or that it is of less value.

Company Values Presentation

Shelly Scott-Harmon, Indiana University

In the presenter's 100-level Business Presentations course, the second major assignment is a Company Values Presentation. Students are instructed to prepare a 4-5 minute speech about 1-3 values of a company they select. Companies may be small local businesses or multinational corporations. They may be retail, non-profit, or service-related. The only guidelines in choosing a company regard who runs it. The business must be led by someone from an underrepresented group (i.e. not a white, straight, able-bodied, neurotypical male).

Did You Get the Memo? Generational Diversity and Effective Communication in the Workplace

David Healey, Purdue University Global

For this memo, the emphasis was on preparation for workplace writing. It is understood that there are many challenges to teaching nontraditional students with different generational characteristics in a single online classroom. These challenges particularly come to light when students have differing attitudes toward communication in the workplace, based on these broad generational distinctions. For example, when was a text message adequate? Should emails be limited to just a few sentences? Even when the audience is agreed upon, what is the best length for a piece of workplace writing to achieve its purpose?

Micro-Diversities: On Creating an Inclusive Classroom

Clark Barwick, Indiana University

This presenter will introduce how to teach diversity, equity, and inclusion through "everyday" micro-assignments in a business communication classroom. The goal is to make DEI a foundational, regular, and familiar part of the learning environment. Focusing on one activity where a DEI scenario is used as part of a larger assignment dedicated to teaching students how to write purpose statements.

THURSDAY

5:00 p.m. - 6:15 p.m.

CANIS MAJOR

How Do You Teach Diversity, Equity and Inclusion? I, *continued*

Coach Students to Work on a Diversity, Equity and Inclusion Proposal

Junhua Wang, University of Minnesota

For a business proposal project in spring 2021, students had the freedom to conduct research and provide recommendations to solve a problem they had identified in an organization. Although a diversity, equity and inclusion topic was not required, the presenter encouraged students to work on such a topic. One student team was interested in a diversity, equity and inclusion topic against the backdrop of anti-Asian bias and violence going on in the country.

What I Did to Earn My Place at the Table: The Inclusive Power of the Personal Branding Video

Scott Reber, University of Wisconsin - La Crosse

In recent years, the personal branding video (PBV) has gained popularity as a companion piece to the traditional résumé and cover letter. For underrepresented groups, however, the PBV is a powerful tool for telling a story—especially one that highlights the Sisyphean struggles that many minority students face on the path of getting to college and being successful in a school of business. This presentation tells the story of Ryan John Crain, a member of the Ho-Chunk Nation, who, in a moving PBV, showcases for prospective employers why hiring him is an excellent idea.

“Public Relations Media Kit (PRMK)” for Food Finders: A Collaborative Project in Professional Writing

Jianfen Chen, Purdue University

Jane Smith, Purdue University

This project is designed to be a 4-5 week unit for students to engage in a simulated community engagement project that requires them to assess a complex rhetorical situation and analyze the public rhetoric surrounding aversion to receiving the COVID vaccine. The community entity students are studying and contributing to is Food Finders, a local food bank, that has requested help educating their clients about the COVID vaccine. The leadership team at Food Finders is concerned that their clients, a vulnerable population, will be resistant to getting the vaccine.

Fostering Corporate Diversity Research, Report, and Presentation Project

Megan Geigner, Northwestern University

In this project, students work in teams and imagine they are the new Diversity, Equity, and Inclusion committee at a large, multinational bank. The deliverables include a formal report, slide deck, and presentation. Along the way, they also produce an annotated bibliography, meeting agenda, meeting minutes, and drafts. They also do much peer review of other teams' work and run a meeting with their supervisor at the bank.

8:00 a.m. - 9:00 a.m.

GEMINI Moderator: Mathew Gillings**GEMINI** **Does Your “National Culture” Represent You? Intercultural Communication and National Culture****TRACK** Intercultural and Global Communication**FOCUS** Research**SESSION TYPE** Regular Presentation (20 minutes)

Miyuki Takino, Keio University

The current globalized and diversified world has demonstrated that culture is complex and dynamic, and people cannot be judged based on their origins or national culture. However, the comparison of the national culture is still widely used in business practices and studies. This session discusses how Japanese business practitioners perceive national culture and why such a framework is widely used.

GEMINI **Managing Fear and Anxiety in Intercultural Communication****TRACK** Intercultural and Global Communication**FOCUS** Consulting & Practice**SESSION TYPE** Regular Presentation (20 minutes)

Rajesh Kumar, Global Strategic Advisory

The presentation highlights the challenges inherent in intercultural and global communication. Intercultural communication may be problematical because of differences in values and beliefs. These differences give rise to fear and anxiety, which can prove problematical for the interaction. The presentation discusses a way of bridging cultural differences through the management of fear and anxiety.



FRIDAY

8:00 a.m. - 9:00 a.m.

GEMINI

The Persuasive Effects of Verbal Anchoring and Visual Complexity

TRACK Organizational Communication

FOCUS Research

SESSION TYPE Regular Presentation (20 minutes)

Fabienne Bünzli, University of St.Gallen

Co-Author: James Price Dillard, The Pennsylvania State University

The primary function of verbal text in modern advertising is to anchor the meaning of the image and guide recipients to the preferred conclusion. However, little is known about how variations in verbal anchoring influence persuasion. This presentation reports on an experiment to address this gap. Complete anchoring is most persuasive, with perceived interpretational guidance being a key explanatory mechanism.

LEO

Moderator:

LEO

Research Roundtable

TRACK Organizational Communication

FOCUS Research

SESSION TYPE Research Roundtable

Sky Marsen, Flinders University

Yan Jin, University of Georgia

Recipient 2019 Kitty O. Locker Outstanding Researcher Award

Kirk St.Amant, Louisiana Tech University

Recipient 2020 Kitty O. Locker Outstanding Researcher Award

The roundtable will be facilitated by Outstanding Research Award recipients, Yan Jin and Kirk St. Amant. They will focus on crisis communication from the angles of public relations and technical communication, respectively. The roundtable will have a research training focus, with participants invited to engage with the facilitators.

8:00 a.m. - 9:00 a.m.

LIBRA Moderator: Ursula Lutzky

LIBRA Does Communication Strategy Training Using Written Computer-mediated Communication Enhance Strategy Use in Second Language Conversations?**TRACK** Scholarship of Teaching and Learning**FOCUS** Teaching**SESSION TYPE** Regular Presentation (20 minutes)

Sophie Brand, Zuyd University of Applied Sciences, Maastricht, the Netherlands
Co-Author: Mark Pluymaekers, Zuyd University of Applied Sciences

How does one keep a business conversation going in a second language (L2)? Students of French, from a Dutch hotel management school, participated in communication strategy training in which they communicated via text chats. This presentation discusses the rationale and design of a study to investigate the effect of written computer-mediated training on strategy use in L2 conversations.

LIBRA Facing the News Media in a Crisis: How Students Reflect on Their Own Communicative Practices and What We Can Learn From It**TRACK** Scholarship of Teaching and Learning**FOCUS** Research**SESSION TYPE** Regular Presentation (20 minutes)

Geert Jacobs, Ghent University

Drawing on a multi-layered crisis assignment developed within the master programme of Multilingual Business Communication at Ghent University, this presentation takes a discourse-sensitive approach to the students' self-reflections in interactive feedback sessions. The focus is in the so-called 'metapragmatic' features of the interactions, i.e., the ways in which the students categorize their own communicative practices.

FRIDAY

8:00 a.m. - 9:00 a.m.

LIBRA

“I’ll Let You Guys Off (Peace Sign Emoji)” : Webcare Interactions On Instagram

TRACK Technology, Digital Media, and Web 2.0

FOCUS Research

SESSION TYPE Regular Presentation (20 minutes)

Stefan Diemer, Trier University of Applied Sciences

Marie-Louise Brunner, Trier University of Applied Sciences, Institute for International and Digital Communication

The presentation examines the pragmatics of webcare interactions in an international business context through Instagram. The study illustrates that Instagram is an increasingly interesting and attractive medium for webcare and can strengthen customer engagement considerably through managing and showcasing successful webcare. Due to its positive tonality, Instagram provides a less critical webcare medium both for newer and established companies.

8:00 a.m. - 9:15 a.m.

CANIS MAJOR

Moderator: Andy Cavanaugh

CANIS MAJOR

How Do You Teach Diversity, Equity and Inclusion? II

TRACK Diversity, Equity, and Inclusion

FOCUS Teaching

SESSION TYPE Lightning Roundtable

Jacquelyn Lowman, University of Maine at Presque Isle

In this forum, panelists—and audience—will discuss best practices. Participants will share a favorite diversity, equity 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.

Student Social Injustice Videos

Laura Lambdin, University of South Carolina

For this assignment, students give a short introduction and then show a self-made three minute video reflecting an aspect of social injustice that they can link to themselves and to business. The presenter says, “We have to be aware of the problems in order to find solutions” – and this exercise is a moving way to hear about the astonishing variety of very real problems facing people with whom we interact several times a week.

8:00 a.m. - 9:15 a.m.

CANIS MAJOR

How Do You Teach Diversity, Equity and Inclusion? II, *continued***Teaching Diversity and Inclusion through Cross-Cultural Interview Assignment**

Oksana Shkurska, Dalhousie University

In a globalized world and diverse workplace, multinational corporations strive to reach a mutual understanding with their partners, employees, and consumers with various cultural backgrounds. Understanding other people's values and beliefs that influence their decisions is crucial to organizations' leaders. This assignment will allow students to identify and understand cultural differences and similarities, applying Hofstede's dimension theory. As a result, they will have a better understanding of cultural diversity and will avoid cultural misunderstandings in decision-making in the future.

As We Say in My Culture...: Using Adages to Practice Impromptu Speaking and Learn About Diverse Perspectives

Evelyn Plummer, Seton Hall University

This teaching activity builds on multiple concepts: (1) Rhetorical – via the public speaking delivery mode known as impromptu (i.e. speaking without notes on the spur-of-the-moment), (2) Sociological – via the collective truisms which evolve out of a culture's traditions and beliefs, and (3) Linguistic: via the techniques of figurative language. In terms of procedure, students are assigned to bring in two examples of adages. The potential for exploration of culture and diversity can be enhanced by adding the stipulation that at least one adage should derive from one's own cultural background and/or be phrased in a language other than English.

Acknowledging Indigenous People and Land

Linda Macdonald, Dalhousie University

Teaching students to acknowledge Indigenous people and land promotes intercultural competency and anti-racism. This session shows how to lead students through the steps of exploring the land and its Indigenous people, determining actions they might take toward reconciliation, and creating an authentic and meaningful acknowledgment to use before a presentation or meeting.



What's in Your "White Space"? Using Storytelling to Recognize Diverse Experiences, Reflect on Career Goals, and Strengthen the Classroom Community

Colleen Coyne, Framingham State University

Students create five-minute presentations in which they share their personal stories and relate them to some aspect of their career paths. From these presentations, the students (and professor) gain a better sense of who's in the classroom with them—a DACA recipient, a person with a learning disability, a professional bodybuilder, a budding musician, a cancer survivor—and how these aspects of identity may influence their professional goals. In choosing and telling their stories, students are able to reflect on their motivations and better articulate them to an audience of their peers, which prepares them to do so in other employment contexts, when appropriate (like job interview).

Tell Me Your Story

Barbara Davis, University of Memphis

For a preview, students will tell their intercultural and diversity story. A preset number of questions will be asked for students to respond to with an indication of what plans they have for the future. Students will use these sets of questions for a better determination of questions to be used at a later date for a more extensive paper.



8:00 a.m. - 9:15 a.m.

CANIS MAJOR

How Do You Teach Diversity, Equity and Inclusion? II, *continued*

Proposal for a Change in a Healthcare Setting

Hua Wang, Cornell University

This assignment is an active learning opportunity for students to explore the implications of cultural diversity in patient care and how improvements in healthcare communication can be made to benefit marginalized groups of people to effectively seek healthcare. From this assignment, students will develop their research, problem-solving, teamwork, and both written and oral communication skills; the project will also add a touch to their resumes by showcasing these skills.

Business Writing: Including Equity and Accessibility from Day One

Jessica Sheffield, University of Florida

In this presentation, the presenter will discuss some of the ways she incorporates the principles of equity and accessibility from the very start of her Business Writing course. Students learn the importance of equity and inclusion in business writing and strategies for making their writing accessible and inclusive.

The Effects of Hyper-Communication on Adolescent TikTok Users

David Olson, Liberty University

Vulnerable and ill-equipped to handle the responsibility of living life online, adolescents are becoming programmed to always receive messages; they bargained for a spare-time distraction but received an all-day addiction. To better understand the effects of hyper-communication, this research focuses on the role TikTok plays in the life of the adolescent user.

Evaluating Social Media Platforms for Accessibility

Tara Moore, Elizabethtown College

Did you know that not all social media accounts are equally accessible? That is how the presenter starts a secondary lesson on social media writing for her English Professional Writing majors. Many students land their first jobs writing content for the web, and understanding social media's accessibility options empowers them to be responsible web writers. This lesson is part of an online module.

FRIDAY

8:00 a.m. - 9:15 a.m.

CANIS MAJOR

How Do You Teach Diversity, Equity and Inclusion? II, *continued*

Implicit and Explicit Bias in Team Preferences

Polly Graham, Indiana University Bloomington

Teamwork is common practice in both the classroom and the workplace. While much has been written about team chemistry and best practices, less scholarship has focused on individuals' teammate preferences and subsequent rationales. In order to better understand implicit and explicit bias, the presenter asks students to identify classmates with whom they would like to work and with whom they would prefer not to work. Through a handout and guided discussion, the instructor guides students to unpack motivations for their preferences.

Visual Communication in Intercultural Spaces: The Case of Emoji

Zsuzsanna Palmer, Grand Valley State University

This assignment addresses the intercultural aspect of visual communication. Through an exploration of the creation, proposal, approval, and use of emoji in intercultural spaces, students will learn about the culturally-situated nature of these visuals. They will then explore the wide-ranging use of emoji on the social media sites of corporations and will create their own emoji proposal that represents some element of culture.

9:30 a.m. - 10:30 a.m.

CYGNUS

Moderator: Dirk Remley

CYGNUS

Teaching Data Communication through Service Learning

TRACK Innovative Instructional Methods

FOCUS Teaching Innovative Instructional Methods

SESSION TYPE Regular Presentation (20 minutes)

Barbara Shwom, Northwestern University

Megan Geigner, Northwestern University

Students who enter business will need to write documents that use data to support analyses and arguments. To help business communication faculty address this need, this session will present a service-learning approach to teaching data communication. Attendees will leave the session with ideas for finding potential community partners, drafting learning objectives, and creating manageable project milestones.

9:30 a.m. - 10:30 a.m.

CYGNUS**Teaching for Transfer at an Undergraduate Business College****TRACK** Innovative Instructional Methods**FOCUS** Teaching**SESSION TYPE** Regular Presentation (20 minutes)

Stephen McElroy, Babson College

How can first-year writing better prepare business students to succeed as writers in the future, both in their academic careers and in their professional lives? This presentation details the recent implementation of the Teaching for Transfer (TFT) curricular model in the first-year writing program at a prominent undergraduate business college.

CYGNUS**The Impact of Employee Empathy on Customer Satisfaction and Other Outcomes after Complaint Handling in Written Communication: An Overview of Five Experimental Studies****TRACK** Organizational Communication**FOCUS** Research**SESSION TYPE** Regular Presentation (20 minutes)

Rebecca Van Herck, University of Antwerp

Co-Authors: (Antwerp University) Mariëlle Leijten, Ashley Crets, Jonas Daelman, Dorien Goudry, Joni Ivens, Tessa Kerkhofs, Gil Martens, Rosalie Melis, Viktor Nuytten, Sophie Van Brempt, Sarah Yaakoubi

This presentation reports on the findings of five 2 (empathy high/low) x 2 (personal salutation in two settings, compensation, improvement, or apology) between-subjects experiments in business-to-consumer e-complaint interactions with interactional justice and customer satisfaction as the main dependent variables. Results show a positive effect of employee empathy in all experiments. However, some independent variables have a reinforcing effect on empathy.

FRIDAY

9:30 a.m. - 10:30 a.m.

GEMINI Moderator: Mathew Gillings

GEMINI **Relative Leader-Member Exchange and Self-Determination Theory in the Workplace**

TRACK Organizational Communication

FOCUS Research

SESSION TYPE Regular Presentation (20 minutes)

Zachary Goldman, University of Louisville

Relative leader-member exchange (RLMX) encompasses a comparative process whereby employees assess their relationship with a supervisor compared to other relationships. This study predicted the association between RLMX and work satisfaction could be explained through Self-Determination Theory and employees' psychological needs. Path analyses supported the proposed model with indirect effects occurring via fulfillment of employees' relatedness, competence, and autonomy needs.

GEMINI **Taking From The Poor To Give To The Rich: The Robinhood – GameStop Controversy**

TRACK Organizational Communication

FOCUS Research

SESSION TYPE Regular Presentation (20 minutes)

Rod Carveth, Morgan State University

Drawing on Benoit's Image Restoration Theory, this presentation analyzes how Robinhood CEO Vladimir Tenev weathered the controversy that he created in preventing the trading of GameStop, thus triggering a Congressional investigation. Tenev effectively employed the strategy of evading responsibility by blaming Reddit traders.

GEMINI **Why Traditional Financial Institutions Should Adapt Their Communication to the Target Readers' Needs**

TRACK Organizational Communication

FOCUS Consulting & Practice

SESSION TYPE Regular Presentation (20 minutes)

Marlies Whitehouse, Zurich University of Applied Sciences

The sprouting of digital banks and online trading platforms seduces retail investors to confidently participate in the financial markets. In contrast to traditional banking with fees and charges, it would appear that the online trading platforms are the Robin Hoods of modern times. What is wrong with the banks' communication and which measures can bring back retail investors' loyalty?

9:30 a.m. - 10:30 a.m.

LIBRA

Moderator: Ursula Lutzky

LIBRA

The Value of Capturing and Communicating Consumer Flexibility and Uncertainty in Data-Driven Decision Making — Gaining Industry Perspectives

TRACK Organizational Communication

FOCUS Research

SESSION TYPE Regular Presentation (20 minutes)

Elena Nichele, University of Nottingham

Co-Authors: Zack Ellerby, Jiahong Chen, Christian Wagner, Andrew Smith, University of Nottingham

This presentation examines how better capturing and communicating consumer uncertainty and flexibility could be of value to businesses. It focuses on how richer ‘uncertainty-aware’ information can support professionals in making strategic, data-driven decisions. Strong potential is envisaged for application across multiple sectors and encompassing many commercial purposes (e.g., marketing, public opinion, customer feedback, economic forecasting, and risk and policy impact assessments).



FRIDAY

9:30 a.m. - 10:30 a.m.

LIBRA

Uncovering Topics of Customer Concern. A Corpus Linguistic Analysis of Airline Tweets

TRACK Technology, Digital Media, and Web 2.0

FOCUS Research

SESSION TYPE Regular Presentation (20 minutes)

Ursula Lutzky, Vienna University of Economics and Business

Ryanair was voted worst airline for the sixth year in a row in 2019. Drawing on this unique case study, this research uses a corpus of tweets posted to and about the airline to study customer service interactions on Twitter. The presentation reveals dominant topics of customer concern and passengers' attitudes toward the airline's service provision.

ORION

Moderator: Leah Schell-Barber

ORION

CENTAURI Simulation: Creating Experiential Learning through Collaboration

TRACK Innovative Instructional Methods

FOCUS Teaching

SESSION TYPE Regular Presentation (20 minutes)

Kimberly Jordan, Ohio University

Despite the high stakes of collaboration, teams are often left to develop team skills independently. This presentation discusses the use of experiential learning and faculty collaborating with students to create and use a simulation, CENTAURI, to provide an engaging, replicable, shared learning experience to reflect on effective team behaviors and leadership.

ORION

Framing Huawei: From the Target of National Debate to the Site of International Conflict in Canada's Mainstream Newspaper

TRACK Intercultural and Global Communication

FOCUS Research

SESSION TYPE Regular Presentation (20 minutes)

Yiheng Deng, Southwestern University of Finance and Economics

Co-Author: Yang Xu, Grand Valley State University

Co-Author: Pamela Koch, Grand Valley State University

This study was conducted to uncover the Canadian mainstream media report of Huawei, the Chinese IT company and critical actor in China's Overseas Foreign Direct Investment (OFDI) attempt, while Canada's attitude towards Huawei was ambiguous and uncertain. Content analysis and discourse analysis were performed to analyze the news articles from The Globe & Mail concerning Huawei from the beginning of 2018 to March 2019.

9:30 a.m. - 10:30 a.m.

ORION**Data Visualization and Analytics in the Time of COVID: Does Democratized Access Provide Insight?****TRACK** Consulting & Practice**FOCUS** Visual Communication**SESSION TYPE** Regular Presentation (20 minutes)

Karl Keller, Communication Partners

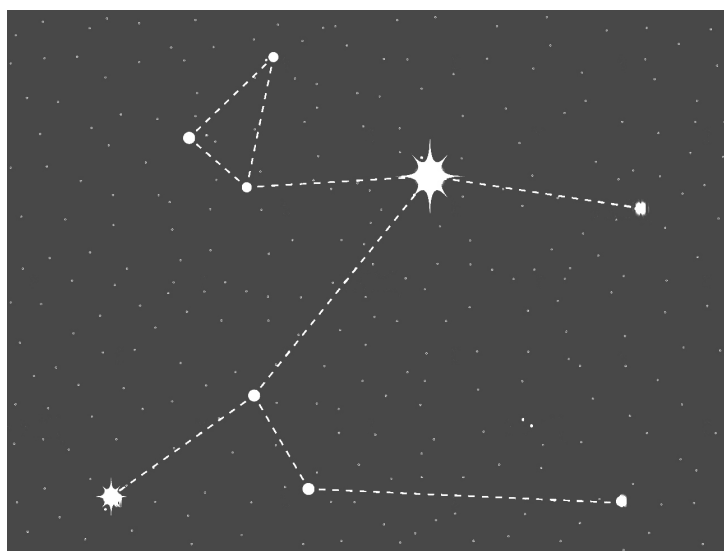
Never in the history of epidemics have ordinary citizens had access to data displays about a viral outbreak like COVID-19. This presentation will analyze the cornucopia of COVID data visualizations, providing both useful taxonomies and applicable insights about the plusses and minuses of such displays, insights directly applicable to practitioners and business communication students.

10:00 a.m. - 11:00 a.m.

CANIS MAJOR**ABC Connect**

Jacquelyn Lowman, University of Maine at Presque Isle

Back by Popular Demand: The ABC Connect Room! This is THE place to connect with others at ABC. Who should visit us? Newcomers, old-timers, and everyone in between. Reconnect with old friends. Make new ones. Find people with mutual interests or develop something new. Connections can range from finding a coffee buddy to discovering soulmates with whom to share your work.



FRIDAY

11:00 a.m. - 12:00 p.m.

ARIES Moderator: Leah Schell-Barber

ARIES **Nothing About Us Without Us: Analyzing Public Discourse on Disability Twitter to Develop More Inclusive and Accessible Workplace Communications**

TRACK Diversity, Equity, and Inclusion

FOCUS Research

SESSION TYPE Regular Presentation (20 minutes)

Kristin Bennett, Arizona State University

Mark Hannah, Arizona State University

In disability work, business and professional communicators often draw from discourse that disregards the embodied experiences of the disabled community. Responding to this community's call, "nothing about us without us," this presentation articulates a Twitter-based research method for discovering and using in organizational communications the language expressed by the disability community so as to ethically represent their interests and needs.

ARIES **The Way to Build a Successful Learning Community During a Most Disruptive Time**

TRACK Innovative Instructional Methods

FOCUS Teaching

SESSION TYPE Regular Presentation (20 minutes)

Young Sun Lee, University of Rochester

Through the Community of Inquiry (CoI) framework and pedagogy-based technology, building a supportive learning community can be accomplished online. This presentation demonstrates the way each component can be applied to business communication courses in both online and hybrid formats during the pandemic. It also describes what specific tools the author used for each element and students' impressions overall.

11:00 a.m. - 12:00 p.m.

ARIES**Using the Community of Inquiry to Create Effective Online Business Communication Classes****TRACK** Innovative Instructional Methods**FOCUS** Teaching**SESSION TYPE** Regular Presentation (20 minutes)

Kathy Langston, University of South Carolina

The rapid move to virtual learning environments in 2020 caused both business communication professors and students to question the quality of their educational experiences. The Community of Inquiry (CoI) framework helps business communication professors to create courses that produce professional communicators. This presentation discusses applying the CoI framework to offset challenges within the virtual classroom.

CYGNUS

Moderator: Ryan Fuller

CYGNUS**Starting from Scratch: Establishing a Departmental Communications Curriculum from Square One****TRACK** Innovative Instructional Methods**FOCUS** Teaching**SESSION TYPE** Regular Presentation (20 minutes)

Carl Follmer, University of Iowa

This presentation discusses how the Frank Business Communication Center integrated the “writing in the curriculum”-style pedagogical model of the Accounting Writing Program within the existing course structure of the Department of Business Analytics. The model is possible for other schools to implement due to its scalability, the valuable data it produces for reaccreditation, and potential avenues for funding.

CYGNUS**Teaching Students to Assess, Strategize, and Network in Service Learning****TRACK** Innovative Instructional Methods**FOCUS** Teaching**SESSION TYPE** Regular Presentation (20 minutes)

Samuel Head, Brigham Young University - Idaho

Rhetorical situations in industry writing contexts are rarely as sanitized as our textbooks often portray them. One method for teaching students how to handle the complexity is to train them in macro-rhetoric: a deliberative strategy for assessing, strategizing, and networking within service-learning partnerships. Doing so helps them to research, recruit, leverage, negotiate, and collaborate effectively.

FRIDAY

11:00 a.m. - 12:00 p.m.

CYGNUS

Professional Writing Internships Abroad: Stories of Student (and Program) Learning

TRACK Intercultural and Global Communication

FOCUS Research

SESSION TYPE Regular Presentation (20 minutes)

Rebekka Andersen, University of California, Davis
Business Communication Research Foundation Recipient

The presenter shares findings from an onsite study of an Australian Internship and Writing quarter abroad program. The study examined how internships abroad might best be structured to support student learning and the development of desired competencies, particularly global communication competence. Session participants will learn how student interns developed self-advocacy and adaptation skills and hear recommendations for structuring internships abroad.

GEMINI

Moderator: Mathew Gillings

GEMINI

A Project-based Approach to English for Business Purposes

TRACK Scholarship of Teaching and Learning

FOCUS Teaching

SESSION TYPE Regular Presentation (20 minutes)

William Carney, Cameron University

This presentation will explore using a project-based approach to English for Business Purposes Instruction. Through the Zoom platform, four projects helped an advanced adult learner improve her Business English skills. Insights for the traditional classroom will be discussed.

GEMINI

Emotional Intelligence (EQ) as Course Theme: Boosting EQ, Improving Communication

TRACK Scholarship of Teaching and Learning

FOCUS Teaching

SESSION TYPE Regular Presentation (20 minutes)

Michal Horton, Baylor University
Debra Burleson, Baylor University

Emotional Intelligence (EQ) as a course theme can support how students learn about business communication as inherently relational and rhetorical, while creating an intentional framework for instructors. This presentation shares methods for implementing EQ as theme in two courses: one with a writing emphasis, one about working on teams. In both courses, the theme ultimately led to empathetic, audience-focused communication.

11:00 a.m. - 12:00 p.m.

GEMINI**Learning Online, Learning to Connect: A Continuum of Learning Theories for COVID-19****TRACK** Scholarship of Teaching and Learning**FOCUS** Teaching**SESSION TYPE** Regular Presentation (20 minutes)

Lynn McCool, Drake University

The pandemic of 2020 will be remembered as a time when the world shuttered itself and tried to stave off the ravages of an unknown disease. Subsequently, higher education untethered itself from geo-centric workspaces to embrace entirely virtual environments. This presentation analyzes four major learning theories to determine which may provide a relevant foundation for online, professional communication courses.

LEO

Moderator: Suzanne Aiken

LEO**Employers' Perceptions of the Use of Emojis in Professional Messages as a Means of Personalizing Digital Communication****TRACK** Scholarship of Teaching and Learning**FOCUS** Teaching**SESSION TYPE** Regular Presentation (20 minutes)

Virginia Hemby, Middle Tennessee State University

Vik Verma, CEO of 8x8, stated "Businesses today simply cannot afford miscommunications. . .Emojis help employees communicate more effectively with each other...and are universal language regardless of your native speech." In this session, the presenter discusses perceptions of employers related to the use of emojis in professional messages and their impact on personalizing digital communication for employees, customers and/or clients.

LEO**Measuring Business and Professional Communication Skills****TRACK** Scholarship of Teaching and Learning**FOCUS** Research**SESSION TYPE** Regular Presentation (20 minutes)

Samantha Cosgrove, University of North Texas

Co-Author: Tina Coffelt, Iowa State University*Co-Author:* Bremen Vance, Northwest Missouri State University

This presentations offers results of a study that utilized multimodal pedagogy and bridging-the-gap research to analyze business and professional communication skills. It examines how communication skills are similar and different, regardless of the mode of delivery. Employers (N = 260) were asked what skills they perceive to be communication. Employers were also asked how proficient they expect a recent college graduate to be.

FRIDAY

11:00 a.m. - 12:00 p.m.

LEO

Must. Keep. Up.: Using the P.A.C.E. Model to Craft Strategic Business Communication Plans

TRACK Scholarship of Teaching and Learning

FOCUS Teaching

SESSION TYPE Regular Presentation (20 minutes)

Alisa Agozzino, Ohio Northern University

Educators have grappled with the exercise of teaching students to craft strategic plans for an organization. This research explores how campaign planning focused on the P.A.C.E. (prioritize, attest, change, educate) model can increase understanding, help students hone their strategic thinking capabilities, and encourage students to view strategic planning as the heart of communication as opposed to a daunting task that has to be overcome.

LIBRA

Moderator: Ursula Lutzky

LIBRA

Building a Digital Marketing Internship Program for Technology Based Start-ups: An Exploratory Study of Student Benefits

TRACK Technology, Digital Media, and Web 2.0

FOCUS Teaching

SESSION TYPE Regular Presentation (20 minutes)

Jamie Ward, Eastern Michigan University

Co-Author: Sufian Qrunfleh, Eastern Michigan University

Co-Author: Russ Merz, Eastern Michigan University

Co-Author: Bud Gibson, Eastern Michigan University

The objectives of this presentation are to (1) provide an overview of the purpose and characteristics of the summer internship program (Summer Clinic) developed and delivered by the Eastern Michigan University Center for Digital Engagement (CDE) over a five year period from 2015 to 2019, and (2) report the results of an exploratory study of the benefits received by a sample of student interns.

11:00 a.m. - 12:00 p.m.

LIBRA**Student Perceptions of the GroupMe App and Implications for Classroom Management****TRACK** Technology, Digital Media, and Web 2.0**FOCUS** Teaching**SESSION TYPE** Regular Presentation (20 minutes)

Lindsay Clark, Sam Houston State University

Traci Austin, Sam Houston State University

Co-Author: Ashton Mouton, Sam Houston State University

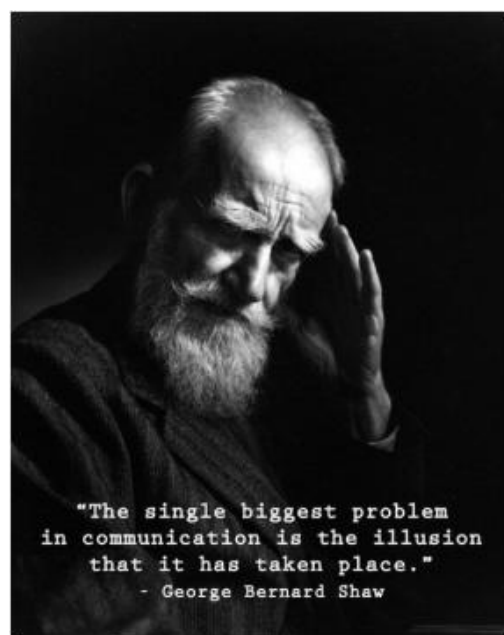
GroupMe is a common communication tool for students to share information and coordinate interactions for specific courses. Previous studies illustrate that students find multiple benefits from using GroupMe, but the app is also used for cheating, a tendency exacerbated by the COVID-19 pandemic. The presenters assessed the perceived value of GroupMe by surveying 500 students during the 2020 school year.

LIBRA**The Video Arts Briefcase Booklets, or How Do Students Learn from Video and Text?****TRACK** Technology, Digital Media, and Web 2.0**FOCUS** Research**SESSION TYPE** Regular Presentation (20 minutes)

N. Reinsch, Lubbock Christian University

Paul Reinsch, Texas Tech University

In the 1970s, 1980s, and 1990s, Video Arts (VA) published briefcase booklets, “mini-textbooks,” to accompany their business training films. This study describes and evaluates a VA theory of how people learn from film and text. The presentation will interest those concerned with the history of business communication, the genre of the business training film, or how students learn.



FRIDAY

12:15 p.m. - 1:15 p.m.

GEMINI Moderator: Mathew Gillings

GEMINI **Emerging from COVID with Personalized Student Relationships: Building Connections in a Disconnected World**

TRACK Scholarship of Teaching and Learning

FOCUS Teaching

SESSION TYPE Group Panel (60 minutes)

Becky Crews, Miami University
Justin McGlothlin, Miami University
David Eyman, Miami University
Jon Maxey, Miami University
Cindy Oakenfull, Miami University
Kerrie Carsey, Miami University

In this panel, faculty from our skills-based, experiential program will discuss strategies for working with teams to provide individualized attention, building one-on-one connections with students when they feel disconnected, and personalizing communication in large classrooms. Faculty will discuss strategies to facilitate personalized learning and equip students with the skills they need to be successful business communicators in an uncertain world.

LEO Moderator: Suzanne Aiken

LEO **Persistence Indicators for Hispanic Serving Institutions Professional Communication Programs**

TRACK Scholarship of Teaching and Learning

FOCUS Teaching

SESSION TYPE Regular Presentation (20 minutes)

Kenneth Price, Texas A&M University-Kingsville

With the steep growth of the Hispanic student population in colleges and universities, Hispanic Serving Institutions (HSIs) have become important higher-education providers. This presentation addresses the problems preventing persistence within professional communication programs at Hispanic Serving Institutions (HSIs) and suggests ways to enhance access and success for Hispanic students pursuing degrees and certifications in business and technical communication.

12:15 p.m. - 1:15 p.m.

LEO Student Perceptions of B-Comm Online Learning Practices in the Post-COVID Era**TRACK** Scholarship of Teaching and Learning**FOCUS** Teaching**SESSION TYPE** Regular Presentation (20 minutes)

Lucia Sigmar, Stephen F. Austin State University
 Marsha Bayless, Stephen F. Austin State University

More students than ever have taken online courses by necessity during the pandemic. This study investigates students' perception of their learning experience in online business communication courses to determine which practices were the most and least helpful in achieving the course learning objectives in our Post-COVID Era.

LEO Students' Perceptions of Professional Short-Messaging Education in Undergraduate Courses**TRACK** Scholarship of Teaching and Learning**FOCUS** Teaching**SESSION TYPE** Regular Presentation (20 minutes)

Seth Frei, Texas State University
 Allison Alford, Baylor University

Popularity of short-messaging formats, like text and chat, are on the rise in the workplace. However, students may be ill-equipped to communicate effectively using these methods due to lack of formal training. This study set out to understand students' experience, confidence, and education related to professional short-messaging. Results indicate a need for education on short-messaging in the business communication classroom.

LIBRA Moderator: Ursula Lutzky**LIBRA Genre Set in an Online Marketplace: An Integrated Approach to the Understanding of Etsy Messages****TRACK** Technology, Digital Media, and Web 2.0**FOCUS** Research**SESSION TYPE** Regular Presentation (20 minutes)

Junhua Wang, University of Minnesota
 Hua Wang, Cornell University

In this research, a genre set of Etsy messages was collected from an Etsy shop in one year's time in order to investigate how business correspondence genres enter into the complex of e-commerce activities, and how the genre set analysis may serve as an assessment tool to evaluate the effectiveness of a larger genre system in the Etsy shop website.

FRIDAY

12:15 p.m. - 1:15 p.m.

LIBRA

Shaping the Future of COVID-19 Data Visualizations: Lessons from the Golden Age of Statistical Graphics

TRACK Visual Communication

FOCUS Research

SESSION TYPE Regular Presentation (20 minutes)

Sara Doan, Kennesaw State University

This presentation compares and contrasts the functions of two visuals from the founding of epidemiology to two visuals about COVID-19 to yield insights for business communicators. Some of the lessons include writing a strong annotation layer, localizing visuals within their cultural contexts, and emphasizing calls to action for non-experts' decision-making.

LIBRA

The Entrepreneurial Business Pitch: Content, Structure, Slide Design, and Speaking Strategies

TRACK Visual Communication

FOCUS Consulting & Practice

SESSION TYPE Regular Presentation (20 minutes)

Mason Pellegrini, Purdue University

When asked what makes an effective business pitch, entrepreneurs usually say “storytelling.” But what does this mean? And how can storytelling and other strategies make a pitch more persuasive? From the perspective of a teacher of entrepreneurs and former entrepreneur, this presentation answers these questions, analyzing the pitch genre by covering content, structure, slide design, and speaking strategies.



12:15 p.m. - 1:15 p.m.

ORION Moderator: Leah Schell-Barber

ORION **MBA Student Communication Excellence Tool Kit**
TRACK Executive / MBA

FOCUS Teaching

SESSION TYPE Group Panel (60 minutes)

Jolanta Aritz, University of Southern California

Patricia Harms, University of North Carolina - Chapel Hill

Tatiana Kolovou, Indiana University

Lisa Pawlik, University of Michigan

Co-Author: Carolin Fleischmann, University of Applied Sciences Ansbach

Five ABC MBA SIG members, four schools, one cutting-edge collection of best practices. A session focused on helping students find their authentic story, leverage virtual and face-to-face interactions that make learning real, and design client projects that prepare students for their future. Walk away with worksheets, assignments, rubrics, and workshop designs in a “tool kit” designed to help your students stand out and communicate with resilience.

1:30 p.m. - 2:30 p.m.

ARIES Moderator: Stephen Carradini

POSTER SESSIONS
ARIES **Teaching with Simulations: Centauri**
TRACK Innovative Instructional Methods

SESSION TYPE Poster

Kimberly Jordan, Ohio University

Co-Author: Mariah Waring, Ohio University

Simulations create engaging learning experiences dynamically through the use of stories, sights, and sounds to strengthen the reality of choices and increase involvement. The replicable, shared experience then serves as the source of the debrief process to consolidate learning. Use a screen-based story simulation, like Centauri, to engage learners in team and leadership skills needed by all.

FRIDAY

1:30 p.m. - 2:30 p.m.

ARIES

The Archive as Client: Challenging Students with Brand Language and Technical Writing Precision

TRACK Innovative Instructional Methods

SESSION TYPE Poster

Tara Moore, Elizabethtown College

Co-Author: Rachel Grove Rohrbaugh, Elizabethtown College

Students who wrote entries for the college archive learned how to adapt to the client's brand language. These students practiced the soft skills associated with client-based projects. The nature of an "in-house" client eases many of the organizational challenges associated with lining up a client for coursework. The presentation shares observations of learning and the benefits of "in-house" client work.

GEMINI

Moderator: Sabrina Pasztor

POSTER SESSIONS

GEMINI

"It's a Posture Thing": A Case Study of a Multilingual Conflict in a Dutch Warehouse

TRACK Intercultural and Global Communication

SESSION TYPE Poster

Bianca Dijkstra, University of Groningen

Communication is informed by language, but also by other resources, such as your gestures, facial expressions and posture. This poster investigates how these factors contributed to an interpersonal conflict in a multilingual blue-collar environment in an ethnographic case study. Insights into these causal factors inform theory on workplace communication and may ensure more effective and safer interactions.

GEMINI

Effective Communication and Knowledge Sharing: The Role of Chinese Millennials in Project-based Organizations

TRACK Intercultural and Global Communication

FOCUS Research

SESSION TYPE Poster

Birgit Meyer, Bosch Rexroth AG

How will the behavior of Chinese millennials effect communication and knowledge sharing in project based organizations? Communication research in virtual project environments might lead to new insights whether barriers for knowledge sharing in virtual environments are attributable to culture, virtuality, or experience with technology. An amended Delphi technique was applied in a laboratory study with university students in Hong Kong.

1:30 p.m. - 2:30 p.m.

POSTER SESSIONS, *continued***GEMINI****Talking Trust: Leader Attributes And Communication Styles That Engender or Deflate Employee Trust****TRACK** Organizational Communication**SESSION TYPE** Poster

Sabrina Pasztor, University of Southern California

Leader characteristics, attributes, and communication styles that engender employee trust are more critical than ever given unprecedented upheavals in the global labor force. Employees are by necessity now more heavily reliant on their leaders with changing labor demographics, geographics, and technology use/access. This session focuses on an exploratory study under development to survey employees at mid-line managerial levels on communication skills and valued traits most-needed to engender employee organizational trust.

2:00 p.m. - 3:30 p.m.

CANIS MAJOR**ABC Connect**

Jacquelyn Lowman, University of Maine at Presque Isle

Back by Popular Demand: The ABC Connect Room! This is THE place to connect with others at ABC. Who should visit us? Newcomers, old-timers, and everyone in between. Reconnect with old friends. Make new ones. Find people with mutual interests or develop something new. Connections can range from finding a coffee buddy to discovering soulmates with whom to share your work.

3:00 p.m. - 4:00 p.m.

ARIES

Moderator: Stephen Carradini

ARIES**“So, Who Did You Vote For?”: An Examination of Comfort With Political Discussions at Work****TRACK** Interpersonal Communication**FOCUS** Research**SESSION TYPE** Regular Presentation (20 minutes)

Hailey Gillen Hoke, Weber State University

“So, who did you vote for?” can be an incredibly uncomfortable question when asked at work, especially in an increasingly volatile and partisan political landscape. This quantitative study examines the (dis)comfort involved with political discussions in the workplace. The author explores the potential impacts of this study on individuals, interpersonal relationships, and organizational culture.

FRIDAY

3:00 p.m. - 4:00 p.m.

ARIES

I Hear You: The Online Students' Perspective of Instructor Interpersonal Transactions in the Online Business Communications Classroom

TRACK Regular Presentation (20 minutes)

FOCUS Interpersonal Communication

SESSION TYPE Teaching

Laurie Rogers, Stephen F. Austin State University

Do students have an opinion of their online instructors' interpersonal transactions? This mixed-method study explored online students' perceptions of their instructors' interpersonal exchange, including warmth, care, collaboration and open communication. Interpersonal transactions identified as most important and those missing in online experiences will be discussed.

ARIES

A Rapport-based Virtual Events Framework

TRACK Organizational Communication

FOCUS Teaching

SESSION TYPE Regular Presentation (20 minutes)

Mollie Hartup, Kent State University

College students attending virtual events favor interaction over perfection, according to a recent study. Participants were able to forgive technical issues in favor of being able to communicate in real time during the event. A framework for virtual event design that draws on Masspersonal Communication Model (O'Sullivan & Carr, 2018), presence theory (Lee, 2004), and rapport (Gremier & Gwinner, 2000) is proposed.

CYGNUS

Moderator: Ryan Fuller

CYGNUS

Activities to Practice Listening and Non-verbal Communication Skills in the COVID Classroom

TRACK Innovative Instructional Methods

FOCUS Teaching

SESSION TYPE Regular Presentation (20 minutes)

Jenny Morse, Colorado State University

How do students apply concepts about effective listening and non-verbal communication when they are six feet away from each other and wearing masks in the classroom? This presentation reviews 4 specific exercises used in the COVID classroom to help students practice active listening, signaling and recognizing emotions nonverbally, giving and following instructions, and working together as a group.

3:00 p.m. - 4:00 p.m.

CYGNUS**Constructing Presence in the Classroom: Using a Social Presence Framework to Create Intentional Strategies for Engaging Students****TRACK** Innovative Instructional Methods**FOCUS** Teaching**SESSION TYPE** Regular Presentation (20 minutes)

Jeanine Turner, Georgetown University

How can a teacher effectively manage presence when the students are on their phones? Or even online from their dorm rooms? How can faculty and staff navigate the demands of hybrid meetings? This session explores the Attentional Social Presence Framework as a way to help communicators develop appropriate strategies for constructing social presence within the classroom environment.

LEO

Moderator: Andy Cavanaugh

LEO**Using Grammarly: Perceptions of Its Influence on Effective Writing****TRACK** Scholarship of Teaching and Learning**FOCUS** Research**SESSION TYPE** Regular Presentation (20 minutes)

Virginia Hemby, Middle Tennessee State University

Carol Wright, Stephen F. Austin State University

What are business students' perceptions of the use of the premium subscription Grammarly program? Do they believe it effectively teaches writing skills? Presenters in this session will take up these and other questions.

LEO**Writing the LinkedIn Bio: Recovering Heuristics, Pisticis, and Protrepics****TRACK** Scholarship of Teaching and Learning**FOCUS** Teaching**SESSION TYPE** Regular Presentation (20 minutes)

Randy Waller, Baylor University

Michal Horton, Baylor University

This presentation begins with a streamlined version of Aristotle's discovery heuristic and then pivots to a series of reflection activities that guide students in writing their own LinkedIn bio. Attendees will become equipped to implement an integrated strategy for teaching evidence-based, audience-centric writing—two discursive practices emerging as priorities in the business communication curriculum of the twenty-first century.

FRIDAY

3:00 p.m. - 4:00 p.m.

LEO

Written Communication Instruction and Assignments in an Economics Program: A Syllabi Analysis

TRACK Scholarship of Teaching and Learning

FOCUS Teaching

SESSION TYPE Regular Presentation (20 minutes)

Jordana Garbati, University of Toronto

This presentation highlights the number and type of assignments across the curriculum, evidence of scaffolded instruction, and the presence of learning outcomes in a syllabus study of an undergraduate economics program. Moreover, this presentation demonstrates the place and expectations of writing instruction within the economics curriculum and the value and limitations of a syllabi study.

LIBRA

Moderator: Suzanne Aiken

LIBRA

2020 Award for Excellence in Communication Consulting: Crisis Communication in the Caribbean

TRACK Executive / MBA

FOCUS Consulting & Practice

SESSION TYPE Regular Presentation (20 minutes)

Theomary Karamanis, Cornell University

Recipient 2020 Award for Excellence in Communication Consulting

This presentation shares information from a train-the-trainer risk and crisis communication workshop for the Caribbean Public Health Agency. The overall goal of that workshop was to enhance the competencies of health communication specialists in the region so that they could in turn advise and/or train others to utilize effective communication strategies during public health emergencies. This excellence in training project was an integral part of the award winning entry for ABC's 2020 Award for Excellence in Communication Consulting.

3:00 p.m. - 4:00 p.m.

LIBRA

Emotional Intelligence for the Burned-Out Business Communicator

TRACK Interpersonal Communication

FOCUS Consulting & Practice

SESSION TYPE Regular Presentation (20 minutes)

Karin Goettsch, Global Collaboration Insights

In addition to supporting interpersonal relationships, emotional intelligence offers stress management capabilities for the business communicator's toolkit. This session provides a high-level overview of emotional intelligence and one research-based model (EQ-i 2.0), and focuses on three relevant components: flexibility, stress tolerance and optimism. Practical takeaways will inspire strengthening emotional intelligence to address burnout and improve workplace and personal well-being.

LIBRA

Global Problem - Global Workplace: Communication during Organizational Change and Perception of the New Remote Workplace and Business Environment

TRACK Organizational Communication

FOCUS Research

SESSION TYPE Regular Presentation (20 minutes)

Elena Chudnovskaya, Texas Tech University

The purpose of this presentation is to examine effective communication and adjustment strategies used by companies in the U.S. and other countries during organizational change caused by COVID-19. Individual interviews and an online survey were conducted to collect data. The findings of the study will allow the organizational members to navigate in a transformed workplace and business environment.

FRIDAY

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

BIG DIPPER Andy Cavanaugh

BIG DIPPER **My Favorite Assignment III**

TRACK Innovative Instructional Methods

FOCUS Teaching

SESSION TYPE Lightning Roundtable

D. Joel Whalen, DePaul 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.

Recognizing Personal Bias in Communication

Ann Springer, Brigham Young University-Hawaii

The Five Pillars of Well-Being

Ryan Fuller, California State University, Sacramento

Co-Author: Hakan Ozcelik, California State University, Sacramento

Co-Author: Amy Mickel, California State University, Sacramento

Co-Author: Laura Rioli, California State University, Sacramento

Networking Meeting Presentation

Maria Elizabeth Colman, University of Southern California

The Business Profile: Connecting Students with the Greater Community

Scott Reber, University of Wisconsin - La Crosse

Vocal Control Impromptu

Thomas Landis, Indiana University

What's up with Her? Learning About Personality

Carol Wright, Stephen F. Austin State University

Escaping the Read + Write: Designing Creative Discussion Boards that Promote Student Engagement

Kimberley Williams, University of Alabama

"Spaghetti Analysis" to Improve Student Writing

Christopher McKenna, Stephen F. Austin State University

An Organized Room is an Organized Report

Jessie Lynn Richards, University of Utah

Blindfolded Puzzles: Practicing Cross-cultural Communication

Jenny Morse, Colorado State University

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

My Favorite Assignment III, continued**Breaking Down Barriers: The Internet Accessibility Assignment**

Jacquelyn Lowman, University of Maine at Presque Isle

Divide and Conquer: A Campaign-Style In-Class Writing Review Activity

Jessica Sheffield, University of Florida

The Hardest Question in the World

Joey Ray, University of Nevada, Reno

Using Dial Testing to Evaluate Business Presentations

Peter Cardon, University of Southern California

Bryan Marshall, Georgia College

Testing the Power of Positivity

Jennifer Cummings, University of Utah



FRIDAY

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

GEMINI Moderator: Tara Moore

GEMINI **Three-Minute Research Pitch**

TRACK Organizational Communication

FOCUS Research

SESSION TYPE Group Panel (60 minutes)

In this panel, participants will inform the audience of a research project they are working on or have just completed. Each presentation will be three minutes in which the participants showcase their project, explain its significance, and elicit questions or feedback. This panel is organized by the Research Committee.

Narrative Semiotics in Issues Management Research

Sky Marsen, Flinders University

This presentation overviews the use of narrative semiotics in analysing organizational risk issues. The aim is to show how this approach can help prevent these issues from escalating into a crisis.

The Role of Content Operations Maturity Level in Client-Based Projects by Content Strategy Students

Kim Sydow Campbell, University of North Texas

This project presents in three case studies carried out in client projects by graduate students. The aim is to explore the use of case studies in business communication.

Aligning Business Models with User Goals: Developing a Mentor Program Management System as a Model of Humane Technology

Ryan Wold, University of Minnesota, Twin Cities

This research explores the communication technologies used to facilitate mentor programs. Interviews with stakeholders from mentor programs including corporations, universities, 12-step recovery groups, and startup incubators, reveal the tools used to facilitate mentor programs are often not aligned with the goals of mentor program stakeholders.

Webcare Interactions on Instagram

Stefan Diemer, Trier University of Applied Sciences

The project investigates the pragmatics of webcare interactions in an international business context through Instagram. We follow a data-driven approach specifically optimized for multimodal data, providing an interdisciplinary, applied perspective. The basis for the long-term study is a collection of Instagram posts and comments by 40 European companies from 2018-21.

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

GEMINI

Moderator:

GEMINI**Developing Competencies for Communicating and Working Across Cultures in the Classroom: A Team-Based Learning Approach****TRACK** Intercultural and Global Communication**FOCUS** Teaching**SESSION TYPE** Workshop (advance signup required)

Judith Ainsworth, McGill University

Annelise Ly, Norwegian School of Economics

This workshop illustrates how students can learn about negotiations across cultures using a Team-Based Learning (TBL) approach. The workshop will be highly interactive with attendees participating in a full TBL sequence of activities using a cross-cultural negotiation simulation. The module will enable attendees to discover how TBL can help future global leaders successfully communicate in international settings. Participants will leave this workshop with a new approach to teaching both Business Communication and global leadership.

ORION

Moderator: Stephen Carradini

ORION**Artificial Intelligence for Business Communication****TRACK** Technology, Digital Media, and Web 2.0**FOCUS** Research**SESSION TYPE** Workshop (advance signup required)

Peter Cardon, University of Southern California

Jolanta Aritz, University of Southern California

Stephen Carradini, Arizona State University

Kristen Getchell, Babson College

James Stapp, Oklahoma State University

Co-Author: Carolin Fleischmann, University of Applied Sciences Ansbach*Co-Author:* Haibing Ma, DeepBlue Technology (Shanghai) Co.,Ltd

This interactive workshop focuses on AI technologies that are impacting business communication. Please join the panelists as they demonstrate some of these technologies and form working groups to continue working on research and teaching about AI-assisted communication.

SATURDAY

9:00 a.m. - 11:30 a.m.

BIG DIPPER Moderator: Andy Cavanaugh

BIG DIPPER **My Favorite Assignment IV**

TRACK Innovative Instructional Methods

FOCUS Teaching

SESSION TYPE Lightning Roundtable

D. Joel Whalen, DePaul 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.

Building Future Critical Scholars in Classrooms: Questioning and Reevaluating the Status Quo

Raihan Jamil, University of Liberal Arts Bangladesh

Creating Cross-Cultural Simulations and Culture Games: Play On

Payal Mehra, Indian Institute of Management Lucknow

Know Your Audience

Robyn Albers, Zayed University

Hierarchical Communication

Howard Leland Smith, University of Tennessee - Martin

Hotel Email-Message Faux Pas

Lynn McCool, Drake University

Interviewing Alone

Susan Luck, Pfeiffer University-Charlotte, NC

Large Group In-Class Collaborative Presentation

Patricia Harms, University of North Carolina - Chapel Hill

Learn, Serve, and Lead: Experiential Learning through Volunteering for Non-Profit Organizations

Xiaoli Li, University of Dayton

Social Media Content Calendar

Heidi Everett & Emil Towner, St. Cloud State University

My User Manual Assignment

James Stapp, Oklahoma State University

Pandemic Safety Plan

Elena Chudnovskaya, Texas Tech University

9:00 a.m. - 11:30 a.m.

My Favorite Assignment IV, *continued*

Picture It, Tale It! Transforming the Uncomfortable Business Storyteller with a Vivid Story or Two

Trent Deckard, Indiana University

Request for Funding to Complete a Business Writing Course

Catherine Flynn, Purdue University Global

Rhetorical Analysis Assignment

Brent Lucia, University of Connecticut

10:30 a.m. - 1:30 p.m.

LEO

Moderator: Veronica McCray

LEO

Earn Accreditation in SOCIAL STYLE® to Expand Students' Interpersonal and Inclusive Communication Skills

TRACK Diversity, Equity, and Inclusion

FOCUS Teaching

SESSION TYPE Workshop (advance signup required)

Judy Tisdale, University of North Carolina- Chapel Hill

David Collins, TRACOM Group

Daisy Lovelace, Duke University

Jana Seijts, Western University

Demonstrating versatility and inclusive communication skills is critical in today's global business environment. During this workshop, participants can earn accreditation in SOCIAL STYLE®, a communication skills program used by companies in over 100 countries and integrate this profile into their business communication courses. Using SOCIAL STYLE®, students can learn interpersonal communication tools to effectively manage conflict and navigate cross-cultural communication.



SATURDAY

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