Call for Proposals

Regional Conference of the

Association for Business Communication

Naples. Conference venue (Former Faculty of Economics)

Re-thinking and Re-mediating Business Communication: Continuity and Evolution

Naples, Italy

12 – 14 January 2023

This conference aims to elicit debate on new modes, media, and practices in business communication mirroring the evolving social and economic environment in this digital age. Such evolutions require re-thinking tools, actors, and audiences in business communication from local and global perspectives, along with a revision of analytical perspectives.

Significant evolutions in business communication include:

- Changing modes of communication – offline/online shift in organizational and business practices;
- Increasing salience of ethical issues in both business practices and business communication;
- Changes in business communication teaching and training.

The Covid-19 pandemic played a role in accelerating changes. An important topic of investigation will be the shift online, as many practices and communicative events have moved to innovative online approaches. While the shift had already occurred for genres like advertising, financial reporting, and business reporting, many others had to rapidly adapt. This complex overall picture involves profound changes in extant and emerging business genres, while the intensification of communication flows has determined forms of contamination and hybridization between different organizational and professional discourse communities.

Other crucial elements to be considered are the broader developments in society, and in particular evolutions in predominant ethical and societal values, attitudes, and beliefs, which bring both new ideas and new contents, but often also involve profound changes in discursive practices and patterns of interaction. An important aspect is the impact of these changes on the teaching of business communication at different levels and in different contexts. We invite contributions from scholars, teachers, and practitioners from a variety of disciplines (including but not limited to), such as business studies, communication studies, and linguistics) to share their findings and experiences.

A list of possible research topics:

- Language identity, power, and leadership
- Culture, gender, and diversity in business communication
- Crisis communication, trust repair, and legitimation
- CSR and sustainability
- Advertising and brand management in digital discourse
- Social media discourse
- Cross-cultural and intercultural management
- Multimodal resources in business communication
- Computational linguistics
- Financial reporting
- Internal communication
- Employer branding and HR
- Research methodologies in business communication
- Quantitative / statistical textual analysis
- Interdisciplinary approaches to business communication
- English as a Lingua Franca in international business communication
- Learning and teaching business language and communication
- English Medium Instruction (EMI) in the teaching and learning of business communication

Plenary Speakers

Professor Giuliana Garzone, IULM University, Italy
Professor Geert Jacobs, Ghent University, Belgium
Professor Anne Kankaanranta, Aalto University, School of Business, Finland

Session Types

Individual presentations – 20 minutes, plus 10 minutes for discussion
Work in progress – 10 minutes, plus 10 minutes for discussion (This format is particularly suitable for postgraduate and doctoral students. Students will have the opportunity to present their work in progress as part of a student panel.)
Panels – 90+ minutes, 4+ presenters

Participation is open to ABC members and non-members (different fees apply).

Proposals Submission

Submissions for individual presentations, panels, and work in progress reports should not exceed **500 words** (including references). Panel proposals should include a list of panel participants. Submissions for panel contributions should indicate clearly the name of the respective panel and its conveners. Please submit **here**: https://www.businesscommunication.org/e/sx/eid=45

Submission Deadline: 12 June 2022
Notification of Approval: 15 July 2022

For more information, visit the conference webpage www.abcnaples2023.com. Watch for details including information about Naples, the venue, registration, important dates, plenary speakers, and social programs. For further information contact abcnaples2023@unina.it or walter.giordano@unina.it.

Conference chair: Walter Giordano