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Fostering Excellence in Business Communication
The Association for Business Communication (ABC) Newsletter

ABC Newsletter

Issue 30, December 2021

From the President



Geert Jacobs, ABC President

Dear members of ABC, friends and colleagues,

ABC Presidents come and go. My time to go has come. As the pandemic shook up our long-standing routines, I was asked to serve as your President for two years. All other members of the Board were asked to put in an additional year of ABC service too. I believe it's been a unique learning experience, both personally and for the Association.

Drawing on this experience as well as on the outcome of numerous member meetings over the past few years, the Board has worked hard to develop a number of proposals for important ABC leadership changes. We believe they will make ABC even stronger, more effective in pursuing its goals and more open as we welcome new members. You'll be invited to vote on the proposed leadership changes soon.

While ABC Presidents come and go, our Executive Directors provide stable leadership. As you know, our amazing colleague and friend Jim Dubinsky is stepping down as ABC Executive Director at the end of this year. We are deeply sorry to see him go, but we are also immensely grateful for the generous, friendly, efficient, charismatic and visionary way in which he has conducted the day-to-day management of ABC for a full decade. Jim has made our Association more professional, more global, more diverse and financially healthier. Once more: thank you very much, Jim. Meanwhile, Kathryn Rybka is taking over as our Interim Executive Director. It's wonderful to know ABC's future is in such good hands.

in many parts of the world (including Belgium, where I live), the pandemic continues to dramatically impact our lives. I wish you all the very, very best. Please

take care. I look forward to seeing you all as soon as possible.

Geert Jacobs
ABC President

From the Executive Director



Jim Dubinsky, ABC Executive Director

Dear ABC Members,

After 15 years of service to ABC as an elected officer and your executive director, I am stepping down. My last day will be at year's end: 31 December. I have enjoyed having the privilege to serve this fine organization, one of the oldest communication organizations in the world.

As an organization, ABC has a rich history. Formed in 1936 as The Association of College Teachers of Business Writing, we have always been the preeminent scholarly organization for business communication. In its many forms, ABC has served as a foundation for or a strong influence on several other fields, including management, corporate, and organizational communication.

As ABC's first vice president, I had the opportunity to lead the development of our first strategic plan in well over a decade. That plan (2008) and its successors have played critical roles in ABC's strategic development to become more inclusive and more international in scope. I learned so much from my colleagues, such as Jacqueline Harrison (New Zealand), Hiromitsu Hayashida (Japan), and Bertha Du-Babcock (then Hong Kong). They were my mentors and guides, helping me navigate and learn about what globalization should look like to benefit all of our members.

As a result of our efforts, ABC made it to Montreal in 2011 and Dublin in 2017, and we had our sights set on Seoul, but then COVID. Still, even in the time of COVID, ABC has managed to learn how to use the virtual environment to create and share knowledge and build camaraderie. Both virtual events attracted over 400 attendees. Both 2020 and 2021's conferences gave our leadership teams opportunities to excel, adapt, and learn to navigate new terrain.

The excitement generated by the Whova app (which we'll use next year), particularly all of the commentary, pictures, and the "battle for who would have the most points for posting," reminded me of the excitement of our Second Line Parade down the French Quarter in 2013, when the tourists (ABC conference attendees) became the attraction, or the quiet beauty of stepping out of the Royal Marine Hotel in Dún Laoghaire in 2017 to view the gorgeous Dublin Bay. I will never forget our first-ever conference outside North America, and I look forward to traveling to see our colleagues across the globe in the future.

I'm proud to have served my ABC HQ colleagues, led ably by Marilyn Buerkens, who has been with me almost since the beginning. We all will benefit from having her steady hand, compassion for others, and breadth of experience to help guide ABC's ship. My colleagues--Barbara D'Angelo, Alfredo Deambrosi, Stephanie Smith, and Andy Cavanaugh--have all helped ABC grow, using their many skills with technology to meet your needs. We've been fortunate to have such talented, dedicated individuals on our team. I've also benefitted from working with the many ABC members who have served on our Board of Directors, as Committee and SIG chairs, as editors and associate editors of our two journals, and as conference co-chairs. I also want to share my thanks to Sky Marsen, our newsletter editor (and Research Committee chair), who is giving up the editorial reins after this issue.

Finally, I want to recognize the many exemplary leaders who have served as president. Earlier, I mentioned some, but I want to thank them: Gerri Hynes, Hiro Hayashida, Nancy Schullery, Kathy Rentz, Peter Cardon, Bertha Du-Babcock, Debby Roebuck, Lisa Gueldenzopf Snyder, Marci Robles, and our current president Geert Jacobs. I've leaned on Marci quite a bit, and Geert has been the driving force in our latest strategic plan, available to members from our About page: <https://www.businesscommunication.org/page/about>). I encourage you to read it. Due to his leadership and the support of the previous leaders, we have an exciting future. Incoming president Joel Whalen, and the rest of the EC, along with our interim ED, Kathryn Rybka, will continue our tradition of innovation.

I won't belabor the act of leaving, although my lovely wife and life partner Robyn often tells me leaving is a weakness of mine. Once I get settled and comfortable, I find it hard to go. I tell her it was all of the years in the military, having to move all of the time.

So, I'll take my leave by referring back to my presidential speech from 2009; it still seems relevant. In that talk, I mentioned how I had introduced a different style of collaboration during the Board meeting: a dialogic, conversational process called the World Café model. I explained that the model, in Peter Senge's words, fosters "collective creativity."

I leave with that idea in mind, hoping our organization will continue to, in my words from 2009: think together in teams, actively listen, and share with a wide range of people in small, intimate settings. What the Board did in 2009 is not new, and it has been going on in ABC for quite some time. ABC has been holding a conversation about who we are and where we're going for many years. The difference is that now it is an explicit rather than a tacit strategy. I hope the conversation about identity will continue, and in whatever way I can, I'd like to help us continue to grow as a collective and creatively.

Jim Dubinsky
ABC Executive Director

Conference News

The 2021 Annual Conference was held online in October using the Whova platform. The conference attracted many participants and presenters and was a success. The following ABC members received awards.

Distinction in the Practice of Diversity & Inclusion

(Sponsored by Peter Cardon)

Sushil Oswal, University of Washington

Zsuzsanna Palmer, Grand Valley State University



Rising Star Award

(Sponsored by SAGE)

Stephen Carradini, Arizona State University



Distinguished Book on Business Communication

(Sponsored by SAGE)

Andrew Herrmann, East Tennessee State University

International Handbook of Organizational Autoethnography

Outstanding Article in the *International Journal of Business Communication*

(Sponsored by Paula Lentz and Kathy Rentz)

J. Brian Houston, D. Lagree, M. Duffy, and H. Shin, University of Missouri

The Effect of Respect: Respectful Communication at Work Drives Resiliency, Engagement, and Job Satisfaction among Early Career Employees

Outstanding Article on Business Communication in a Non-ABC Journal

(Sponsored by ABC)

Junhua Wang, University of Minnesota Duluth

“Genre Change in the Online Context: Responding to Negative Online Reviews and Redefining an Effective Genre Construct on Amazon.com.”



Outstanding Article in the *Business & Professional Communication Quarterly*

(Sponsored by Mary Ellen Guffey & Dana Loewy)

Sally Hastings, S. Aponte, E. Valverde, C. Grimstock Kilgore, R. Fraser, M. Missigman, J. Bisasan, & L. Rosas, University of Central Florida

“Nonverbal Communication and Writing Deficiencies of Graduates: Research by Undergraduates for Undergraduates.”

Outstanding Dissertation Award

(Sponsored by a Special Friend of ABC)

Rebecca Van Herck, Ghent University

Dear Customer, you've got mail: A closer look at discourse moves, discursive legitimation, and the effects of interpersonal strategies in email responses to customer complaints.



Innovation in Teaching with Technology

(Sponsored by Amy Newman)

Sean Trainor, University of Florida



Kitty O. Locker Outstanding Research Award

(Sponsored by McGraw-Hill and ABC)

Yeonkwon Jung, Kansai Gaidai University



Business Communication Impact Award

(Sponsored by the Marshall School of Business, USC)

Peter Cardon, University of Southern California



Bryan Marshall, Georgia College



“The Hype and Reality of Social Media Use for Work Collaboration and Team Communication”

Ambassador Award

(Sponsored by ABC)

Clark Barwick, Indiana University



Francis Weeks Award of Merit

(Sponsored by ABC)

Bertha Du-Babcock, Wenzao Ursuline University of Languages



Honorary Member Award

(Sponsored by ABC)

Saint Lowman, University of Maine at Presque Isle



Distinguished Member Award

(Sponsored by ABC)

Barbara Davis, University of Memphis



Fellow of ABC Award

(Sponsored by ABC)

Janis Forman, University of California, Los Angeles



Distinguished Member Award

(Sponsored by ABC)

Almut Koester, Vienna University of Economics and Business



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ABC News

Website Security

To help provide extra security for the ABC website, login now requires Two Factor Authentication. When logging in, along with your user name and password, you will be prompted to supply a digital token. At login time, a six-digit verification token will be sent to your primary email address.

To reset your ABC user name and/or password, near the bottom of the ABC home page, click Username and/or Password Help.

If you are not getting ABC email on a regular basis, you may have accidentally opted out of the mail. For assistance, contact abcoffice@businesscommunication.org.

Membership Payment Assistance

Did you receive an error message when attempting to pay your membership dues? On a very random basis, some members have received an unexpected message during the payment process indicating, "This invoice is paid. Contact merchant for assistance."

For assistance, please contact abcoffice@businesscommunication.org. We can easily process your credit card transaction.

Regional Vice President for Europe, Africa, and the Middle East



Congratulations to Ursula Lutzky, the newly elected Regional Vice President for Europe, Africa, and the Middle East. Ursula starts her four-year term on January 1. She will replace Erica Darics, who will serve as ABC's Second Vice President.

Thank you to Stefan Diemer for his willingness to run for election on the RVP ballot for Europe, Africa, and the Middle East.

Educating Global Communicators Symposium



Image courtesy Flinders University

Sky Marsen organized an international symposium on the opportunities and challenges of research and teaching communication. The symposium was

organized into three panels, each on a different theme affecting communication scholars: the value of academic communication research in relation to industry practices; the relationship among the different communication disciplines; and the impact of global trends on the communication curriculum. The presenters were international leaders in their field and included ABC members, Kirk St.Amant., Peter Cardon, and Stephen Carradini.

The symposium attracted attention and had a large online attendance, with participants from all over the world. Sky hopes this symposium will signal ongoing discussion and constructive collaboration on relevant issues. For more information on the symposium and the program, please contact Sky Marsen, skymarsen@gmail.com

Editor for BPCQ

The Publications Board of the Association for Business Communication (ABC) is soliciting nominations for the Editor of *Business and Professional Communication Quarterly* (BPCQ). Self-nominations are welcome.

BPCQ, first published in 1969, is the only refereed journal devoted to research that advances the teaching of communication in the workplace. As an official publication of ABC, *BPCQ* publishes peer-reviewed, rigorous original research that advances knowledge about business and professional communication pedagogy and praxis in both academic and workplace settings. Articles in *BPCQ* present a variety of theoretical, applied, and practical approaches and perspectives, including technical and scientific communication, rhetoric, program design and assessment, the impact of technology, sustainability, global and multicultural issues, nonprofit communication, qualitative and quantitative research on classroom teaching, and case studies of best practices. *BPCQ* especially welcomes manuscripts that address the principles of SoTL (scholarship of teaching and learning).

More details about the journal can be found online at <http://journals.sagepub.com/home/bcq>.

The Editor serves for a four-year term that can be renewed. In that first term, the Editor has responsibility for publishing volumes 85-88 (2022-2025). A complete list of Editor duties can be found on pages 83 and 84 of the ABC Operational Guidelines, which are available online

at <https://www.businesscommunication.org/page/bylaws>.

To allow for a smooth transition, we ask the incoming editor to shadow and work with the current editor as soon as possible following the time of appointment. During that on-boarding process, the incoming editor will learn about the journal and its submission, review, and publication processes. In addition, we will ensure that the incoming editor has an opportunity to meet the key staff at SAGE Publishing who will work with the editor on publishing the journal. Finally, if at all possible, the incoming editor will travel to Tampa (at ABC's expense) to meet the Board of Directors during the 2022 ABC Annual Conference (October 3-8, 2022). The incoming editor's responsibilities will commence July 1, 2022.

Please submit a nomination package including:

- a letter of application
- a current CV
- 2 letters of support from published scholars familiar with the candidate's scholarly work, editing experience, and/or suitability for the task of journal editing
- a letter of support from the candidate's home institution. The letter of support should acknowledge your home institution's understanding that the candidate may serve as editor if chosen and that it will not require ABC to pay compensation to the university in exchange for the candidate's service should the candidate be chosen to serve as Editor.

Please send your nomination package no later than January 15, 2022, to Dr. Jason Snyder, Publications Board Chair (snyderjal@ccsu.edu). Review of packets will begin immediately and continue until the position is filled.

Funding for Mentoring Research

ABC member Ryan Wold received \$75,000 from ECMC Group, a non-profit corporation aimed at empowering underserved communities through education, and University of Minnesota Holmes Center for Entrepreneurship for the Fund Mentoring Technology Platform, the startup spun out of his dissertation research. This research is on the technologies used to facilitate mentor programs in higher education. This grant demonstrates the value of this research for community initiatives.

Ryan's platform aims to provide an easy, inexpensive way for organizations to create small or niche mentor programs and to offer more students the opportunity to experience the benefits of mentorship. The funding will allow him to continue his research into May 2023.

Call for Papers for Special Issue

Nicolas Ruytenbeek and Sofie Decock, of Ghent University, Belgium, are editing a special issue of the *International Journal of Business Communication*, The expression of and reactions to customer (dis)satisfaction online.

Scholars have started to research companies' responses to customer complaints and negative consumer feedback from the perspective of discourse analysis and linguistic pragmatics, paying attention to their linguistic realizations and their interactional dynamics. To date, there is, however, little knowledge on the communicative strategies used by (dis)satisfied customers to voice their (dis)satisfaction, and on those used by companies to address consumer feedback. The aim of this Special Issue thus is to further expand our knowledge on the discourse-pragmatic strategies used by (dis)satisfied customers online, and on how these different strategies influence other prospective customers' perceptions, ultimately impacting their purchase decisions.

This Special Issue positions itself at the intersection of linguistics, communication and marketing studies. Its aim is to further expand our knowledge on the discourse-pragmatic strategies used by (dis)satisfied customers and organizations online, and on how these different strategies influence other prospective customers' perceptions, ultimately impacting their purchase decisions. We are interested in articles focusing on the discourse of consumer feedback, webcare, or both, on different social media platforms (e.g., Twitter, Facebook, TripAdvisor), informed by different research traditions (e.g., conversation analysis, pragmatics, forensic linguistics, service research, PR studies), and adopting different theoretical perspectives (e.g., politeness, emotional contagion, credibility, customer satisfaction, organizational reputation, conversational human voice, corporate legitimacy). Overall, we target articles which connect a focus on the linguistic and discursive aspects of customer feedback and webcare with insights from service, hospitality and PR research.

For your submission, please send an initial proposal consisting in a short version of your article (approximately 3-5 pages). This proposal should include your research questions, description of data, approach, and (expected) results. Your proposal should be submitted through e-mail to Nicolas.Ruytenbeek@ugent.be (and Sofie.Decock@ugent.be in cc) no later than **February 1, 2022**. Contributors will be informed of decisions by **March 15, 2022**. All accepted proposals must be completed and submitted as full papers by **June 15, 2022**.

Virtual Team Communication Survey

Lynn McCool and Alanah Mitchell are conducting research on how virtual team collaboration, communication, and technology skills are taught in the university classroom. The goal of this work is to better understand current and best practices in the teaching and learning of virtual team communication and collaboration technologies.

This study has received an IRB exempt approval status. Participation in this study is voluntary without any compensation to participants. Participants will answer a brief survey that should take 5-10 minutes to complete. Participants have the option to share more information with the researchers through a follow-up email. There are no foreseeable risks involved with this study.

Lynn and Alanah desire responses from faculty who are currently including virtual team concepts as a part of their curriculum but welcome input from other faculty as well.

[<https://drake.qualtrics.com/jfe/form/SV_9uIWSJiH60iDMTc>](https://drake.qualtrics.com/jfe/form/SV_9uIWSJiH60iDMTc)

Virtual Business Professional Project

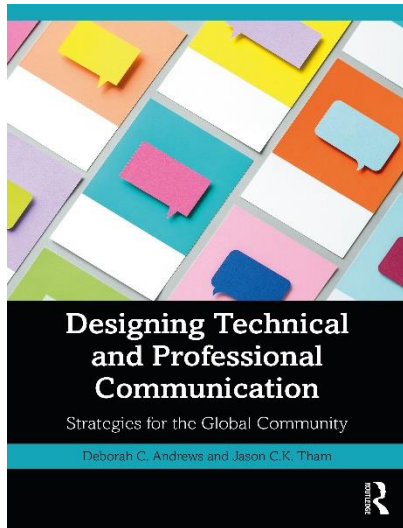


The Virtual Business Professional Project (VBP) is now accepting applications for Spring 2022 semester. VBP will run from **February 28 – April 18, 2022**. Consider participating in the VBP project and giving your students an opportunity to collaborate globally, learn new technologies, and develop their virtual leadership skills!

The Virtual Business Professional Project (VBP) is designed to offer students in business communication classes an opportunity to collaborate and work in a virtual setting with students from all over the world. In this 6 weeks-long project, students develop cultural competencies, collaboration and leadership skills in GVTs, and work with new AI technologies – all high on the list of skills in the new post-pandemic workplace environment. On average, VBP attracts 500-600 students from 14 institutions and 7 countries. In the past, students worked on a consulting project for such companies as Amazon, Audi, Google, SpaceX, and Starbucks. Please email VBP@marshall.usc.edu if you are interested. For more information about the project, please visit their website at <https://www.marshall.usc.edu/departments/business-communication/vbp-project>

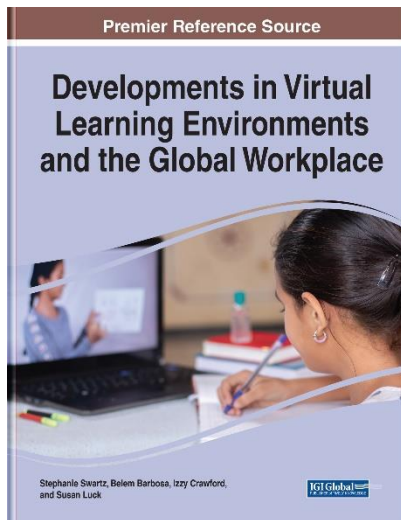
New Books

**Designing Technical and Professional Communication:
Strategies for the Global Community,**
By Deborah C. Andrews and Jason C.K. Tham, 2022



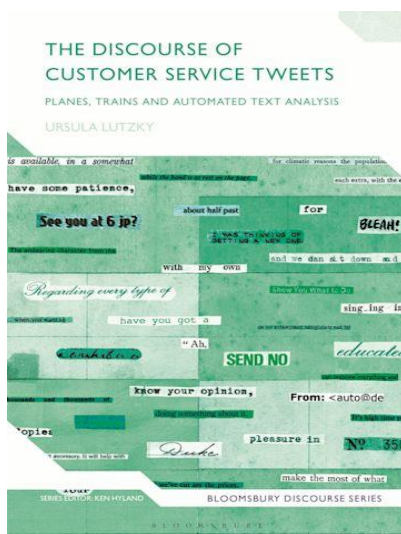
This concise and flexible textbook integrates a design thinking approach, rhetorical strategies, and a global perspective to help students succeed as professional communicators in today's multimodal, mobile, and global community. It introduces the knowledge and skills to communicate within local and global communities.

Developments in Virtual Learning Environments and the Global Workplace, By Stephanie Swartz, Belem Barbossa, Izzy Crawford and Susan Luck, IGI Global, 2021



The book provides readers with a rationale and tool kit for facilitating virtual learning in a wide variety of contexts in response to the opportunities and challenges presented by the digital global workplace. It covers virtual learning practices, the value of virtual learning for professionals and employers, and the best practices in online learning in different settings.

The Discourse of Customer Service Tweets: Planes, Trains and Automated Text Analysis, By Ursula Lutzky, Bloomsbury, 2021



The book explores the discursive and pragmatic features of customer service interactions, making use of a corpus of over 1.5 million tweets from more than thirty different companies. It aims to enhance our understanding of customers' linguistic expectations on Twitter and of what makes for successful or unsuccessful interaction.