

Reconnecting and Re-engaging Our Research, Teaching, and Networks



87TH ANNUAL INTERNATIONAL CONFERENCE

Virtual: October 3-4, 2022

In-Person: October 5-8, 2022 • Grand Hyatt Tampa Bay • Tampa, Florida • USA

Welcome

Afrikaans - Welkom

Arabic - أهلا وسهلا (Ahlan'wa sahla)

Australian - G'Day Mate

Basque - Ongi Etorria

Bengali - Shushagatom/ Shagatom (Sha-gaw-tom)

Bosnian - Dobrodošli

Brazilian - Bem-vindo

Chinese (Cantonese) - 歡迎 (fòonying)

Chinese (Mandarin) -

欢迎 [simplified]

歡迎 [traditional] (huanyíng)

Czech - Vítejte

Danish - Velkommen

Dutch - Welkom

Finnish - Tervetuloa

French - Bienvenue

Frisian - Wolkom

German - Willkommen

Greek - Καλώς ορίσατε (Kals orisate)

Haitian - Byen enu

Hawaiian - Aloha

Hebrew - Shalom

Hindi - Suswagatam/ Swagatam (Soo-swa-guh-tum)

Irish - CÉAD MILE FÁILTE

Italian - Benvenuto

Japanese - ようこそ (yokoso)

Korean - 환영합니다 (hwangyong-hamnida)

Maldivian - Maruhabaa

Mongolian - Тавтай морилогтун (tavtai morilogtun)

Navajo (Diné) - Ya'at eeh

Norwegian - Velkommen

Portuguese - Bem-vindo (talking to a man),

Bem-vinda (talking to a woman)

Russian - добро пожаловать

Spanish - Bienvenido

Swedish - Välkommen

Sindhi - Bhalee Karay Aaya

Tagalog - Mabuhay

Telugu - Swaagatham; Suswaagatham

Turkish - Merhaba

Ukrainian - Laskavo prosymo



Dear ABC Friends and Colleagues,

Welcome to the 87th ABC Annual International Conference in Tampa, Florida. We are excited to share this year's event with you as we strive to reconnect with old friends while meeting new acquaintances, shift from a pandemic-related period of isolation to reengage with our students and colleagues, and build upon or create vibrant new networks.

Our conference planning team has worked vigorously to provide options that meet members' desires for a "remote" conference along with a self-contained event at the beautiful Grand Hyatt Tampa Bay. We're confident the resulting 90 sessions presented here in Tampa and the 60+ sessions delivered earlier this week as part of the virtual portion of the conference provide a great variety of opportunities to explore issues central to business communication today. Through excursions and an adjusted schedule, we have also provided opportunities to go beyond the conference center to explore the rich culture and beauty of the Tampa area.

As you plan your agenda for this week, please note the following:

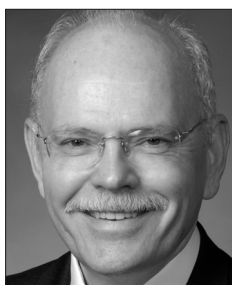
- Celebrate with award winners and enjoy a delicious lunch with ABC colleagues on Friday!
- Posters (both onsite and virtual) now provide creators with a time to share brief remarks about their works in a designated session before displaying posters for all to enjoy.
- Recognizing ABC's goal of advancing business communication scholarship, this year's conference included a revised and rigorous review process. This process relied on anonymous reviews from volunteers, who screened submissions and identified interesting, high quality submissions for the conference.
- Tampa attendees have access to ALL of the virtual presentations that occurred prior to the in-person meeting. These presentations are available on the ABC website until March 31, 2023.

Enjoy the many sessions here in Tampa and remember to check out recordings of this week's virtual sessions, available to you as part of your in-person registration. Find the access steps on the conference page and in this program. We hope you have an engaging and energizing Annual Conference!

Best Wishes,
Nancy Mahon and Leslie Seawright
ABC Conference Co-Chairs

2022 ABC OFFICERS AND BOARD OF DIRECTORS

EXECUTIVE COMMITTEE



President

D. Joel Whalen
DePaul University



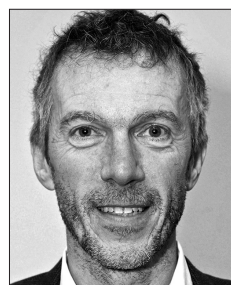
1st Vice President

Judith Ainsworth
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Association
for Business
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Business

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The Association for Business Communication is governed by a Board of Directors composed of six Directors at Large, a Vice President from each of the nine regions, and the Executive Committee comprised of the President, the First Vice President, the Second Vice President, the Immediate Past President, and the Executive Director of the Association.

By vote of the membership, beginning January 1, 2023, the leadership structure will change. In addition to the Executive Director, the Executive Committee will be comprised of the President, Vice President and Immediate Past President, each serving two year terms. Two Regional Vice Presidents will join the Executive Committee as full voting members, rotating every 12 months.

OUR PAST PRESIDENTS

Association for Business Communication, 1985-Present

2020-21	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
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

American Business Communication Association, 1969-1984, continued

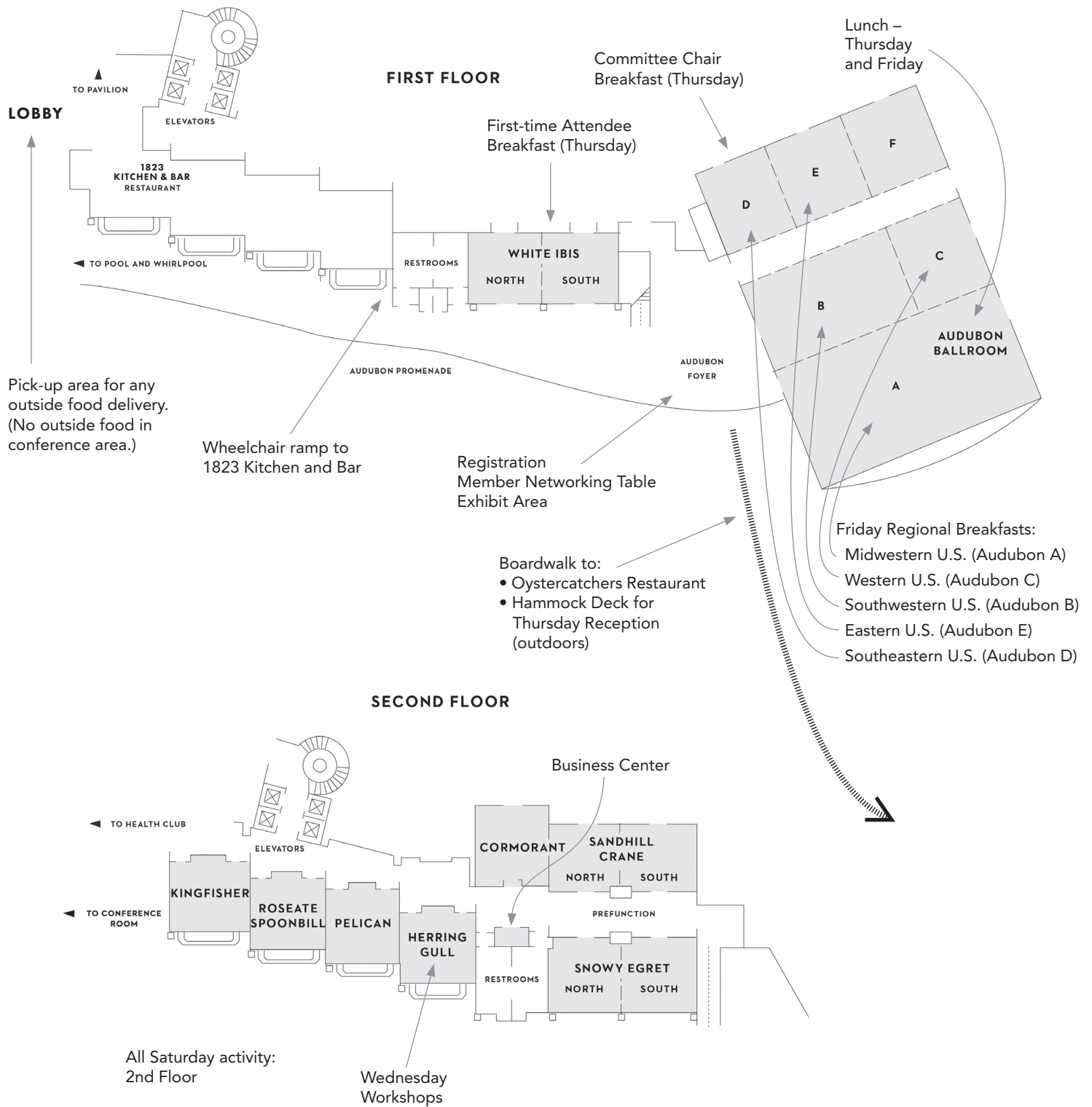
1976	-	John W. Gould.....	University of Southern California
1975	-	Jean Voyles.....	Georgia State University
1974	-	William J. Lord, Jr.	University of Texas at Austin
1973	-	Leland Brown.....	Eastern Michigan University
1972	-	William A. Damerst	Pennsylvania State University
1971	-	Morris P. Wolf	University 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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Thank You to Our Sponsors



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2455 Teller Road
Thousand Oaks, CA 91320

Sessions Supported by C. R. Anderson Research Fund



**Examining the Role of
Leader Motivating Language in CSR
Communication through Organizational
Culture: Insights from U.S. and China**

Yafei Zhang, Renmin University of China

Chuqing Dong, Co-Author
Michigan State University

Monday, October 3
8:20 a.m. - 9:20 a.m.* • Virtual

**The Effects of Multimodal Elements
on Success in Kickstarter
Crowdfunding Campaigns**

Stephen Carradini,
Arizona State University

Carolyn Fleischmann, Co-Author
TH Rosenheim

Monday, October 3
9:30 a.m. - 10:30 a.m.* • Virtual

*Combined with other presentations during this hour.



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 for review January 1st and September 1st. Top proposals are partially or fully funded up to USD 5,000. For details see the ABC website under Grants.



**Thank you to our photographer for his professional services
that will help us remember our return to meeting in-person.**

Darrell Hoemann Photography
Champaign, Illinois

SCHEDULE AT A GLANCE (All Times are Eastern Time)

Wednesday, October 5 • **ONSITE IN TAMPA**

9:00 a.m. - 11:00 a.m.	Workshop
11:00 a.m. - 6:30 p.m.	Registration
11:30 a.m. - 2:30 p.m.	Workshop
11:30 a.m. - 12:30 p.m.	Board of Directors Luncheon
12:30 p.m. - 5:00 p.m.	Board of Directors Meeting
2:45 p.m. - 6:30 p.m.	Pre-Conference Excursion Dali Museum (Subject to cancellation if low sign up.)
3:00 p.m. - 6:00 p.m.	Workshop

Thursday, October 6 • **ONSITE IN TAMPA**

7:00 a.m. - 6:00 p.m.	Registration
7:30 a.m. - 8:50 a.m.	Breakfast
8:00 a.m.	Committee Chairs - Special Session - Meet Over Breakfast - Audubon DE
8:00 a.m.	First Time Conference Attendees - Meet Over Breakfast - White Ibis
8:00 a.m. - 5:30 p.m.	Exhibits
9:00 a.m. - 9:30 a.m.	Welcome and Presidential Remarks - Ballroom
9:50 a.m. - 10:50 a.m.	Session 1
11:10 a.m. - 12:10 p.m.	Session 2 and Research Roundtable
12:10 p.m. - 1:40 p.m.	Lunch - Ballroom
12:10 p.m. - 1:40 p.m.	Regional Vice Presidents' Working Lunch
1:50 p.m. - 2:50 p.m.	Session 3 and Poster Session
3:10 p.m. - 4:10 p.m.	Session 4 and How Do You Teach Diversity? (DEI) #1
4:10 p.m. - 4:30 p.m.	Break
4:30 p.m. - 5:30 p.m.	Committee/SIG Meetings - ABC Affiliate, Business Communication Centers, Research, Rhetoric, Student Competition, Teaching w/Technology, 4Cs
6:30 p.m.	Reception - Outdoors at the Oystercatchers Hammock Deck. If inclement weather - Audubon Ballroom

Friday, October 7 • **ONSITE IN TAMPA**

7:00 a.m. - 6:00 p.m.	Registration
7:30 a.m. - 8:50 a.m.	Breakfast
7:30 a.m. - 8:50 a.m.	Regional Meetings - Meet Over Breakfast (For locations, see page 34.)
8:00 a.m. - 5:30 p.m.	Exhibits
9:00 a.m. - 10:00 a.m.	Session 5
10:20 a.m. - 11:20 a.m.	Session 6
11:30 a.m. - 1:15 p.m.	Presidential Awards Luncheon - Ballroom
1:15 p.m. - 1:35 p.m.	Award Recipient's Photo with President
1:40 p.m. - 2:40 p.m.	Session 7
3:00 p.m. - 4:00 p.m.	Session 8 and DEI #2 & My Favorite Assignment #1
4:00 p.m. - 4:30 p.m.	Break
4:40 p.m. - 5:40 p.m.	Committee/SIG Meetings-Academic Environment, Finance, Marketing & Membership
6:00 p.m.	Evening on your Own

(All Times are Eastern Time) **SCHEDULE AT A GLANCE**

Saturday, October 8 •

ONSITE IN TAMPA

8:00 a.m. - 10:00 a.m.	Registration
7:30 a.m. - 8:30 a.m.	Breakfast
8:00 a.m. - 11:50 a.m.	Exhibits
9:00 a.m. - 10:00 a.m.	Session 9 and My Favorite Assignment #2
9:00 a.m. - 11:45 a.m.	Workshop
10:10 a.m. - 10:30 a.m.	Break
10:40 a.m. - 11:40 a.m.	Session 10 and Business Practices Panel
11:50 a.m.	Conference Ends - Travel Safely!
12:30 p.m. - 4:00 p.m.	Excursion - Florida Aquarium Advanced Reservations Requested via Online Conference Registration (Subject to cancellation if low sign up.)

VIRTUAL SESSIONS - ARE AVAILABLE TO ALL ATTENDEES

Monday, October 3 •

VIRTUAL

8:20 a.m. - 9:20 a.m.	Session 1
8:20 a.m. - 10:20 a.m.	Workshop - Advance Signup Requested
9:30 a.m. - 10:30 a.m.	Session 2
10:40 a.m. - 11:40 a.m.	Networking Session, Paula Lentz, Facilitator
12:30 p.m. - 1:30 p.m.	Session 3
1:40 p.m. - 2:40 p.m.	Session 4
2:50 p.m. - 3:50 p.m.	Committee and SIG Meetings - Diversity, Equity and Inclusion, Teaching, Graduate Studies, Community College, MBA
4:00 p.m. - 5:00 p.m.	Session 5
5:00 p.m. - 6:00 p.m.	Consulting SIG meeting
6:00 p.m. - 7:00 p.m.	Session - My Favorite Assignment (Virtual #1)
6:00 p.m. - 8:00 p.m.	Workshop - Advance Sign-up Requested

Tuesday, October 4 •

VIRTUAL

7:00 a.m. - 8:00 a.m.	Regional Meeting - Europe, Africa and Middle East
8:20 a.m. - 9:20 a.m.	Session 6
9:30 a.m. - 10:30 a.m.	Session 7
10:40 a.m. - 11:40 a.m.	Session 8 and My Favorite Assignment (Virtual #2)
12:30 p.m. - 1:30 p.m.	Session 9
1:40 p.m. - 2:40 p.m.	Session 10
2:50 p.m. - 3:50 p.m.	Committee and SIG Meetings - Intercultural, International Issues, MLA Liaison
4:00 p.m. - 5:00 p.m.	Regional Meeting - Canada
5:00 p.m. - 6:00 p.m.	Session - How Do You Teach Diversity, Equity, and Inclusion?
5:30 p.m. - 6:30 p.m.	Committee and SIG Meetings - Business Practices, ABC Bcomm Certificate
8:15 p.m. - 9:15 p.m.	Regional Meeting - Asia and the Pacific

MEETINGS AT A GLANCE (All Times are Eastern Time)

Thursday, October 6 • 8:00 a.m. - 8:50 a.m. • **ONSITE IN TAMPA**

AUDUBON DE **Committee Chairs' Breakfast**
Judith Ainsworth, 1st Vice President and Erika Darics, 2nd Vice President

Thursday, October 6 • 12:20 p.m. - 1:20 p.m. • **ONSITE IN TAMPA**

Regional Vice Presidents' Working Lunch
Judith Ainsworth, 1st Vice President and Erika Darics, 2nd Vice President

Thursday, October 6 • 4:30 p.m. - 5:30 p.m. • **ONSITE IN TAMPA**

SANDHILL CRANE **ABC Affiliate Sub-Committee Meeting**
Virginia Hemby, Chair

SNOWY EGRET **Business Communication Centers SIG Meeting**
Elizabeth Tomlinson, Coordinator

AUDUBON DE **Rhetoric SIG Meeting**
Jennifer Veltsos, Coordinator

WHITE IBIS **Research Committee Meeting**
Sky Marsen, Chair

SANDHILL CRANE NORTH **Student Competition Committee Annual Meeting**
Kristin Pickering, Moderator

CORMORANT **Teaching with Technology SIG Annual Meeting**
Marsha Bayless, Coordinator

PELICAN **4Cs SIG Meeting**
Kathryn Rentz, Moderator

Friday, October 7 • 7:30 a.m. - 8:50 a.m. • **ONSITE IN TAMPA**

Regional Meetings with Breakfast
Pick up breakfast in Audubon Foyer and meet in designated breakfast area

AUDUBON E **Eastern U.S.**
Kristen Getchell, Regional Vice President

AUDUBON A **Midwestern U.S.**
Paula Lentz, Regional Vice President

AUDUBON D **Southeastern U.S.**
Patricia Harms, Regional Vice President

AUDUBON B **Southwestern U.S.**
Lucia Sigmar, Regional Vice President

AUDUBON C **Western U.S.**
Jolanta Aritz, Regional Vice President

Friday, October 7 • 4:40 p.m. - 5:40 p.m. • **ONSITE IN TAMPA**

AUDUBON DE **Academic Environment Committee Meeting**
Dirk Remley, Chair

SNOWY EGRET **Finance Committee Meeting**
Amy Newman, Chair

SANDHILL CRANE SOUTH **National Communication Association Liaison Committee Meeting**
Jenna Haugen, Chair

WHITE IBIS **Marketing and Membership Committee Meeting**
Virginia Hemby, Moderator

(All Times are Eastern Time) **MEETINGS AT A GLANCE**

Friday, October 7 • 4:40 p.m. - 5:50 p.m. • **ONSITE IN TAMPA**

CORMORANT **Publications Board Meeting**
Jason Snyder, Chair

Monday, October 3 • 2:50 p.m. - 3:50 p.m. • **VIRTUAL**

RAYS **Diversity, Equity and Inclusion Committee Meeting**
Clark Barwick, Chair

ROWDIES **Teaching Committee Annual Meeting**
Susanna Clason, Chair

TARPONS **Graduate Studies Committee Meeting**
Abby Koenig, Chair

VIPERS **Community College SIG Annual Meeting**
Ann Marie Alexander, Chair

OSPREY **MBA SIG Annual Meeting**
Marion Philadelphia, Coordinator

Monday, October 3 • 5:00 p.m. - 6:00 p.m. • **VIRTUAL**

TARPONS **Consulting SIG Meeting**
Barbara Shwom, Coordinator

Tuesday, October 4 • 7:00 a.m. - 8:00 a.m. • **VIRTUAL**

TARPONS **Regional Meeting Europe, Africa and Middle East**
Ursula Lutzky, Regional Vice President

Tuesday, October 4 • 2:50 p.m. - 3:50 p.m. • **VIRTUAL**

RAYS **Intercultural Business Communication SIG Annual Meeting**
Sana Reynolds, Coordinator

ROWDIES **International Issues Committee Meeting**
Julia G Deems, Chair

TITANS **MLA Liaison Committee Meeting**
William Christopher Brown, Chair

Tuesday, October 4 • 4:00 p.m. - 5:00 p.m. • **VIRTUAL**

RAYS **Regional Meeting - Canada**
Valerie Creelman, Regional Vice President

Tuesday, October 4 • 5:30 p.m. - 6:30 p.m. • **VIRTUAL**

RAYS **ABC BComm Certificate ad hoc Committee Annual Meeting**
Susanna Clason, Chair

ROWDIES **Business Practices Committee Meeting**
Sam DeKay, Chair

Tuesday, October 4 • 8:15 p.m. - 9:15 p.m. • **VIRTUAL**

TARPONS **Regional Meeting - Asia and the Pacific**
Yunxia Zhu, Regional Vice President

DINING AT THE CONFERENCE HOTEL AND IN THE TAMPA AREA

FOOD DELIVERY

Use your favorite food delivery app to order delivered food. The address for Grand Hyatt Tampa Bay is:

2900 Bayport Dr, Tampa, FL 33607

(Meet the delivery driver in the lobby; they are not permitted to go to guest room.)

GRAND HYATT DINING OPTIONS

- **1823 Kitchen and Bar**

Located in the hotel lobby, this restaurant serves breakfast, lunch, and dinner. It is open 6:30 a.m. to 11:00 p.m. (midnight Friday and Saturday). Food orders end one hour before closing.

- **Oystercatchers**

This award-winning restaurant has outdoor patio and beautiful interior seating options. Enjoy the sunset over the bay while savoring world-class seafood dishes. Open for lunch and dinner.

TAMPA BAY AREA DINING OPTIONS

- **Armature Works** • 1910 N Ola Ave

Located a quick Uber ride away is a fully restored mixed-use building with dozens of dining options from barbeque to Thai fusion in an upscale food court. After dinner, enjoy a stroll along the river.

- **Columbia Restaurant** • 2117 E 7th Ave, (813) 248-4961

A trip to Tampa is not complete without a visit to Florida's oldest restaurant. Located in Ybor City, Columbia is a Spanish restaurant offering traditional Spanish décor and delicious food. Make reservations as this place is very popular and fills up quickly.

- **Earl of Sandwich** • (813) 879-1762

Earl of Sandwich is a great choice for locally-owned food and delivery! Call or look them up online.

- **Front Porch Grill** • frontporchgrill.com

Front Porch Grill is another locally-owned favorite. They deliver through UberEats and GrubHub.

- **Maggiano's Little Italy** • 203 Westshore Plaza, (813) 288-9000

Seriously good Italian food and fantastic service make Maggiano's an easy choice for dining solo or with other ABC conference attendees. Open for lunch and dinner, it is located a short Uber ride away in the Westshore Plaza International Mall.

- **Sparkman Wharf** • 615 Channelside Dr.

Another great option for a group is the Sparkman Wharf, located along the Ybor water channel. Several outdoor dining options are set up around a large green space. If looking for indoor activities, check out the hip, retro bowling alley and restaurant located here.





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

Amy Newman	Jennifer Veltsos
Andy Cavanaugh	Jenny Morse
Angela Perry	Kerri Cissna
Barbara Shwom	Kim Campbell
Beth Tomlinson	Kristin Bennett
Brian Hentz	Kristen Getchell
Christina Illuzada	Kristin Pickering
Christopher McKenna	Lauren Hearit
Clark Barwick	Leanne Chun
Curtis Newbold	Mari Rytisalo
Debra Burleson	Marice Jackson
Demetrius Jordan	Matt Baker
Dirk Remley	Minna Logemann
Doreen Hanke	Nancy Mahon
Emily Hamlin	Reid McLain
Fabienne Bünzli	Sabrina Pasztor
Fien De Malsche	Sky Marsen
Gail Flanagan	Stephen Carradini
Heidi Schultz	Susan Schanne
James Dubinsky	Tara Moore
James Stapp	Tetiana Andriienko-Genin
Jamie Humphries	Trent Deckard
Jason L. Snyder	Ursula Lutzky
Jenna Haugen	Valerie Creelman

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

HERRING GULL **Creating Effective Slide Decks**

TRACK Visual Communication

FOCUS Teaching

SESSION TYPE Workshop (*Advance Sign-up Requested*)

Duane “Andy” Gustafson, Pennsylvania State University

This workshop takes an applied approach to provide participants with practical skills to increase the effectiveness of *PowerPoint* in business briefings. By the end of the workshop, participants will have a better understanding of the graphical representation of information, role of slides in presentations, and an improved ability to design effective slides. Attendees should bring laptops to fully participate in this interactive workshop.

11:30 a.m. -2:30 p.m.

HERRING GULL **Engaging Cultural Differences for Empowering Design**

TRACK Diversity, Equity and Inclusion

FOCUS Consulting & Practice

SESSION TYPE Workshop (*Advance Sign-up Requested*)

Huatong Sun, University of Washington Tacoma

This hands-on workshop teaches participants to reconsider some commonly held design beliefs and routine design practices with a lens of cultural differences. It introduces strategies and techniques to create engaging and empowering business communication to bridge cultural differences in a globalized world at a divisive time.

3:00 p.m. - 6:00 p.m.

HERRING GULL **Escape the Mundane with Active Learning and Gamification: Using Free Interactive Online Tools to Increase Engagement**

TRACK Innovative Instructional Methods

FOCUS Teaching

SESSION TYPE Workshop (*Advance Sign-up Requested*)

Rachel Slivon, University of Florida

Anthony Coman, University of Florida

Amy Parziale, University of Florida

Jessica Sheffield, University of Florida

Sean Trainor, University of Florida

This interactive workshop will guide participants through developing activities using active learning strategies to increase student engagement across different course modalities. Participants will learn by doing as they compete in an “escape room” where they will develop activities for their classes using interactive tools such as G-Suite, the Imgflip meme generator, Canva, Jamboards, and Kahoot.

8:00 a.m. - 8:50 a.m.

**AUDUBON
BALLROOM****Opening Breakfast**

Please wear a mask when gathering
your food or when near a food station.

**WHITE IBIS****First-time Attendee Breakfast**

Kathryn Rybka, Association for Business Communication
D. Joel Whalen, DePaul University

Join ABC President D. Joel Whalen and ABC Interim Executive Director Kathryn Rybka
to learn how to make the most of ABC and of your conference experience.

AUDUBON DE**Committee Chairs' Breakfast**

Committee chairs meet over breakfast with First Vice President Judith Ainsworth and
Second Vice President Erika Darics.

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

**AUDUBON
BALLROOM****Opening Remarks****ABC Interim Executive Director and ABC Presidential Address**

Kathryn Rybka, Association for Business Communication
D. Joel Whalen, DePaul University
Nancy Mahon, Pennsylvania State University
Leslie Seawright, Missouri State University

ABC Interim Executive Director Kathryn Rybka and Conference Co-chairs
Nancy Mahon and Leslie Seawright will share remarks. Hear from ABC President
D. Joel Whalen.

9:50 a.m. -10:50 a.m. • Session One

AUDUBON DE

Session Chair: Mari Rytisalo

AUDUBON DE**Handbook in Lieu of Syllabus: Student/User-Centered Document
to Share Power and Create Autonomy**

TRACK Innovative Instructional Methods

FOCUS Teaching

SESSION TYPE Regular Presentation

Jamie Hinojosa, St. Edward's University
This presentation will discuss the
implementation of a course handbook
for workplace writing in lieu of using
a traditional syllabus and its successes
and failures.



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

AUDUBON DE

Breaking the Wall between Education and Work-Life

TRACK Innovative Instructional Methods

FOCUS Teaching

SESSION TYPE Regular Presentation

Mari Rytisalo, Tampere University of Applied Sciences

Co-Author: Minna Heikinheimo, Tampere University of Applied Sciences

Co-Author: Ilkka Piironen, Tampere University of Applied Sciences

Great global forces of change impact education and work-life in the 21st century. This presentation discusses how the fast-changing skill requirements in work-life lead to the necessity to develop a new learning ecosystem. An example from Finland is presented where real-time work-life skills of young talents are improved by significantly increasing more equal cooperation and communication between higher educational institutions and work life.

CORMORANT

Session Chair: Doreen Hanke

CORMORANT

Can It Be Done? Yes! Teaching an Online Interpersonal Business Communication Course

TRACK Interpersonal Communication

FOCUS Teaching

SESSION TYPE Regular Presentation

Marcel Robles, Eastern Kentucky University

This presentation discusses the design and development of an online sophomore-level interpersonal business communication course. The course includes publisher eBook and learning platform assignments; “homemade” Zoom videos; assignments, discussion board questions, group activities, and final video project instructions of role play and critiques from students. Success and challenges will also be presented. Ultimately, it was a fun course!

CORMORANT

Courtesy Titles in the Era of Non-Gender Specific Identities

TRACK Interpersonal Communication

FOCUS Teaching

SESSION TYPE Regular Presentation

Virginia Hemby, Middle Tennessee State University

Over the past decade, the number of individuals identifying as transgender or as non-conforming people not wishing to be labeled as their sex assigned at birth has been increasing. The need to teach bias-free language has also been at the forefront of gender and diversity lessons and courses. But, what has this meant for courtesy titles?

9:50 a.m. -10:50 a.m. • Session One

CORMORANT

Being Grateful: A Cross-National Investigation of the Link Between Peer Motivating Language and Employee Gratitude

TRACK Interpersonal Communication

FOCUS Research

SESSION TYPE Regular Presentation

Doreen Hanke, McNeese State University
Albi Alikaj, Jacksonville State University
Bingqing Wu, University of Wisconsin, Parkside
Co-Author: Wei Ning, Jacksonville State University

This study examines whether peer-to-peer use of motivating language cultivates employee gratitude and ultimately, work engagement and psychological empowerment in the USA and India. It also seeks to discover if the proposed model shows significant differences between both nations. This will provide a better understanding of how peer motivating language as a communication strategy can improve employee attitudes.

SNOWY EGRET

Session Chair: Kristin Pickering

SNOWY EGRET

Public Relations Activities of Social Enterprises: Dialogic Content in Social Media

TRACK Organizational Communication

FOCUS Consulting & Practice

SESSION TYPE Regular Presentation

Kevin Rawls, Liberty University
Should social enterprises have a unique approach to public relations activities? This presentation is devoted to discussing how social enterprises engage in public relations communication, specifically, the amount of dialogic communication in the social media activities of these organizations. The unique mission of social enterprises provides an interesting context in which to discuss fully functioning society theory and practice.



Photo by Marilyn Buerkens ©2022

SNOWY EGRET The Role Mission Statements Can Have in Performance Chain Analysis in the Hotel Industry

TRACK Organizational Communication

FOCUS Research

SESSION TYPE Regular Presentation

Stacey Smith, Fort Hays State University

Is a mission statement viewed as an effective management and communication tool, or simply a symbol of the organization that people glance over in paperwork without a second thought to its meaning or origin? This presentation will explore corporate mission statements and how they can affect the performance chain for hotels, which means linking corporate strategy to operational excellence.

SNOWY EGRET Encouraging Value Alignment Between Organizations and Communities to Accomplish Common Goals: a Corps of Engineers Example

TRACK Organizational Communication

FOCUS Research

SESSION TYPE Regular Presentation

Kristin Pickering, Tennessee Technological University

Attendees of this presentation will gain knowledge of conflict negotiation strategies that relate to value alignment and accomplishing common goals, as observed through a case study of an Army Corps of Engineers Resource Manager's strategies in presenting persuasive, rhetorical appeals while interacting with rural community members. Attendees will also understand ways such negotiation processes can transfer to classroom instruction.

WHITE IBIS Session Chair: Jason Snyder

WHITE IBIS Learn about ABC's Two Journals: *BPCQ* and *IJBC*

SESSION TYPE Group Panel

Jason Snyder, Central Connecticut State University

Martha Avtandilian, Sage Publications

Robyn Walker, University of Southern California

Jacqueline Mayfield, Texas A&M International University

Milton Mayfield, Texas A&M International University

Ryan Fuller, California State University, Sacramento

Join *Business and Professional Communication Quarterly (BPCQ)* editor, *International Journal of Business Communication (IJBC)* co-editors, *IJBC* book review editor, ABC Publications Board chair, and our journals' publisher from SAGE Publishing. You will have an opportunity to learn about our two journals, tips for how to be published, our ABC-SAGE partnership, followed by time for questions.

11:10 a.m. - 12:10 p.m. • Session Two

AUDUBON DE Session Chair: Emily Hamlin**AUDUBON DE** **Best Practices in Online Teaching and the Development of Students' Digital Communication Skills****TRACK** Innovative Instructional Methods**FOCUS** Teaching**SESSION TYPE** Poster

Catherine Nickerson, Zayed University

Co-Author: Peter Davidson, Zayed University

This presentation will demonstrate how effective online teaching can provide students with a means of developing the digital communication skills that they will need for the workplace. It will also show how the COVID crisis has led to an increasing focus on such skills and that this has fundamentally changed the priorities that we need to set as educators.

AUDUBON DE **Close to Home: Partnering with the Department for Class Client Projects****TRACK** Innovative Instructional Methods**FOCUS** Teaching**SESSION TYPE** Poster

Samuel Head, Brigham Young University - Idaho

One option to address some of the difficulties in finding and maintaining community partners for service-learning class projects is to use the course's home department. Academic departments run like businesses with specific communication needs that students can fill. Partnership success comes from instructors and students writing "as" the community – building on existing relationships, having audience insight, and understanding stakeholder needs.

AUDUBON DE **A Systematic Quantitative Literature Review Examining Contemporary Communication Training and Development Methods****TRACK** Organizational Communication**FOCUS** Research**SESSION TYPE** Poster

Rory McGloin, University of Connecticut

Emily Hamlin, University of Connecticut

Co-Author: Amanda Coletti, University of Connecticut

Join the presenters for a conversation to learn about the findings from their systematic quantitative literature review that sought to evaluate contemporary communication training programs and their effectiveness on different communication outcomes. The session will detail findings, specifically the observed relationship between characteristics of training programs and their impact on communication skill development and behavioral change.

CORMORANT Session Chair: Jamie Humphries

CORMORANT Teaching Networked Writing in the Creator Economy with Medium.com

TRACK Technology, Digital Media, and Web 2.0

FOCUS Teaching

SESSION TYPE Regular Presentation

Lance Cummings, University of North Carolina Wilmington

This presentation will explore the importance of networked blogging in the creator economy and how spaces like Medium.com can help students learn how to social blog as entrepreneurs or corporate content managers. The presenter will provide course materials and activities to get participants started with teaching Medium.com in the classroom.

CORMORANT Privacy in Business Education: Big Data and Big Exposure

TRACK Technology, Digital Media, and Web 2.0

FOCUS Teaching

SESSION TYPE Regular Presentation

Geoffrey Clegg, Midwestern State University

The ever-growing commodification of data has led businesses to adapt to a model where the information we provide is a currency itself. Platforms such as LinkedIn function off this capitalist system. By pushing students to use the platform instructors might be engaging in an unethical practice.

CORMORANT Storytelling in the 21st Century: Data Visualization for Business Communication

TRACK Technology, Digital Media, and Web 2.0

FOCUS Teaching

SESSION TYPE Regular Presentation

Jamie Humphries, Stephen F. Austin State University

In this presentation, the use of Tableau to conduct a sentiment analysis of two marketing campaigns to gain insights into the reception of social media messaging is explored. The presenter will observe the rate of spread of the messaging, the duration of the messaging, and general sentiment over time. For marketers, this information is critical in crafting multi-layered social campaigns.

11:10 a.m. - 12:10 p.m. • Session Two

SNOWY EGRET Session Chair: Kristen Getchell

SNOWY EGRET **Telling a Story of Value: Exploring Methods for Communicating the Impact of Business Communication Intellectual Vitality to Business School Audiences**

TRACK Employment Issues

FOCUS Research

SESSION TYPE Group Panel

Kristen Getchell, Babson College

Jason Snyder, Central Connecticut State University

Paula Lentz, University of Wisconsin-Eau Claire

Business communication teacher-scholars often must explain the nature of intellectual pursuits to deans, chairs, and tenure and promotion committees; and their effectiveness has significant implications for professional success. This panel will identify challenges specific to BComm faculty and highlight strategies for communicating value to colleagues in other business disciplines. The panel will focus on how to provide evidence-driven stories that demonstrate legitimacy and impact.

WHITE IBIS Session Chair: Jenna Haugen

WHITE IBIS **Out with the Old, In with the New: A Critical Look at the Teaching Strategies to Pitch and Those We Should Ditch as We Re-engage in our Classrooms**

TRACK Scholarship of Teaching and Learning

FOCUS Teaching

SESSION TYPE Group Panel

Jenna Haugen, University of North Carolina - Chapel Hill

Tiesha Douglas, University of North Carolina - Chapel Hill

Melissa Geil, University of North Carolina - Chapel Hill

Allison Schlobohm, University of North Carolina - Chapel Hill

The Scholarship of Teaching and Learning (SOTL) asks educators to reflect on their pedagogy in the classroom and eliminate strategies that no longer serve students, and incorporate new strategies that will equip students with skills needed in an uncertain future. This panel helps us reconnect and re-engage with teaching by exploring those strategies we should ditch and those we should pitch.

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

Regional Vice President Working Lunch

Judith Ainsworth, McGill University

Regional Vice Presidents meet over lunch with ABC First Vice President Judith Ainsworth.

12:20 p.m. - 1:40 p.m.

**AUDUBON
BALLROOM**

Lunch

Please wear a mask when gathering your food or when near a food station.



1:50 p.m. - 2:50 p.m. • Session Three

AUDUBON DE

Session Chair: Jenny Morse

AUDUBON DE

Transdisciplinarity in Communication: Connecting and Engaging in Collaborations that Benefit Researchers and Practitioners

TRACK Organizational Communication

FOCUS Consulting & Practice

SESSION TYPE Regular Presentation

Marlies Whitehouse, Zurich University of Applied Sciences

Transdisciplinarity as the systematic collaboration of experts from practice and academia enables stakeholders to conceptualize real-life problems, e.g. issues in communication, from new angles and thereby gain insights for practice and theory. It thus broadens stakeholders' minds and repertoires by revealing novel ways and approaches that would not have been imaginable in solitary reflection within one's own discipline or field.

AUDUBON DE

Designing and Delivering Communication Training to Industry Using a Coaching Model

TRACK Innovative Instructional Methods

FOCUS Consulting & Practice

SESSION TYPE Regular Presentation

Jenny Morse, Colorado State University

Recipient of the 2021 Award for Excellence in Communication Consulting

The last two years crystallized the importance of excellent written communication for credibility in business. In response, companies want communication training that improves their employees' skills. This presentation reveals how a remote training program developed for one organization was expanded into a 6-week online coaching and training course accessible to professionals seeking to learn how to build trust through writing.

1:50 p.m. - 2:50 p.m. • Session Three

CORMORANT Session Chair: Leanne Chun

CORMORANT **Reporting Verbs in Academic Communication: A Corpus-Based Dictionary, What it Tells Us, and Why it is Needed**

TRACK Scholarship of Teaching and Learning

FOCUS Teaching

SESSION TYPE Group Panel

Leanne Chun, Brigham Young University
Grant Eckstein, Brigham Young University
Jacob Rawlins, Brigham Young University
Co-Author: Jesse Vincent, Brigham Young University
Co-Author: Elizabeth Hanks, Northern Arizona University
Co-Author: Ryan Bartholomew, Northern Arizona University

Academic writing differs in significant ways from business communication, yet business professionals often engage with academic texts in their studies and careers, which requires nuanced understanding and control of rhetorical stances expressed in reporting verbs. This panel explains the value of reporting verbs and how their rhetorical force changes across disciplines. It also introduces a corpus-informed dictionary of these verbs.

SNOWY EGRET Session Chair: Sky Marsen

SNOWY EGRET **Research Roundtable**

TRACK Organizational Communication

FOCUS Research

SESSION TYPE Roundtable

Sky Marsen, Flinders University, Moderator
Clive Muir, Washington University in St. Louis, Moderator

Participants describe a text, event, or case in business communication from their research and discuss their approach and method for an exchange of ideas and feedback.

The Utility of Metadiscourse Analysis

Erika Darics, University of Groningen

This project demonstrates the utility of metadiscourse analysis. Metadiscourse describes the language that writers use to help readers interpret the intended function of the message, either by guiding the reader's attention through the text (interactive), or by involving the audience in the text (interactional).

continued on following page

1:50 p.m. - 2:50 p.m. • Session Three

SNOWY EGRET**Research Roundtable***continued from preceding page***Etsy Shop Story: A Genre Analysis of “About” Sections in Etsy Shop’s Online Storefront**

Junhua Wang, University of Minnesota Duluth

Recent genre studies analyze generic constructs with attention to the online contexts in which such genres are produced, interpreted, and used in business contexts in response to new communicative demands. This research focuses on the “About” genre on Etsy and aims at exploring the common genre construct and rhetorical moves adopted by Etsy shop owners.

Photo-elicitation in Business Communication

Elise Kieffer, Murray State University

Photo-elicitation is a useful tool for qualitative researchers working in business communication. Photo-elicitation allows both participants and researchers to use the power of images to communicate meanings and themes. Photographs provide doorways to deeper understanding of perceptions and experiences of participants.

WHITE IBIS

Session Chair: Clark Barwick

WHITE IBIS**Where Do We Begin? Business Communication and the Humanities****TRACK** Scholarship of Teaching and Learning**FOCUS** Teaching**SESSION TYPE** Group Panel

Clark Barwick, Indiana University
 Stephen Rahko, Indiana University
 Joseph Morgan, Indiana University
 Emily Esola, Indiana University
 Savannah Hall, Indiana University

This panel will examine the complex relationship between business communication and the humanities. A significant portion of ABC’s membership (at least 1-in-5) hold a graduate degree in the humanities, and business communication courses often draw on humanities theory and scholarship. Seven faculty members with doctoral training in the humanities will explore how their academic backgrounds impact their business communication teaching.



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

3:10 p.m. - 4:10 p.m. • Session Four

AUDUBON DE Session Chair: Debra Burleson

AUDUBON DE **Are You “Dialed In” for Collaboration? Emotional Intelligence as a Core Teamwork Competency Assessed in a Project-based Group Communication Course**

TRACK Scholarship of Teaching and Learning

FOCUS Teaching

SESSION TYPE Regular Presentation

Brenda Jones, Franklin University

The need for emotional intelligence (EI) development is acute among Gen Z and millennials given both the challenges and opportunities the digital world presents. How can we reconnect and re-engage to motivate positive change for students? Attend this session to learn about one approach to integrating EI in an online team communication course that features project-based learning with real nonprofits.

AUDUBON DE **Virtual Teams: Conducting a Big Five Personality Assessment for Effective Team Assignments**

TRACK Scholarship of Teaching and Learning

FOCUS Teaching

SESSION TYPE Regular Presentation

Debra Burleson, Baylor University

Participants will leave this session with examples and practical tools to augment their students' projects. Whether teaching teams or facilitating team projects, adding the Big Five Personality assessment before the project begins will energize students and inspire them to be more aware of themselves and of others on their team. This process motivates students to engage in learning.

AUDUBON DE **Effectively Engaged: Examining Online Text-Based and Role-Playing Activities in Business Communication Classrooms**

TRACK Scholarship of Teaching and Learning

FOCUS Teaching

SESSION TYPE Regular Presentation

Seth Frei, Texas State University

Co-Author: Barbie Chambers, Texas Tech University

How effectively engaged are students in online activities? In this session, authors will present research results from a study measuring students' cognitive and affective learning after completing an online, text-based case study and a digital role-playing game. Participants indicated their preferences and engagement for each activity. Recommendations for implementing these online activities within business communication courses will be provided.

CORMORANT Session Chair: Tetiana Andriienko-Genin**CORMORANT** **Reconnecting and Re-engaging Master's Students Through Enhanced and Differentiated Communications Programming****TRACK** Innovative Instructional Methods**FOCUS** Teaching**SESSION TYPE** Regular Presentation

Carl Follmer, University of Iowa

Stephanie Batterson, University of Iowa

Teaching communication skills and designing differentiated programming for Master's students can be challenging, but is necessary to create added value and attract students to lucrative graduate programming. This presentation will outline the pedagogical approaches and forms of support the Accounting Writing and Communications Program at the University of Iowa utilizes to deliver enhanced communication instruction to Master's students.

CORMORANT **Mentor, Sponsor, or Advocate?: Feminist Mentoring vs. Institutionalized Mentoring****TRACK** Organizational Communication**FOCUS** Research**SESSION TYPE** Regular Presentation

Ashton Mouton, Sam Houston State University

Mentorship is an essential resource for junior faculty trying to achieve tenure and promotion. Yet a historical review of mentorship reveals that the resource is not evenly distributed. Through interviews with women faculty, this study illuminates the processes of institutionalized mentorship as well as successes and failures of women on the tenure track and juxtaposes traditional mentorship with feminist mentorship.

CORMORANT **Inclusivity in an Online Class through Teamwork and Role Play****TRACK** Innovative Instructional Methods**FOCUS** Teaching**SESSION TYPE** Regular Presentation

Tetiana Andriienko-Genin, Westcliff University

Fostering inclusivity as a learning environment property and the aspired leadership characteristic is problematic in an online class due to lack of social contact and informal interactions. Using team assignments, especially role plays, gives students an opportunity to see others' perspectives and 'step into somebody's shoes,' enhancing social contact, uniting the team, and developing the inclusive mindset through valuing diversity.

3:10 p.m. - 4:10 p.m.

SNOWY EGRET Session Chair: Fabienne Bünzli

SNOWY EGRET **Analyzing and Designing Presentation Slides Using the Credible, Audience-centered, Readable, Strategic (CARS) Framework: A Tool for Business Communicators Inside and Outside the Classroom**

TRACK Visual Communication

FOCUS Research

SESSION TYPE Regular Presentation

Patricia Harms, University of North Carolina - Chapel Hill

The presenter will achieve three goals during their presentation: explain the Credible, Audience-centered, Readable, Strategic (CARS) framework, demonstrate how the framework works using a set of slides collected from the 2021 and 2022 Consumer Analyst Group of New York (CAGNY) conferences, and describe how instructors can use the CARS framework to teach business communicators how to design and analyze slides.

SNOWY EGRET **Visual Relationship-Building on Facebook: The Effects of Vertical Camera Angle and Horizontal Camera Angle on User Engagement**

TRACK Visual Communication

FOCUS Research

SESSION TYPE Regular Presentation

Fabienne Bünzli, University of St.Gallen

Omid Alizadeh Afrouzi, University of St.Gallen

Although Facebook is a predominantly visual medium, it is unknown how photos can be used to facilitate relationship-building and boost engagement. A content analysis of 1,370 Facebook posts of U.S. health charities suggests that engagement is greater for photos that support people's need for autonomy (vertical angle: high or eye level) and their need for appreciation (horizontal angle: frontal).

WHITE IBIS Session Chair: Demetrius Jordan**WHITE IBIS** **How Do You Teach Diversity Equity and Inclusion? #1****TRACK** Diversity, Equity and Inclusion**FOCUS** Teaching**SESSION TYPE** Roundtable

Demetrius Jordan, DePaul University, Moderator

To find the best practices and ideas that work, this session will provide an opportunity for faculty to share how they teach Diversity, Equity and Inclusion. It will offer real-world examples of “iron sharpens iron.” The ability to share our curriculum ideas in a relaxed, non-judgmental environment and receive feedback is an invaluable experience for educators.

Teaching Diversity and Inclusion in Utah

Hailey Gillen Hoke, Weber State University

This presentation will discuss specific activities used to help students learn about diversity and inclusion in classes like organizational communication, gender and communication, and intercultural communication in the unique environment of an area culturally dominated by a single religion, the Latter-Day Saints (LDS) in the state of Utah.

Communicating for Results

David Olson, Liberty University

The author will share research into, and handling of, the real-world communication issue of accountability through the lens of corporate leadership, in furtherance of promoting a diverse, equitable, and inclusive environment.

Cross-Cultural Technical Editing Assignment

Amy Hodges, University of Texas at Arlington

This assignment from a technical editing class encourages students to develop editing practices that embrace linguistic diversity.

DEI Practice is Communication Practice: Student-led DEI Discussions in the Business Communication Classroom

Pamela Bourjaily, University of Iowa

Devoting 10% of instructional time to five student-led DEI discussions throughout the semester reinforces the central premise of our business communication curriculum that DEI practice is communication practice. Student-led discussions facilitate students talking to each other about DEI rather than being talked at. Readings and discussion questions for the five topics will be provided.

continued on following page

3:10 p.m. - 4:10 p.m. • Session Four

How Do You Teach Diversity Equity and Inclusion? #1*continued from preceding page***DEI, It's All in the Cards!**

Joey Ray, University of Nevada, Reno

This session explores a unique way to teach Diversity, Equity and Inclusion to students using different decks of cards. The immediate visual impact of this type of training helps students grasp the differences between different phrases and helps students develop strategies to be more fair and mindful of DEI in the future.

Discover the "I" in Communicate

Trey Guinn, University of the Incarnate Word

Picture yourself as a water jug and learn a helpful way to explain why people communicate so differently. Life experiences and messages fill the jug, along with one's individual and unique flavors, like a Kool-Aid pouch. Part of our uniqueness is the distinct flavor of our Kool-Aid, but there is also a lot to be said for all those messages and experiences that fill our jug.

4:10 p.m. - 4:30 p.m.

**AUDUBON
FOYER****Break**

4:30 p.m. - 5:30 p.m.

COMMITTEE/SIG MEETINGS**WHITE IBIS****Research Committee**

Sky Marsen, Flinders University

Research Committee members will gather in Tampa with plans to connect virtually with other committee members.

CORMORANT**Teaching with Technology SIG**

Marsha Bayless, Stephen F. Austin State University

Open to all interested in using technology to enhance learning in the face-to-face and virtual classrooms.

continued on following page

4:30 p.m. - 5:30 p.m.

COMMITTEE/SIG MEETINGS, *continued from preceding page*

PELICAN

4Cs SIG

Kathryn Rentz, University of Cincinnati

This SIG will build on the connections between 4Cs and ABC that a group of ABC members have been developing. Come help us consider how to strengthen a workplace-writing presence at the Cs and ways both organizations can benefit!

SNOWY EGRET

Business Communication Centers SIG

Elizabeth Tomlinson, West Virginia University

Pamela Bourjaily, University of Iowa

Individuals involved with a Business Communication Center or those interested in learning more about BCC work are encouraged to attend the SIG.

SANDHILL

CRANE SOUTH

ABC Affiliate — Subcommittee of Marketing and Membership

Virginia Hemby

This subcommittee of the Marketing and Membership Committee will meet to plan and discuss our affiliate relationships.

AUDUBON DE

Rhetoric SIG

Jennifer Veltsos, Minnesota State University, Mankato

Each year, the Rhetoric SIG gathers during the conference to network and discuss rhetoric's role in teaching, research, and other shenanigans. All ABC members are welcome to join us.

SANDHILL

CRANE NORTH

Student Competition Committee

Kristin Pickering, Tennessee Technological University

During the Student Competition Committee meeting, which is open to all conference attendees, we will discuss a brief history of the Student Writing Competition, its purposes, and procedures. Then, we will explore interest in a future contest, including case selection and a potential timeline.

6:30 p.m. - 8:30 p.m.

Reception on Oystercatchers Hammock Deck

Gather outside on Oystercatchers Hammock Deck for a Tampa-style reception. Allow 10 minutes to travel the boardwalk or allow time to request a ride with the hotel valet desk (service may be limited).

In the event of inclement weather, the reception will be in the Audubon Ballroom.

7:30 a.m. - 8:50 a.m.

Regional Breakfast Meetings

Enjoy breakfast with your region.

Please wear a mask in buffet area.



AUDUBON E	Eastern U.S.
AUDUBON A	Midwestern U.S.
AUDUBON D	Southeastern U.S.
AUDUBON B	Southwestern U.S.
AUDUBON C	Western U.S.

9:00 a.m. - 10:00 a.m. • Session Five

AUDUBON DE Session Chair: Marice Jackson

AUDUBON DE Teaching Diversity, Equity and Inclusion in Business Communication: Reporting from a Curriculum Enrichment Initiative

TRACK Diversity, Equity and Inclusion

FOCUS Teaching

SESSION TYPE Regular Presentation

Ruby Nancy, University of Minnesota Duluth

What happens when faculty are challenged to increase Diversity, Equity and Inclusion (DEI) content in their existing courses? This presentation discusses a curriculum enrichment initiative where significant DEI content was incorporated into a business communication course. Session attendees will learn how the content was added, and will hear about the impact on student learning, engagement, and team communication skills.

AUDUBON DE Storied Leadership: Empowering Students to Collect and Deploy Narratives with a Strategic Story Inventory

TRACK Innovative Instructional Methods

FOCUS Teaching

SESSION TYPE Regular Presentation

Reed Stratton, University of Wisconsin - Stevens Point

Research acknowledges the persuasive power of leadership storytelling. However, many aspiring leaders (especially in graduate business communication courses) struggle to mine stories from personal experience. Learn how one professor in a core Master of Business Administration communication course solved this by implementing a strategic storytelling inventory and how this tool can empower undergraduate and graduate students to tell persuasive stories.

9:00 a.m. - 10:00 a.m. • Session Five

AUDUBON DE Ten Innovative Ways to Help Students Connect Current Events with Business Communication Solutions**TRACK** Innovative Instructional Methods**FOCUS** Teaching**SESSION TYPE** Regular Presentation

Marsha Bayless, Stephen F. Austin State University

Lucia Sigmar, Stephen F. Austin State University

Marice Jackson, Stephen F. Austin State University

Co-Author: Debbie DuFrene, Stephen F. Austin State University

Business communication students are increasingly challenged by the world's rapidly changing events such as COVID-19, a European war, and inflation. This session offers ten innovative ways to help students connect to these real-world events and to show them the value of business communication solutions. A handout will be distributed containing assignments presented in this session.

CORMORANT Session Chair: Fien De Malsche**CORMORANT Evaluation of Disability Accommodations in Higher Education: A Comparison of International University Students' Perspectives and Deaf Faculty****TRACK** Intercultural and Global Communication**FOCUS** Research**SESSION TYPE** Regular Presentation

Manako Yabe, University of Tsukuba

This study demonstrates college students' higher values for classes conducted by deaf/hard of hearing faculty members worldwide, which contributes to the expansion of financial resources and the development of disability services for deaf/hard of hearing faculty members. The study recommends that universities need to be aware of expanding financial resources, training sign language interpreters, and establishing disability services.

CORMORANT Cyber Hybridism in Business Communication? A Discussion of Cross-Cultural Issues on the Web**TRACK** Intercultural and Global Communication**FOCUS** Research**SESSION TYPE** Regular Presentation

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

In this presentation some cross-cultural issues in web design in related cyber-space collective ethos, such as cultural dominance, authorship as cultural practice, and the dilemma designers may have when weighing tradition against experiment, or vice versa will be discussed. In particular, a case study of a Sino-U.S. trading company's website will be presented as an example of business communication hybridism across cultures.

9:00 a.m. - 10:00 a.m. • Session Five

CORMORANT

The Use and Implications of Multilingual Strategies during Performance Appraisal Interviews

TRACK Intercultural and Global Communication

FOCUS Research

SESSION TYPE Regular Presentation

Fien De Malsche, University of Antwerp

Co-Author: Mieke Vandenbroucke, University of Antwerp

Co-Author: Els Tobback, University of Antwerp

How do companies deal with the lack of a shared first language in high-stakes, sensitive interactions? This paper presents three multilingual strategies and the way they are used during performance appraisal interviews at a small-sized yet globally active company in Belgium. The constraints and affordances of each strategy are examined from a discourse analytical perspective.

SANDHILL CRANE SOUTH

Session Chair: James Stapp

**SANDHILL
CRANE SOUTH**

**Know When to Hold ‘Em, Know When to Fold ‘Em:
When to Walk Away from a Consulting Gig**

TRACK Executive / MBA

FOCUS Consulting & Practice

SESSION TYPE Group Panel

James Stapp, Cornell University

Barbara Shwom, Northwestern University

Karl Keller, Communication Partners

Jenny Morse, Colorado State University

Recipient of the 2021 Award for Excellence in Communication Consulting

This panel, composed of consultants across a wide spectrum of experience and specialization, seeks to shed light on an important topic for communication consultants: when and how you should say “no” to a consulting opportunity and, if you’ve already said yes, when to ultimately walk away. Panelists will strive to provide high value to the audience by giving real-world stories and case studies and provide actionable and meaningful takeaways for any ABC member interested in consulting.



Photo by Marilyn Buerkens ©2022

SNOWY EGRET Session Chair: Christopher McKenna**SNOWY EGRET Kairos in Industry****TRACK** Rhetoric**FOCUS** Research**SESSION TYPE** Regular Presentation

Elizabeth Tomlinson, West Virginia University

This presentation introduces a new theoretical model for how the rhetorical principle of kairos (right time and right measure) works in business settings. Drawing from survey data from business owners and archival industry research, the presenter proposes that kairos exists on a dimension ranging from proactive to reactive, with distinct strategic purposes for both.

SNOWY EGRET Corporate Abolitionists v. Philosophical Pragmatism: The Burkean Definition of Man [sic] And Dramatistic Pentad in the Role of Agent in the History of Corporate Personhood**TRACK** Rhetoric**FOCUS** Research**SESSION TYPE** Regular Presentation

Lisa Barley, Eastern Michigan University

This presentation explores corporate personhood using Kenneth Burke's "definition of man [sic]" and dramatistic pentad to discover how corporate abolitionists and philosophical pragmatists define the corporation as person or "agent." Session attendees are asked to examine the corporation as agent and determine how this Burkean analysis of corporate personhood sheds light on corporate personality and responsibility.

SNOWY EGRET The Utility of Speech-Act Analysis: Historical Business Communications and their Role in Racial Segregation**TRACK** Rhetoric**FOCUS** Research**SESSION TYPE** Regular Presentation

Christopher McKenna, Stephen F. Austin State University

This presentation applies the principles of J. L. Austin's speech-act theories to the study of local business segregation in the Jim Crow South in the United States. Specifically, it leverages the notions of illocutionary and perlocutionary force to interrogate the seemingly prosaic statements deployed to normalize a system of customer segregation along ethnic lines during commercial entertainments.

9:00 a.m. - 10:00 a.m. • Session Five

WHITE IBIS Session Chair: Kerri Cissna

WHITE IBIS **Diversity, Equity and Inclusion Strategic Planning: Implementing a Diversity, Equity, Inclusion, and Belonging Mindset into your Department**

TRACK Diversity, Equity and Inclusion

FOCUS Teaching

SESSION TYPE Group Panel

Becky Crews, Miami University
Kerri Cissna, Miami University
Joshua Ferris, Miami University
MariClaire Warnock, Miami University
Co-Author: Jacob Matig, Miami University

The speakers will present an overview of their dynamic and robust Diversity, Equity, Inclusion, and Belonging (DEIB) Strategic Plan for their First Year Integrated Core (FYIC) program. The speakers will discuss their planning and development using the writing and the design thinking processes. The speakers will also help attendees plan an executable strategic plan for their own department or program.

10:20 a.m. - 11:20 a.m. • Session Six

AUDUBON DE Session Chair: Curtis Newbold

AUDUBON DE **COVID-Exposure, Empty Seats, and Hybrid Classrooms: Strategies for Repurposing Team Writing in a Post-Pandemic University**

TRACK Innovative Instructional Methods

FOCUS Teaching

SESSION TYPE Regular Presentation

Joshua Lenart, University of Utah

Utilizing the recent reinvigoration in digital learning platforms, or pandemic pedagogy as it is termed, this presentation outlines strategies for conducting more successful research collaborations in hybrid-classrooms. Guiding instructors through a model case study, this approach to team writing results in higher-quality deliverables and a more highly-engaged and interactive experience for students who find themselves in increasingly multimodal workplaces.

AUDUBON DE Engaging and Reengaging Students via Alternative Discussion Platforms

TRACK Innovative Instructional Methods

FOCUS Teaching

SESSION TYPE Regular Presentation

Sabine Thepaut, University of North Texas

Co-Author: William Ordeman, University of North Texas

This discussion provides results of a study which measures the effectiveness of two discussion board platforms: Yellowdig and Canvas. The study measures writing skills and student engagement in an upper-level Business Communication course. The presenters will discuss their findings and invite participants to discuss effective ways online platforms can achieve student learning outcomes.

AUDUBON DE Jumping Out of the Digital Black Box: Examining the Potential of Hybrid Online Education in Business and Strategic Communication Programs

TRACK Innovative Instructional Methods

FOCUS Teaching

SESSION TYPE Regular Presentation

Curtis Newbold, University of Utah

There is a complex paradox with online education: it works so well that innovation and potential is often stifled. Describing a forward-thinking online graduate program in strategic communication as an example, this presentation offers both anecdotal and research-based opportunities — including international travel; performance coaching; and client-driven service-learning projects — that present new ways of teaching online programs beyond the traditional paradigm.

CORMORANT Session Chair: Christina Illuzada

CORMORANT How to Train Your Dragon, As Well As Your Slacker, Lump, Butterfly, and Doormat: Work Style vs. Personality Type in Teamwork

TRACK Scholarship of Teaching and Learning

FOCUS Teaching

SESSION TYPE Regular Presentation

Barbara Bolt, University of South Carolina

To reinforce the importance of individual personalities within a team framework for heightened diversity and to facilitate team synergy, the presenter offers a new lexicon that repackages the concept of personality types into broader and accessible behavioral types that translate to specific work styles. Team performance is improved when challenges are viewed as conflicts over behavior and not personality.

10:20 a.m. - 11:20 a.m. • Session Six

CORMORANT**Writing in That New Space: Finding the Useful Lessons****TRACK** Scholarship of Teaching and Learning**FOCUS** Teaching**SESSION TYPE** Regular Presentation

Carroll Nardone, Sam Houston State University

Lindsay Clark, Sam Houston State University

This session invites faculty who recognize the opportunity the “new normal” presents and want to build a game plan. Sharing information from a pilot study of faculty and students’ perceptions at a mid-size university, attendees will learn how ideas from one locale can help create plans for their own localized post-pandemic teaching practices.

CORMORANT**Teaching for Transfer (TFT): The 21st Century Challenge for Business Communication****TRACK** Scholarship of Teaching and Learning**FOCUS** Teaching**SESSION TYPE** Regular Presentation

Randy Waller, Baylor University

Christina Iluzada, Baylor University

This presentation on teaching for transfer (TFT) will benefit both undergraduate and graduate instructors. TFT transforms student writers from passive consumers of checklists and rules to active learners constructing their own composing framework. TFT’s background and theory will be discussed, and the presentation will conclude with TFT writing assignments.

SANDHILL CRANE SOUTH

Session Chair: Trent Deckard

**SANDHILL
CRANE SOUTH****Virtual Exchange (AKA Collaborative Online International Learning):
Setting Communication Goals and Monitoring Communication****TRACK** Innovative Instructional Methods**FOCUS** Teaching**SESSION TYPE** Regular Presentation

Victoria McCrady, University of Texas at Dallas

Virtual Exchange (VE) offers a rich international experience for students, appealing when travel budgets are tight and borders more likely to close. This presentation shares survey data for how 100 successful virtual exchange partners at U.S. universities create clear communication goals as part of the student learning objectives, evaluate communication in monitored channels and provide prompt nuanced reflection.

**SANDHILL
CRANE SOUTH****Business Storytelling in Virtual and Traditional Study Abroad Opportunities****TRACK** Intercultural and Global Communication**FOCUS** Teaching**SESSION TYPE** Regular Presentation

Trent Deckard, Indiana University

Storytelling is a key component of business communication and conveys values, lessons, and morals while connecting audiences to the experience of the teller. A business communication lecturer and doctoral student in Global Leadership uses upcoming observances in a Virtual Study Abroad in Ireland and a traditional Study Abroad in Greece to inform on how intercultural storytelling can serve leadership development, classroom pedagogy for business students, and guide further study.

**SANDHILL
CRANE SOUTH****English as a Second Language (ESL) and Inclusion in Brazil****TRACK** Intercultural and Global Communication**FOCUS** Teaching**SESSION TYPE** Regular Presentation

Ana Magalhaes, State of Sao Paulo Technological College

Maria Claudia Rocha, Fatec Cruzeiro

Co-Author: Benedita Hirene Heringer, State of Sao Paulo Technological College

In Brazil, like in other countries, performance in English as a Second Language appears to have a strong correlation with family background. In Brazil, more than half of the population descends from enslaved Africans, who never had an opportunity to receive an education and started a chain of underprivileged. Yet there are short-term actions that can be taken.

10:20 a.m. - 11:20 a.m. • Session Six

WHITE IBIS

Session Chair: Jennifer Veltsos

WHITE IBIS

Good Things Happen to Boss Babes Who Hustle: A Rhetorical Analysis of the LuLaRich Docuseries

TRACK Rhetoric

FOCUS Research

SESSION TYPE Group Panel

Jennifer Veltsos, Minnesota State University, Mankato, Panel moderator

The LuLaRich docuseries (Amazon Prime) investigates allegations against LuLaRoe and its founders/owners DeAnne and Mark Stidham. This panel, sponsored by the Rhetoric SIG, offers a case study of the rhetorical strategies the Stidhams use to defend their business model as ethical. The analysis offers insights to the language used to legitimize business practices.

The Balance of Virtue and Vice

Paula Lentz, University of Wisconsin-Eau Claire

The Stidhams' defend LuLaRoe's business practices as rooted in virtue — paying forward DeAnne Stidham's blessing of success. However, any virtue can become a vice if it is not appropriately attended to. This presentation uses Aristotle's 12 virtues (particularly magnanimity, pride, and truthfulness) to analyze rhetorically the balance of virtue and vice in the Stidhams' legitimization of LuLaRoe's business model.

LuLaRoe's Rhetoric of the American Dream — for Women

Danica Schieber, Sam Houston State University

LuLaRoe encouraged women to become distributors to gain financial freedom, promising, "There is no upper limit!" and "[Profit] is entirely up to you." This presentation examines the LuLaRich documentary using the lens of Kantian freedom. It asks, "How does LuLaRoe use the narrative of freedom and the American Dream as a rhetorical tool? Examples and implications will be discussed.

Faith of Our Fathers (and Mothers?): The Impact of Religious Faith on LuLaRoe's Business Practices

Jacob Rawlins, Brigham Young University

This presentation uses contemporary religious rhetoric to examine how the Stidhams' language connects with the religious faith of many of their employees, with both explicit and implicit messages. The analysis reveals how company leaders use language to tap into a powerful religious rhetoric of virtues, values, and beliefs, which allows them to influence, control, and manipulate their distributors.

SNOWY EGRET Session Chair: Heidi Schultz**SNOWY EGRET** **Navigating the Loop: Business Majors' Perceptions of Skills Acquisition During College****TRACK** Scholarship of Teaching and Learning**FOCUS** Teaching**SESSION TYPE** Regular Presentation

Lucia Sigmar, Stephen F. Austin State University

Co-Author: Carol Wright, Stephen F. Austin State University

College seniors completed a Qualtrics survey to determine whether their writing and communication skills increased during their college tenure. The findings indicate which writing and communication skills may need emphasis in “closing the loop” for accreditation. The researchers considered how students’ self-efficacy in rating influenced their ability to improve skills. Social cognitive theory and cognitive bias are examined as possibly influencing responses and outcomes.

SNOWY EGRET **From Aristotle’s Poetics to Pixar’s Prompt: Uncovering the Storytelling Framework for Effectively Constructed Stories in Business and Professional Settings****TRACK** Scholarship of Teaching and Learning**FOCUS** Teaching**SESSION TYPE** Regular Presentation

Heidi Schultz, University of North Carolina-Chapel Hill

In this session, attendees will learn about the five-part storytelling framework and how it applies to stories in professional contexts. Attendees will participate in two activities to reinforce concepts; analyze story examples from business meetings, quarterly earnings calls, professional email messages, confirmation hearings, research discussions, and business presentations; and understand how to use the framework to teach storytelling.

10:20 a.m. - 11:20 a.m. • Session Six

SNOWY EGRET

Communication Breakdowns: Campus Messaging vs. Students Understanding of Dating Violence

TRACK Organizational Communication

FOCUS Teaching

SESSION TYPE Regular Presentation

Jessie Richards, University of Utah

Within five years, five women affiliated with the University of Utah were murdered by their dating partners. These tragedies offer campuses an opportunity to communicate information about dating violence, yet the organizational communication of the institution is rarely in sync with the interpersonal communication of its inhabitants (students). This presentation demonstrates the current communication discrepancy and provides recommendations for better communication.

11:30 a.m. - 1:15 p.m.

**AUDUBON
BALLROOM**

Awards Luncheon - All Registered Attendees

Award recipients will be announced during this Friday luncheon. Come celebrate their success.

*Award recipients:
photographs will be taken
1:15 p.m. - 1:35 p.m.*



AWARDS

- | | | |
|--|--|---|
| <ul style="list-style-type: none"> • Distinction in the Practice of Diversity and Inclusion
Sponsored by Peter Cardon • Margaret (Marty) Baker Graham Research Grant
Sponsored by Friends of Margaret Baker Graham and Business Communication Research Foundation • Innovation in Teaching with Technology Award
Sponsored by Amy Newman • Outstanding Article in International Journal of Business Communication
Sponsored by Paula Lentz and Kathryn Rentz | <ul style="list-style-type: none"> • Outstanding Article in Business and Professional Communication Quarterly
Sponsored by Mary Ellen Guffey and Dana Loewy • Distinguished Publication on Business Communication
Sponsored by SAGE • Rising Star Award
Sponsored by SAGE • Kitty O. Locker Outstanding Researcher Award
Sponsored by McGraw-Hill and ABC • Meada Gibbs Outstanding Teacher-Scholar Award
Sponsored by ABC | <ul style="list-style-type: none"> • Award for Excellence in Communication Consulting
Sponsored by Association of Professional Communication and ABC • Business Communication Impact Award
Sponsored by USC Marshall School of Business • Bernadine P. Branchaw Spirit of ABC Award • Francis W. Weeks Award of Merit • Fellow of ABC |
|--|--|---|

AUDUBON DE Session Chair: Brian Hentz**AUDUBON DE The Problem with Entrepreneurship for MBA Programs and their Students****TRACK** Executive / MBA**FOCUS** Teaching**SESSION TYPE** Regular Presentation

Rory McGloin, University of Connecticut

Co-Author: Jennifer Mathieu, University of Connecticut

Until recently, entrepreneurship has not been a part of most MBA or executive leadership programs. Yet, entrepreneurial programs may be one answer to helping MBA and executive leadership programs unlock the full potential of their learners. Learn more about how the University of Connecticut has taken a direct approach to integrating entrepreneurial programming and mindset development into the broader MBA curriculum.

AUDUBON DE Integrating Neuroscience into the Teaching of Change Communication**TRACK** Executive / MBA**FOCUS** Teaching**SESSION TYPE** Regular Presentation

Dirk Remley, Kent State University

The presenter will describe recent developments in linking neuroscience concepts with elements of organizational change communication toward helping attendees understand how they might integrate such information into their own pedagogy and practice. The presenter will include examples of weak and strong change communication practices at executive levels that can be used as case analyses.

AUDUBON DE Authentic Networking: Helping Students Connect — With Intention**TRACK** Executive / MBA**FOCUS** Teaching**SESSION TYPE** Regular Presentation

Brian Hentz, University of Massachusetts Amherst

Brent Lucia, University of Connecticut

Business school students are introduced to effective networking skills to help them make social connections and maintain social capital. However, students can find networking stressful and view the process as solely transactional. Using an emotional intelligence framework, business communication faculty can introduce students to more authentic networking strategies that help them self-regulate their learning and individual growth.

1:40 p.m. - 2:40 p.m. • Session Seven

CORMORANT Session Chair: Minna Logemann

CORMORANT **A Meta-Analysis Comparing Impression Management Tactics used by Leaders of Color**

TRACK Diversity, Equity and Inclusion

FOCUS Research

SESSION TYPE Regular Presentation

Darius Benton, University of Houston-Downtown
Mignon Burton, Hidden Treasures Consulting, LLC
Sarah Ceballos, Metropolitan College of New York

This presentation features a meta-analysis conducted to further examine impression management and gender for the purpose of ascertaining the affinity for people of color in positions of leadership or management within organizations. Results of this study indicate that there are gender specific preferences associated with the use of impression management constructs by organizational leaders.

CORMORANT **“I’m Offensive, But I’m a Good Worker:” Shining Light on the Employment Experiences of Professionals with Tourette Syndrome**

TRACK Diversity, Equity and Inclusion

FOCUS Research

SESSION TYPE Regular Presentation

Phillip Wagner, College of William and Mary

This presentation explores how individuals with Tourette Syndrome (TS), a disorder that involves intrusive movements/sounds that cannot be easily controlled, navigate the world of work. In-depth interviews explore how gainfully employed professionals with TS negotiate identity in the workplace. Results provide insight to organizations on how to sculpt environments where those with TS can thrive.

CORMORANT **Being and Becoming: Asian American and Pacific Islander Identity Work in the 21st Century American Higher Education**

TRACK Diversity, Equity and Inclusion

FOCUS Research

SESSION TYPE Regular Presentation

Minna Logemann, Baruch College, The City University of New York

This presentation describes the results of qualitative research carried out as an oral history project to address specifically the question: How do Asian American Pacific Islander (AAPI) community members identify themselves and how has the recent COVID-19 pandemic related rise in discrimination, racism and xenophobia impacted their identity work on American campuses? This question is addressed utilizing narrative interviewing.

SNOWY EGRET Session Chair: Lauren Hearit**SNOWY EGRET Euphemisms No More: A Study of Indian Layoff Announcements****TRACK** Organizational Communication**FOCUS** Research**SESSION TYPE** Regular Presentation

Sangeeta Shukla, Bennett University

Why do organizations resort to euphemisms when announcing their decision to dismiss employees — to save the face of the addressee or that of the communicator? This presentation discusses the communicative purpose of the euphemisms used in layoff announcements by Indian institutions. The euphemisms used in layoff announcements are mostly conventional and are used primarily to alleviate the communicative discomfort of the organization.

SNOWY EGRET Using Corporate Public Discourse to Practice Power: An Integrated Approach to the Deconstruction of Diversity and Inclusion Reports**TRACK** Organizational Communication**FOCUS** Research**SESSION TYPE** Regular Presentation

Junhua Wang, University of Minnesota Duluth

Sky Marsen, Flinders University

Through analyzing ten diversity and inclusion reports from top IT and banking industries, this presentation reveals genre conventions in the reports, investigates how rhetorical agency is at work, and identifies the speech acts used by corporations to communicate with audiences on diversity and inclusion. In addition, salient diversity practices will be identified in the ten reports.

SNOWY EGRET Post-Financial Crisis Discourse in Iceland: A Case Study**TRACK** Organizational Communication**FOCUS** Research**SESSION TYPE** Regular Presentation

Lauren Hearit, Hope College

Co-Author: Katharine Miller, Marquette University

Little scholarly attention has been paid to the low number of women in financial and economic careers. Iceland, however, has often topped the World Economic Forum's Gender Equality Index, and after the 2008 financial meltdown, women led the Icelandic "clean-up" of the economic system. Today, Iceland argues its economy provides a unique case study for rethinking gender in the rebuilding of world economies via public policy.

1:40 p.m. - 2:40 p.m. • Session Seven

WHITE IBIS Session Chair: James Stapp

WHITE IBIS **Moving from Monologue to Dialogue: Reimagining How to Teach Oral Communication**

TRACK Innovative Instructional Methods

FOCUS Teaching

SESSION TYPE Group Panel

James Stapp, Cornell University
Andrew Quagliata, Cornell University
Tyrell Stewart-Harris, Cornell University

This panel will actively engage attendees in reflecting on teaching practices. The panel will discuss how panelists and attendees currently model oral communication in the classroom. Panelists will share strategies and crowdsource ideas about how to move business communication classes and assignments away from modeling and reinforcing monologues with the aim of moving toward an approach that values dialogue.

3:00 p.m. - 4:00 p.m. • Session Eight

AUDUBON BALLROOM ABC Session Chair: Andy Cavanaugh

AUDUBON BALLROOM ABC **My Favorite Assignment Onsite #1**

TRACK Innovative Instructional Methods

FOCUS Teaching

SESSION TYPE Roundtable

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

D. Joel Whalen, DePaul University, Moderator
Charles Drehmer, DePaul University, Moderator

Dr. Seuss, the Zax, and Conflict Resolution
Virginia Hemby, Middle Tennessee State University

Skill Building & Expertise Learning Project
Samantha Dine, Grand Valley State University

Social Media Strategy: Comparing Industry Approaches to Instagram
Tara Moore, Elizabethtown College

32-day Commitment Assignment: Consistency and Confidence in Business Communication Skills

Lisa Barley, Eastern Michigan University

Best Boss
Barbara Bolt, University of South Carolina

continued on following page

3:00 p.m. - 4:00 p.m. • Session Eight

My Favorite Assignment Onsite #1

continued from preceding page

How Did This Go Viral?

Andi Coulter, Washington & Lee University

Pitch with a Twist: Perform your Speaking Anxieties

Stacy Rosenberg, Carnegie Mellon University

Understanding Cultural Differences

Sarah Clements, University of Arkansas at Little Rock

Brand “ME” - A Visual Creation of Your Personal Brand

Kimberley Williams, University of North Carolina

Our Emotional Intelligence and Communication

Debra Burleson, Baylor University

Role Plays for Truly Inclusive Experiences

Tetiana Andriienko-Genin, Westcliff University

Cover Letter Writing: Tell Me without Telling Me

Michal Horton, Baylor University

Compassion and Creativity in Crisis Communication: Learning from the Flint Water Crisis

Aaron Phillips, University of Utah

Eye-contact Practice Meets Whack-a-Mole

Christopher McKenna, Stephen F. Austin State University

Skills to Pay the Bills: Adding Professional Development Workshops to BComm Classes

Matari Gunter, Texas State University



Photo by Marilyn Buerkens ©2022

3:00 p.m. - 4:00 p.m. • Session Eight

CORMORANT

Session Chair: Kerri Cissna

CORMORANT**Tattoos, Pronouns, and Other Dilemmas: How to Guide Students Through Self-Representation During the Job Search****TRACK** Diversity, Equity and Inclusion**FOCUS** Teaching**SESSION TYPE** Regular Presentation

Amy Newman, Cornell University

David Lennox, Cornell University

Christina McDowell, Cornell University

How should students represent themselves during the job search? Business communication instructors are in a position to provide professional guidance, but with continuing societal changes in the workforce and in culture, this advice is more challenging. Learn ways to talk with students about balancing authenticity with impression management, avoiding potential discrimination/stereotyping, and finding places where they belong.

CORMORANT**Diversity Research is Always Intersectional, and Accessible Design in Business Communication Pedagogy can be Fun****TRACK** Diversity, Equity and Inclusion**FOCUS** Teaching**SESSION TYPE** Regular Presentation

Zsuzsanna Palmer, Grand Valley State University

Sushil Oswal, University of Washington

Recipients of the 2021 Distinction in the Practice of Diversity and Inclusion Award

Presenters will share their research and pedagogical collaboration focusing on accessible design. Attendees will gain insight into a variety of projects that can help to establish a more diversity and inclusion focused teaching and research approach.

3:00 p.m. - 4:00 p.m. • Session Eight

CORMORANT**Cultivating a Culture of Yes, and Using Improv to Teach Diversity, Equity and Inclusion****TRACK** Diversity, Equity and Inclusion**FOCUS** Teaching**SESSION TYPE** Regular Presentation

Kerri Cissna, Miami University

Becky Crews, Miami University

This session provides hands-on experience with techniques from improvisational comedy that cultivate a culture of “yes, and.” Improv creates a foundation for the psychological safety needed by high performing teams who seek to leverage diversity for creative problem solving. Three key takeaways include: Seven Rules for Improv; Replicable improv exercises; Reflection questions and debriefing conversation starters for DEI that emerge from creating a culture of “yes, and.”

SNOWY EGRET

Session Chair: Gail Flanagan

SNOWY EGRET**Business Discourse in the Irish Technology Sector: Focusing on the Intercultural Communicative Competence (ICC) Skills of Irish English Speakers in International Virtual Teams****TRACK** Intercultural and Global Communication**FOCUS** Research**SESSION TYPE** Regular Presentation

Gail Flanagan, University of Limerick

This presentation focuses on virtual intercultural communication in the Irish technology sector. International Virtual Team (IVT) communication successes and challenges were collated and analyzed to define a set of communicative competencies. These, in turn, can be used to inform the development of experience-based, intercultural communication education programs for professional and higher education learners.

SNOWY EGRET**Storytelling in the Time of War: How President Zelenskyy Captured the Hearts and Minds of the West****TRACK** Intercultural and Global Communication**FOCUS** Research**SESSION TYPE** Regular Presentation

Jolanta Aritz, University of Southern California

Storytelling is a powerful way of connecting others to the vision leaders wish to share. This presentation analyzes communication messages on social media by the Ukrainian President Volodymyr Zelenskyy during the first three weeks of Ukraine’s war with Russia. The analysis will show how narrative intelligence transformed the country’s narrative and gained broad support for Ukraine’s fight for freedom.

3:00 p.m. - 4:00 p.m. • Session Eight

SNOWY EGRET **Brahmanical Idealism vs Strategic Pragmatism: Contrasting the Negotiating Practices in India and China**

TRACK Intercultural and Global Communication

FOCUS Research

SESSION TYPE Regular Presentation

Rajesh Kumar, Global Strategic Advisory

India and China are now major players in the global economy, and the historical heritage and cultural logics are distinct in these societies. This presentation illustrates how these differences impact the negotiating styles in these countries and explores implications for how outsiders can best deal with the cultural challenges they might encounter.

WHITE IBIS Session Chair: Matthew Baker

WHITE IBIS **Analyzing Advice-Giving Strategies in Corporate Women's Narratives**

TRACK Organizational Communication

FOCUS Research

SESSION TYPE Regular Presentation

Amaly Santiago, University of South Florida

This study analyzed advice-giving texts and narratives collected from four books written by corporate women and corporate coaches who advise other professional women in their careers. The study examined strategies of advice-giving and how advice is organized, constituted, and made up of leadership discourse. The strategies showed how the authors organize credibility, identification, authority, inclusiveness, and closeness towards their readers.

WHITE IBIS **Disruption-Focused vs Stability-Focused Value Propositions: How Startup and Small Business Entrepreneurs Create Different Arguments About a New Venture's Value**

TRACK Rhetoric

FOCUS Research

SESSION TYPE Regular Presentation

Emily DeJeu, Carnegie Mellon University

Entrepreneurs must craft strong value propositions, or arguments, about the value their business idea will bring to target markets, in order to secure funding for new ventures. This presentation highlights previously unexplored rhetorical differences in the value propositions of high-tech, high-growth startups versus traditional "Main Street" small businesses — differences that could enhance entrepreneurship education pedagogy.

3:00 p.m. - 4:00 p.m. • Session Eight

WHITE IBIS

**Customer Satisfaction Communicated in Online Restaurant Reviews:
The Role of Adversative Connectives**

TRACK Technology, Digital Media, and Web 2.0

FOCUS Research

SESSION TYPE Regular Presentation

Matthew Baker, Brigham Young University

The way customers write their online restaurant reviews can reveal important information about their customer satisfaction. This presentation shares the results of a study analyzing a writing strategy customers use to communicate their satisfaction or dissatisfaction. Researchers, restaurant owners, and business communication instructors seeking to better understand online customer discourse should find the results interesting and useful.

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

**AUDUBON
FOYER**

Break



4:40 p.m. - 5:40 p.m.

COMMITTEE/SIG MEETINGS

AUDUBON DE

Academic Environment Committee

Dirk Remley

We will discuss current projects and plan for future ones that benefit ABC members.

SNOWY EGRET

Finance Committee

Amy Newman

The tentative meeting agenda is:

- Debrief Board meeting
- Debrief budget process
- Review asset allocation/investment strategy
- Review committee charges

WHITE IBIS

Marketing and Membership Committee

Virginia Hemby

**SANDHILL
CRANE SOUTH**

National Communication Association Convention Committee

Jenna Haugen

CORMORANT

Publications Board

Jason Snyder

Friday Evening • On Your Own

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

SNOWY EGRET Breakfast on 2nd floor pre-function area

9:00 a.m. - 11:45 a.m. • WORKSHOP

CORMORANT Session Chair: Amy Newman

CORMORANT **Assignments for Teaching Ethics, Values, and Character**

TRACK Social Responsibility

FOCUS Teaching

SESSION TYPE Workshop (*Advance Sign-up Requested*)

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

In this workshop, participants will learn approaches to values, ethics, and character in the business communication classroom. Attendees will receive, develop, and share related assignments; receive feedback on those assignments; and learn ways to grade these kinds of assignments. Participants will leave the workshop with new assignments, rubrics, and more confidence as they tackle this critical aspect of students' personal and professional development.

9:00 a.m. - 10:00 a.m. • Session Nine

SANDHILL CRANE NORTH Session Chair: Dirk Remley

SANDHILL CRANE NORTH **Business Communication or Professional Communication? Terminology and Disciplinarity Affecting the Academic Environment for Business Communication**

TRACK Employment Issues

FOCUS Teaching

SESSION TYPE Group Panel

Dirk Remley, Kent State University
Janel Bloch, Northern Kentucky University
Paula Lentz, University of Wisconsin-Eau Claire

Dubinsky and Getchell (2021) call attention to the demise of business writing within departments of English toward favoring technical writing and professional writing; and there is a similar treatment of that distinction between “business communication” and “professional communication” in colleges of business. This panel will describe the related dynamics and how ABC can help our colleagues navigate these trends.

SANDHILL CRANE SOUTH Session Chair: Angela Perry

**SANDHILL
CRANE SOUTH**

Effective Methods for Teaching Visual Rhetoric and Design

TRACK Visual Communication

FOCUS Teaching

SESSION TYPE Group Panel

Angela Perry, Indiana University
Deidre Kelly, Indiana University Bloomington
Xin Chen, Indiana University Bloomington
Polly Graham, Indiana University Bloomington

This interactive panel provides attendees a conceptual framework along with practical application in visual rhetoric and design. Panelists will facilitate a discussion on best practices in design within the field of business communication, addressing misconceptions, encouraging collaboration, and sharing relevant resources. Attendees will explore web-based design programs to enhance teaching approaches and have the opportunity to revise assignments.

SNOWY EGRET Session Chair: Andy Cavanaugh

SNOWY EGRET **My Favorite Assignment Onsite #2**

TRACK Innovative Instructional Methods

FOCUS Teaching

SESSION TYPE Roundtable

D. Joel Whalen, DePaul University, Moderator
Charles Drehmer, DePaul University, Moderator

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

Individual Ethics Presentation

Maria Colman, University of Southern California

Using Card Sorting to Better Understand Users

Xiaoli Li, University of Dayton

Social Media Plans for Feeding America

Brenda Jones, Franklin University

“Sizing” Up Language: Let’s get Inclusive!

Catherine Zizik, Seton Hall University

Utilizing Open Innovation and the Assertion Evidence Structure to Facilitate Group Collaboration

Ashton Mouton, Sam Houston State University

continued on following page

9:00 a.m. - 10:00 a.m. • Session Nine

My Favorite Assignment Onsite #2*continued from preceding page***Are You In or Out? Developing Business Communication Skills through Dragons' Den Simulation**

Oksana Shkurska, Dalhousie University

Delete, Delay, Respond: Writing Winning Subject Lines in the Attention Economy

Reed Stratton, University of Wisconsin - Stevens Point

Inclusive Business Design Development

Fadia Nordtveit, Springfield College

Incorporating Business Communication in ALL Courses with the Progress Report Memorandum

Robin Mathis, Kennesaw State University

But Professor, How Many References Do I Have to Have?

Joshua Lenart, University of Utah

My Big Comic Book Idea: Transforming Aspiring Business Professionals into Creative Communicators

Trent Deckard, Indiana University

The Milk Jug: A Visual Rhetorical Analysis

Jessie Richards, University of Utah

AI Speech Analysis for Better Presentations

Robyn Albers, Zayed University

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

Break

Photo by Marilyn Buerkens ©2022

SANDHILL CRANE NORTH Session Chair: Kim Campbell

SANDHILL CRANE NORTH **“I Did My Own Research (on Google):” Physician Communication with COVID-19 Vaccine Hesitant Patients**

TRACK Organizational Communication

FOCUS Research

SESSION TYPE Regular Presentation

Hailey Gillen Hoke, Weber State University

This qualitative study explores the communication strategies used by physicians when discussing the COVID-19 vaccine with vaccine-hesitant patients. When medical experts can share accurate information, they can combat rampant misinformation, and in turn, increase the rate of vaccination. This represents a unique organizational communication challenge for physicians, who must remain professional while countering (sometime egregious) misinformation.

SANDHILL CRANE NORTH **Supporting Pension Participants in Making Better Pension Decisions**

TRACK Organizational Communication

FOCUS Research

SESSION TYPE Regular Presentation

Jelle Strikwerda, Utrecht University

Pension participants in the Netherlands face increasingly complex decisions, and they should be supported in making these decisions. Based on 46 in-depth interviews with pension consultants, advisers and participants, this presentation explores what should be communicated to participants, how and by whom, in order to support participants in the most optimal way when making pension decisions.

SANDHILL CRANE NORTH **Where Do You Search for Business Communication Research? Exploring Results for Common Databases**

TRACK Organizational Communication

FOCUS Research

SESSION TYPE Regular Presentation

Kim Campbell, University of North Texas

Business researchers can rely on several articles for guidance in conducting integrative literature reviews. Medical researchers can use a standard methodology for systematic literature reviews. A pilot project exploring methods for studying the consequences of literature search choices in business communication will be presented. The audience will be invited to contribute in the development of useful guidance for researchers.

10:40 a.m. -11:40 a.m. • Session Ten

SANDHILL CRANE SOUTH Session Chair: Trey Guinn

**SANDHILL
CRANE SOUTH**

Verbal Communication in the Workplace

TRACK Interpersonal Communication

FOCUS Research

SESSION TYPE Group Panel

Sam DeKay, VP - BNY Mellon Corporation (Retired), Moderator

This panel, sponsored by the Business Practices Committee, includes presentations that offer original research concerning ways in which verbal communication influences the content, perceived meanings, and consequences (intended or unintended) of corporate and workplace communications.

Zoom and Doom: The Demise of Oral Presentation Delivery

Gina Genova, University of California, Santa Barbara

Craig Cotich, University of California, Santa Barbara

When Covid-19 made virtual meetings a “new normal,” did presenters unintentionally turn into “Zoomies,” permanently forsaking audiences for the ease of bad delivery habits? This talk will define six presentation personas born of Zoom’s rise, examine some egregious examples, and argue that oral presentations in the wake of the workplace’s live-to-virtual shift are not forever doomed.

What Happens When the Elevator Pitch Reaches the Lobby?

Clive Muir, Washington University in St Louis

This presenter discusses the concept and value of “connected talk” in managerial and executive conversations. It explores the types of information, dispositions, and rhetorical styles that speakers can use to showcase technical knowledge and enhance their narratives.

Increasing Your Effectiveness with Verbal Communication in the Workplace

Trey Guinn, University of the Incarnate Word

Most workplace interactions involve verbal communications. Whether it’s fielding client questions on a virtual call, defending a position to your manager and team, or just speaking to an audience of one during a job interview, verbal skills are required. The presenter will outline the process for increasing your students’ effectiveness in the workplace by applying the five central tenets of verbal communication.

SNOWY EGRET Session Chair: Andy Cavanaugh**How Do You Teach Diversity Equity and Inclusion? #2****TRACK** Diversity, Equity and Inclusion**SESSION TYPE** Roundtable

Demetrius Jordan, DePaul University, Moderator

To find the best practices and ideas that work, this session will provide an opportunity for faculty to share how they teach Diversity, Equity and Inclusion. It will offer real-world examples of “iron sharpens iron.” The ability to share our curriculum ideas in a relaxed, non-judgmental environment and receive feedback is an invaluable experience for educators.

It’s Not About Checking the Box...or Is It?

Phillip Wagner, College of William and Mary

We often talk about the dangers of ‘checking the box’ in conversations on DEI. But can we redeem the boxes in any way? In this activity, participants will grapple with “the boxes” that define us and consider how those boxes shape organizational contexts and the greater conversation on DEI.

Let’s Talk Microaggressions!

Fadia Nordtveit, Springfield College

The dialogues, workshops, and assignments dealing with microaggressions in the workplace often take a pedantic and serious approach. This module takes a fresh and satirical perspective in creating an academic experience for the classroom on the topic of microaggressions. The session is created to be adaptable to longer workshop/assignment formats as well as a one-class teaching module. This module has been tested in undergraduate and graduate classrooms as well as corporate workshops.

Talking to Strangers

Stephen Lind, University of Southern California

Substantively talking to someone that is a stranger is a daunting proposition for many, despite its commonplace occurrence across business settings. It is also a vibrant opportunity to engage and reflect on difference and diversity. In this activity, students are required to meaningfully “talk to strangers,” journal their activities and reflect on the experience. Readings and class discussion prompts guide students to reflect on and unpack ethics and tactics for inclusively engaging diverse people they encounter.

continued on following page

How Do You Teach Diversity, Equity and Inclusion? #2

continued from preceding page

Team Report: DEI in the Workplace

Ruby Nancy, University of Minnesota Duluth

This presenter shares of project teams that do in-depth research on some aspect of DEI, using scholarly, industry, and business media sources; the teams then write a detailed informational report for a professional business audience. Reports may be recommendation reports, feasibility reports, comparative analysis reports, or summary reports of best practices.

Implicit Associations and Professional Goals

Samuel Head, Brigham Young University - Idaho

In a unit about implicit biases, students take multiple implicit association tests to help them identify their own biases. They then write a reflective essay about how those biases may impact the diverse individuals and communities they will encounter in their professional lives, and what they can do to counter those biases.

Does Race and Gender Affect a Leader's Ethical Performance?

Darius Benton, University of Houston-Downtown

This teaching activity requires students to reflect on course content by engaging a critical question that breeds differing perspectives, further challenging and deepening their own understanding of multiple concepts at once, including ethical leadership at the intersection of race and gender.

END OF ONSITE PRESENTATIONS

Access session recordings of Monday and Tuesday's virtual programming.

Recordings from virtual presentations are available until March 31, 2023.

1. Log in to ABC.
2. Go to **My Options** (near your name).
3. Click **My Profile**.
4. Click **Transactions**. From your Tampa transaction, click **Registration**.
5. At the top bar, from the blue toolbar, click **SESSIONS**. Search by track or speaker.

MONDAY • OCTOBER 3 • VIRTUAL

8:20 a.m. -10:20 a.m. • VIRTUAL • WORKSHOP

VIPERS

Session Chair: Reid McLain

VIPERS

Teaching Business Writing: A Discourse Analysis Approach

TRACK Scholarship of Teaching and Learning

FOCUS Teaching

SESSION TYPE Workshop (*Advance Sign-up Requested*)

Yeonkwon Jung, Kansai Gaidai University

2021 Kitty O. Locker Outstanding Researcher Award Recipient

This workshop introduces an approach to teaching business writing to second language (L2) learners. It investigates the organizational and cultural influences of context through close text analysis. During the workshop, participants can expect hands-on practice on data analysis from the perspective of discourse analysis to revisit “standard” business writing in English across contexts.

8:20 a.m. - 9:20 a.m. • VIRTUAL • Session One

TARPONS

Session Chair: Andy Cavanaugh

TARPONS

Examining the Role of Leader Motivating Language in CSR Communication through Organizational Culture: Insights from U.S. and China

TRACK Organizational Communication

FOCUS Research

SESSION TYPE Regular Presentation

Yafei Zhang, Renmin University of China

C. R. Anderson Research Fund grant recipient through Business Communication Research Foundation

Co-Author: Chuqing Dong, Michigan State University

This study employs the motivating language theory to examine the effect of multi-dimensions of leaders’ oral communication strategies on job satisfaction and corporate social responsibility (CSR) engagement on social media. In addition, presenters propose two mediators (i.e., organizational caring culture and organizational positive emotional culture) through which the relationships between leader motivating language in CSR communication and employee-related outcomes are strengthened.

8:20 a.m. - 9:20 a.m. • VIRTUAL • Session One

TARPONS**Transnational Technical and Business Communication Writers in Making of a Multimodal Career Portfolio****TRACK** Intercultural and Global Communication**FOCUS** Research**SESSION TYPE** Regular Presentation

Shyam Pandey, Sam Houston State University

As the science, technology, engineering, and math (STEM) job market is changing dramatically, we move from physical-based to mobile workspaces that are transnational. Companies are increasingly entrepreneurial, so there is a high stake in job candidates' career materials preparation. This session highlights transnational technical and business communication writers' engagement in multi-modal career portfolios and their approach to finding STEM career positions.

OSPREY

Session Chair: Nancy Mahon

OSPREY**Timely Triadic Transdisciplinarity: Business and Professional Communication as Instrumental in Understanding and Advancing Positive Workplace Dynamics in the Higher Education Landscape****TRACK** Employment Issues**FOCUS** Research**SESSION TYPE** Regular Presentation

Jeremy Rosselot-Merritt, University of Cincinnati

Janel Bloch, Northern Kentucky University

This presentation offers a forward-looking view of business and professional communication as a growing transdisciplinary field with a unique potential to study and enhance complex, sometimes muddling workplace dynamics in higher education through well-informed collaborative mentoring, emphasis on socially just workplace dynamics, and application of principles from what the presenters call "the triadic model of professionalization."

OSPREY**Having Students Create Game-Based Learning Apps to Apply Design Thinking to Business Communication****TRACK** Innovative Instructional Methods**FOCUS** Teaching**SESSION TYPE** Regular Presentation

Robert Terry, Georgia Southern University

This presentation explores ways a course involving students developing game-based learning for business communication clients can provide training in design thinking, in foundational coding literacy, and in foundational educational technology applications.

OSPREY

Mentor Programs in Flux: Exploring the Design, Technologies, and Values of Sustainable Mentor Programs

TRACK Organizational Communication

FOCUS Research

SESSION TYPE Regular Presentation

Ryan Wold, University of Minnesota, Twin Cities

Despite the abundant literature asserting the benefits of mentor programs for both universities and corporations, creating and sustaining mentor programs is a complex and difficult endeavor. This presentation draws on interviews from mentor program coordinators to share how community values, design, and technology, all play a role in creating more accessible and sustainable mentor programs.

TITANS

Session Chair: Tetiana Andriienko-Genin

TITANS

The Value of Asynchronous Digital Mock Interviews

TRACK Innovative Instructional Methods

FOCUS Research

SESSION TYPE Regular Presentation

LeAnn Wilkie, Indiana University of Pennsylvania

What are students' opinions about asynchronous digital mock interviews? This presentation discusses findings from an action research project to garner student feedback about experiences with a newly adopted asynchronous digital mock interview process.

TITANS

Teaching Business Communication in BELF through Collaborative Online International Learning (COIL) and Task-Based Learning (TBL)

TRACK Intercultural and Global Communication

FOCUS Teaching

SESSION TYPE Regular Presentation

Miyuki Takino, Keio University

This presentation discusses experimental business communication lessons in English as a business lingua franca (BELF) in a Japanese university through Collaborative Online International Learning (COIL) and Task-Based Learning (TBL) with classrooms in Germany, Hong Kong, and the USA. The presentation first introduces the implementation of the projects, followed by challenges and implications for lessons relevant to the needs of globalized business.

8:20 a.m. - 9:20 a.m. • VIRTUAL • Session One

TITANS**Information Literacy in the Business Writing Classroom:
A Scaffolded, Progressive Approach to Professional Research****TRACK** Innovative Instructional Methods**FOCUS** Teaching**SESSION TYPE** Regular Presentation

Melanie Hoftyzer, University of Wisconsin - Madison

Frances Laskey, University of Wisconsin - Madison

The presenters will introduce an innovative approach to teaching research, developed by integrating information literacy methods with research focused on professional resources. Presenters will discuss a series of research logs assignments. In sharing solutions, presenters hope colleagues may find some inspiration and ideas from an interdisciplinary approach, and learning about others' practices.

9:30 a.m. - 10:30 a.m. • VIRTUAL • Session Two

TARPONS

Session Chair: Stephen Carradini

TARPONS**Persuading Customers On Instagram: A Case Study Of Companies'
Communication Strategies****TRACK** Technology, Digital Media, and Web 2.0**FOCUS** Research**SESSION TYPE** Regular Presentation

Marie-Louise Brunner, Trier University of Applied Sciences

Stefan Diemer, Trier University of Applied Sciences

This presentation examines persuasive strategies of 50 Instagram company accounts with an international customer base. It documents existing best practices and analyzes how companies use various strategies to persuade customers of their brand and products/services. It uses a combined approach, carrying out a discourse analysis and content analysis to identify interactive and multimodal persuasive strategies used to engage customers.

TARPONS

**Diversity and Inclusion in the Exclusive World of Luxury:
A Social Semiotic Analysis of 2020's Luxury Branding Discourse**

TRACK Diversity, Equity and Inclusion

FOCUS Research

SESSION TYPE Regular Presentation

Esterina Nervino, City University of Hong Kong

Following the events of the Black Lives Matter movement, luxury brands had to quickly respond to social concerns raised by consumers regarding the role played by luxury in spurring the discourse about social inequalities. This presentation examines luxury brands' discourse disseminated on Instagram to mitigate reputational damages and, more specifically, address the lack of diversity and inclusion within the sector.

TARPONS

**The Effects of Multimodal Elements on Success in Kickstarter
Crowdfunding Campaigns**

TRACK Technology, Digital Media, and Web 2.0

FOCUS Research

SESSION TYPE Regular Presentation

Stephen Carradini, Arizona State University

C. R. Anderson Research Fund grant recipient through Business Communication Research Foundation

Co-Author: Carolin Fleischmann, TH Rosenheim

Crowdfunding is a complex, digital, multimodal alternative to traditional fundraising methods. This study investigates what types and amounts of multimodal elements (videos, images, links, gifs, galleries) are correlated with success and failure of Kickstarter crowdfunding campaigns. The presenter offers practical advice for writing and teaching Kickstarter campaigns, as well as theoretical concerns about how digital multimodality is studied and perceived.

9:30 a.m. - 10:30 a.m. • VIRTUAL • Session Two

TITANS

Session Chair: Elizabeth Tomlinson

TITANS**How Your Business Communication Centers Can Speak to Gen Z**

TRACK Interpersonal Communication

FOCUS Teaching

SESSION TYPE Group Panel

Jimmy Miller, Temple University
 Pamela Bourjaily, University of Iowa
 Ryan Sheets, University of Arkansas
 Katie Gerst, Temple University

COVID-19 decreased traffic to Business Communication Centers (BCC). BCC directors share post-pandemic marketing strategies that recognize the needs of Gen Z student audiences and the faculty who teach them. Attendees will learn practices for marketing BCC services to students and faculty, how to promote a center's pandemic recovery to administrators, and how best to reach Gen Z.

10:40 a.m. - 11:40 a.m. • VIRTUAL • Networking for All Attendees

ROWDIES

Session Chair: Nancy Mahon

ROWDIES**The Intersection of Research and Teaching in Business Communication**

Paula Lentz, University of Wisconsin - Eau Claire, Facilitator

This session is a networking opportunity for teachers and anyone else interested in scholarly work on the teaching of business communication. Whether you are a seasoned researcher or just starting in the field, this session offers opportunities to connect with like-minded people about topics, methods, and publishing outlets related to pedagogy-based scholarship.



Photo by Marilyn Buerkens ©2022

TARPONS

Session Chair: Stephen Carradini

TARPONS

Where Do We Go from Here? Revisiting A Call To Increase The Impact Of Thought Leadership In Crisis Communication

TRACK Organizational Communication

FOCUS Research

SESSION TYPE Regular Presentation

Ryan Fuller, California State University, Sacramento

Laura Rioli, California State University, Sacramento

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

Co-Author: Andrew Pyle, Clemson University

This presentation revisits the current state of crisis communication thought leadership articulated by Ulmer (2012), re-evaluates extant thought leadership's impact for theory and practice, and generates a future research agenda focused on positive outcomes by advocating a shift away from the predominant focus on threat, image, and reputation.

TARPONS

The Impact of Hotel Responses to Negative Customer Reviews on Tripadvisor During the Decision-Making Process: An Experimental Study

TRACK Organizational Communication

FOCUS Research

SESSION TYPE Regular Presentation

Rebecca Van Herck, University of Antwerp

Co-Authors: Davey Jansen, Isabelle Brees, Carolyn Kockx, Merle De Wandel and Nina Selslagh, University of Antwerp

This presentation reports on the findings of three 2x2 (combination of interpersonal strategies, compensation, and defensiveness) between-subjects experiments in managerial responses to negative online reviews on Tripadvisor with conversational human voice, attitude towards the organization, and booking intention as the main dependent variables. Results show positive effects of interpersonal strategies on the former two variables, but not on booking intent.

12:30 p.m. - 1:30 p.m. • VIRTUAL • Session Three

TARPONS**Communicating Corporate Social Responsibility (CSR) via Social Media:
A Case Study of Tencent CSR Communication During the COVID-19 Pandemic**

TRACK Social Responsibility

FOCUS Research

SESSION TYPE Regular Presentation

Jianfen Chen, Purdue University

Employing the theory of common good, this case study examines how Chinese leading digital platform company Tencent leverages Sina Weibo to engage in and communicate its corporate social responsibility (CSR) activities such as “service” and “funding” amid the COVID-19 pandemic. The findings show that Tencent’s CSR communication prioritizes the common good, civic and community services, and virtuous considerations.

TITANS

Session Chair: Tetiana Andriienko-Genin

TITANS**Lived Experience Matters: Purposeful and Persuasive Diversity, Equity,
and Inclusion (DEI) Storytelling**

TRACK Diversity, Equity and Inclusion

FOCUS Teaching

SESSION TYPE Regular Presentation

Peggy Odom-Reed, Cornell University

This session will discuss a storytelling video assignment that challenges students to draw on their lived experience to tell persuasive Diversity, Equity and Inclusion stories. The presenter will share ideas for connecting the assignment with an in-class peer feedback activity and online FeedbackFruits peer review. Participants will learn how they can use or adapt the assignment to enrich their business communication curriculum.

TITANS**Advancing Diversity, Equity and Inclusion to Foster Innovation**

TRACK Diversity, Equity and Inclusion

FOCUS Teaching

SESSION TYPE Regular Presentation

Mina Richards, California State University Los Angeles

Research advancing cognitive skills with Diversity, Equity and Inclusion (DEI) has become a new inquiry line central to racialized institutions. Studies have found that minorities disengage in creativity due to perceiving inequalities and stereotype threats. This presentation highlights the intersection between creativity and DEI research and offers suggestions to strengthen DEI before implementing innovation in learning environments.

TITANS

Color My World: A Visual Approach to Feedback

TRACK Innovative Instructional Methods

FOCUS Teaching

SESSION TYPE Regular Presentation

Susan Luck, Pfeiffer University-Charlotte, NC

Interacting with students in the classroom can be stimulating and enjoyable. However, grading the assignments that students turn in as evidence of their learning is often tedious, daunting, and frustrating, mainly because today's students don't often read the feedback. This session will demonstrate a color-coding feedback method that not only saves instructor time but uses a visual approach that meets the preferences of today's students.

RAYS

Session Chair: Andy Cavanaugh

RAYS

A Candid Dialogue about Business Communication Career Opportunities and Challenges: Lessons from Leading ABC Teacher-Scholars

TRACK Employment Issues

FOCUS Teaching

SESSION TYPE Group Panel

Janis Forman, University of California-Los Angeles

Gail Thomas, Naval Postgraduate School

N. Lamar Reinsch, Georgetown University

Business Communication faculty face numerous decisions as they navigate their careers: How can I navigate a meaningful career in a discipline that is often marginalized? Why should I care about research and publishing? How can I assess the advantages and disadvantages of taking on administrative roles in my department or university? How can ABC and other professional organizations support me in advancing my career? Award-winning ABC members will address these questions and more during a facilitated discussion aimed at all teacher-scholars.

1:40 p.m. - 2:40 p.m. • VIRTUAL • Session Four

TARPONS

Session Chair: Tara Moore

TARPONS**Low and Zero-cost Materials for Business Communication Courses: Benefits and Implementation Strategies**

TRACK Innovative Instructional Methods

FOCUS Teaching

SESSION TYPE Group Panel

Rose Helens-Hart, Fort Hays State University
 Rachel Dolechek, Fort Hays State University
 Laura Barrett, University of Kansas
 Sarah Moore, University of Texas at Dallas
 Victoria McCrady, University of Texas at Dallas
 Zachary Goldman, University of Louisville

Low and zero-cost (LZC) course materials improve access to educational materials, encourage flexibility and innovation in course design, and respond to rising concerns about the cost of a college education. This panel will discuss whether LZC materials are right for a course and review a variety of LZC materials.

2:50 p.m. - 3:50 p.m. • VIRTUAL

COMMITTEE/SIG MEETINGS**RAYS****Diversity, Equity and Inclusion Committee**

Clark Barwick, Indiana University

The Committee welcomes your participation at our annual meeting.

ROWDIES**ABC Teaching Committee**

Susanna Clason, University of Cincinnati Blue Ash College

VIPERS**Community College SIG**

Ann Marie Alexander, Grand Rapids Community College

The Community College Special Interest Group will host their annual SIG meeting virtually. All those interested are welcome to attend.

OSPREY**MBA SIG**

Marion Philadelphia, University of Southern California

Post-COVID trends in teaching master students.

TARPONS**Graduate Studies Committee**

Abby Koenig, University of Louisville

The Graduate Studies Committee will meet virtually during the annual conference to discuss committee by-laws, on-going business, and new business amongst members. We will gather informally in Tampa.

RAYS Session Chair: Valerie Creelman

RAYS **Co-teaching in the Business Classroom**

TRACK Innovative Instructional Methods

FOCUS Teaching

SESSION TYPE Regular Presentation

Abby Koenig, University of Louisville
Zachary Goldman, University of Louisville

This presentation will introduce the concept of co-teaching. The presenters will detail the lack of co-teaching in business education and the clear applicability for business students. The presenters will use anecdotal evidence of “team teaching” from a graduate-level business course. Attendees to this presentation will leave with evidence-based rationale for co-teaching and best practices.

RAYS **A Three-dimensional Approach to Teaching Conflict Styles**

TRACK Innovative Instructional Methods

FOCUS Teaching

SESSION TYPE Regular Presentation

Wenli Yuan, Kean University

This presentation will discuss a three-dimensional approach to teaching the five conflict styles (avoiding, accommodating, compromising, competing, and collaborating). The three dimensions are role-play, self-assessment, and critical analysis. This approach can help stimulate student interest and promote reflective learning.

OSPREY Session Chair: James Dubinsky

OSPREY **How Early Introductory Management Texts Codified and Disseminated Communication**

TRACK Scholarship of Teaching and Learning

FOCUS Research

SESSION TYPE Regular Presentation

James Dubinsky, Virginia Tech

Calls to understand the roles and value of communication in business schools require understanding what disciplines in those schools know and teach about our field. This presentation assists this inquiry by offering the first fruits of a longer, historical overview of introductory textbooks in management education. This study begins in 1911 and covers the first 50 years.

4:00 p.m. - 5:00 p.m. • VIRTUAL • Session Five

OSPREY**Finding New Methods of Teaching Business Communication in a Post-COVID World: Using Adobe XD to Create Student App Prototypes**

TRACK Innovative Instructional Methods

FOCUS Teaching

SESSION TYPE Regular Presentation

Marcy Orwig, University of Wisconsin-Eau Claire

Despite the upward growth in the app market during the COVID-19 pandemic, there is comparatively little emphasis placed on apps in the business communication classroom. As a result, this presentation will present a case study of how one business communication instructor incorporated the development of an app prototype into an undergraduate-level course during the Spring 2021 semester.

TARPONS

Session Chair: Andy Cavanaugh

TARPONS**Three Minute Research Pitch**

TRACK Organizational Communication

FOCUS Research

SESSION TYPE Group Panel

Sky Marsen, Flinders University, Moderator

Clive Muir, Washington University in St. Louis, Moderator

De-trivializing the Rhetoric about the Social Dynamics Surrounding the Face Covering Issue during the Covid-19 Pandemic by Mainstream Media

Yu Meng, North Dakota State University

This project attempts to explore the social dynamics surrounding the controversy of the face-covering issue in the U.S. during the COVID-19 pandemic. Drawing upon the "Critical Contextualized Methodology," this research would be a qualitative rhetorical analysis of media discourse from three mainstream media, the Associated Press, Bloomberg, and Reuters.

Profits or Principles: How do Corporate Leaders Position the Case for Creating Diverse and Inclusive Workplaces?

Lori Boyer, Clark Atlanta University

Allison Schlobohm, University of North Carolina, Chapel Hill

Co-Author: Kellye Jones, Clark Atlanta University

Co-Author: Felix Morton, North Carolina State University

In recent years, corporations have focused on creating diverse and inclusive workforces, particularly in the areas of gender, race and culture. This qualitative study interviews corporate DEI leaders to understand which perspective they tout to create inclusive workforces.

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TARPONS

Three Minute Research Pitch

continued from previous page

Gender Diversity in the Leadership/CEO and their Impact on Investments in CSR

Prachi Gala, Kennesaw State University

Research on gender diversity in the leadership, and as CEO, and their impact on investments in different types of corporate social responsibility is scant. Hence this study looks at the female CEO leadership and her focus on different types of CSR. The study divides CSR into rational (product, environment, and corporate governance) and relational CSR (employees, human rights, community, and diversity).

Case Study: Dillard's, Inc.

Karla Cantu, University of the Incarnate Word

As the COVID-19 pandemic intensifies, organizations are rethinking their work process for efficiency and quality. This researcher explores Dillard's, Inc. background and approach to selling quality items. The focus of this is on the analysis of comprehensive management and financial factors.

Communication Patterns in Mixed Gender Teams

Katherine Ryan, Indiana University

Student project teams in business schools continue to be challenged by gender issues that impact inclusion, balanced participation, leadership, and satisfaction. This study will examine communication patterns in mixed gender teams to assess support for expressed positions, coalition building, inclusivity, and the impact of these communication behaviors on attitudes and productivity.

COMMITTEE/SIG/MEETING

TARPONS

Consulting SIG Meeting

Barbara Shwom, Northwestern University

This meeting of the Consulting SIG will focus on discussion topics proposed in advance by SIG members plus a discussion with the recipient of the 2021 Award for Excellence in Communication Consulting.

6:00 p.m. - 7:00 p.m. • VIRTUAL

RAYS

Session Chair: Andy Cavanaugh

RAYS**My Favorite Assignment Virtual #1****TRACK** Innovative Instructional Methods**FOCUS** Teaching**SESSION TYPE** Roundtable

D. Joel Whalen, DePaul University, Moderator
 Charles Drehmer, DePaul University, Moderator

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

4 Rhetorical Moves for Motivating Teams and Displaying Strong Leadership Skills

Emily DeJeu, Carnegie Mellon University

Brew Fest: Visualizing the Case

Stacey Smith, Fort Hays State University
 Rachel Dolechek, Fort Hays State University

Dissing the Disinformation for Student-led Discussions on Current Events

Gregory Rouault, Hiroshima Shudo University

Don't Fear the Financials! Teaching Non-business Majors Basic Financial Communication

Sabrina Pasztor, University of Southern California

Maximize your LinkedIn

Alicia Edwards, Northern Virginia Community College

Mini-speeches: Preparing for a Presentation

Emily Goenner, St. Cloud State University

My Favorite Toy

Bruce Kingma, Syracuse University

Networking Scavenger Hunt

Laura Lambdin, University of South Carolina

Organizational Development in a Managerial Communication Course

Ellis Hayes, Wingate University

Career Planning Infographics: Visualizing the Past, Present, and Future

Rose Helens-Hart, Fort Hays State University

Teaching Cultural Differences in Politeness

Yingqin Liu, Cameron University

LinkedIn Thought Leadership Blogs: Enhancing Students' Academic Writing Skill with Real Audience

Suwichit Chaidaroon, National University of Singapore

continued on following page

6:00 p.m. - 7:00 p.m. • VIRTUAL

My Favorite Assignment Virtual #1

continued from preceding page

**The Possibility of Critical Reflexivity in Business Communication:
Application in Case Studies**

Raihan Jamil, University of Liberal Arts Bangladesh

Storytelling with Data: Persuading Minds & Hearts

Lynn McCool, Drake University

6:00 p.m. - 8:00 p.m. • VIRTUAL • WORKSHOP

RAYS

**Locked Down and Looking to Escape: Implementing Digital Escape Rooms
in your Curriculum**

TRACK Innovative Instructional Methods

FOCUS Teaching

SESSION TYPE Workshop (*Advance Sign-up Requested*)

Alisa Agozzino, Ohio Northern University

Jamie Ward, Eastern Michigan University

The pandemic has encouraged educators to increasingly look for creative ways to keep students engaged by actively participating and contributing in class. In this workshop, session attendees will be guided through hands-on instruction to teach how to create a digital escape room using a variety of applications to personalize the content including Google sites, Jigsaw Explorer and InShot.

7:00 a.m. - 8:00 a.m. • VIRTUAL

REGIONAL MEETING**TARPONS****Europe, Africa and Middle East**

Ursula Lutzky, Vienna University of Economics and Business

Join us for our regional meeting and say hello to fellow members from the region, have a chat over coffee, and help us draft our region's agenda for the upcoming months.

We will talk about our own regional conference, which will be held in Naples, Italy, in January 2023, and have the opportunity to sample ideas of how we could continue our scientific exchange also in between conferences.

8:20 a.m. - 9:20 a.m. • VIRTUAL • Session Six

RAYS

Session Chair: Ursula Lutzky

RAYS**The Rhetoric of Gandhi and Ambedkar**

TRACK Rhetoric

FOCUS Research

SESSION TYPE Regular Presentation

Mrunal Chavda, Indian Institute of Management

Who excels in rhetoric, Gandhi or Ambedkar? This presentation will describe the use of English by these two Indian leaders and explain their different writing styles by using their autobiographies. Discussing the role of tone in written form, the presenter examines the linguistic data to examine differences in authority, impact, and other language features.

RAYS**Prioritizing Intersectional Understandings of Disability in Standardized Digital Classroom Spaces through a Combination of User-Experience and Universal Design Methods**

TRACK Diversity, Equity and Inclusion

FOCUS Teaching

SESSION TYPE Regular Presentation

Kristin Bennett, Sam Houston State University

This presentation applies user-experience and universal design to analyze students' experiences with a standardized online business writing course. The speaker demonstrates that while online courses can inspire disability access, they may marginalize those with disabilities by presuming standard, able users. Ultimately, this presentation offers student-inspired guidelines for designing more equitable digital courses that prioritize disability access as social justice.

RAYS

“Sorry to Hear You’re Going Through a Difficult Time:” Investigating Online Discussions of Consumer Debt

TRACK Technology, Digital Media, and Web 2.0

FOCUS Research

SESSION TYPE Regular Presentation

Ursula Lutzky, Vienna University of Economics and Business

Co-Author: Matt Gee, Birmingham City University

Co-Author: Andrew Kehoe, Birmingham City University

Co-Author: Robert Lawson, Birmingham City University

Online community forums have come to serve as an important resource for those dealing with financial precarity. This presentation studies moneysavingexpert.com, one of the world’s largest online money and debt advice services, and its discursive nature. The analysis of a 40-million-word corpus reveals how users discuss debt and how they form a community of mutual support to assist vulnerable debtors.

TARPONS

Session Chair: Reid McLain

TARPONS

Business Communication in the Asia Pacific Region in Turbulent Times: Research Challenges and Opportunities

TRACK Intercultural and Global Communication

FOCUS Research

SESSION TYPE Group Panel

Yunxia Zhu, University of Queensland

Misa Fujio, Toyo University

Ke Zhao, Shanghai University of Finance and Economics

Yeonkwon Jung, Kansai Gaidai University

Sky Marsen, Flinders University

Co-Author: Bertha Du-Babcock, Wenzao Ursuline University of Languages

Co-Author: Hadina Habil, University of Technology Malaysia-Skudai

This panel will provide a forum for the exchange of scholarly research on challenges and opportunities relating to communication research in the Asian Pacific Region during the pandemic coupled with extreme weather conditions. The panel will report findings from five countries in the region and methods used to include discourse analysis and narratives to draw theoretical and practical insight.

TITANS

Session Chair: Susan Schanne

TITANS**Effect of Multi-Modal Inputs in Business English Learning:
Exploring the Boundary Condition of the Redundancy Principle****TRACK** Technology, Digital Media, and Web 2.0**FOCUS** Research**SESSION TYPE** Poster

Atsuko Kaneko, Meiji University
Kenichi Sato, Doshisha University

This study explores the boundary condition of the redundancy principle that assumes that redundant linguistic inputs interfere with learning. The three types of business communication video content are presented under the following three conditions: audio information only (A), audio visual (AV), and audio, visual, and caption (AVC). The learning effectiveness is expected to be in the order of AVC, AV, and A.

TITANS**Learn Like a Girl: Gender Bias in Undergraduate Management Students****TRACK** Diversity, Equity and Inclusion**FOCUS** Research**SESSION TYPE** Poster

Ashley Garber, The University of Texas at Dallas

This study examines how gender, major, gender-related course quantity, and honors program status impacted undergraduate management students' gender biases. Bias was significantly higher among men than women. Major (unless analyzed with gender) and course quantity did not significantly affect bias. Honors students had significantly lower conscious bias than non-honors students. Overall, implicit bias was almost twice that of conscious bias.

TITANS**"And You Can Hear It in my Accent When I Talk, I'm...." An American
Working Abroad****TRACK** Intercultural and Global Communication**FOCUS** Research**SESSION TYPE** Poster

Elena Chudnovskaya, Texas Tech University

This presentation will examine the success strategies used by American expatriates in a professional environment abroad. Understanding cross-cultural communication processes can have a positive impact on the expatriates' success. The presenter will share the results of 20 in-depth interviews. The findings of this study can be used in cross-cultural training programs or as case studies by instructors.

TITANS

Using Artificial Intelligence Software to Improve Students' Public Speaking Skills

TRACK Scholarship of Teaching and Learning

FOCUS Teaching

SESSION TYPE Poster

Emily Goenner, St. Cloud State University

This poster presents preliminary findings from a scholarship of teaching and learning based project focused on using artificial intelligence software to help improve students' public speaking skills. Initial feedback suggests students' public speaking scores improved over the course of the semester and students reported positive experiences with the software.

TITANS

Leadership Strategies for Increasing Civility in Business Communications: Exploring Learning Conversations Through Prosocial Systems to Marshal Compatibility for a Kinder World

TRACK Interpersonal Communication

FOCUS Research

SESSION TYPE Poster

Mikelle Barberi-Weil, Weber State University

Teaching the architecture of better dialogue enhances how humanity resides in each other's presence. The purpose of this research is to further discover how Business Communication professors can ignite the balance of inquiry and advocacy to foster civility through reciprocity. The validation of soft-skill pedagogy will be underpinned by contemporary prosocial theoretical frameworks.

TITANS

Incorporating Role-play into Virtual Classrooms of Business Communication Courses for Enhancing Undergraduate Students' Team Communication Skills

TRACK Innovative Instructional Methods

FOCUS Teaching

SESSION TYPE Poster

Lai Chung Yee, The Hong Kong Metropolitan University

During the COVID-19 pandemic, universities were shut down, preventing students from attending face-to-face classes. This presentation discusses how instructors can incorporate role-play into virtual classrooms as a student engagement and motivation strategy for enhancing students' team communication skills. A role-play activity which was successfully implemented in an undergraduate-level business communication course is described to demonstrate how role-play was adopted.

TITANS

Session Chair: Andy Cavanaugh

TITANS**Rebranding as Crisis Response Strategy: A Stakeholder Relationship Management Perspective****TRACK** Organizational Communication**FOCUS** Research**SESSION TYPE** Regular Presentation

Yolandi Botha, University of South Africa
 Corne Meintjes, University of Johannesburg

To address the need for research on the influence of stakeholder factors on corporate crises and extending crisis response literature, this presentation proposes corporate rebranding as a secondary crisis response strategy from a stakeholder relationship management perspective. This strategy is explored against Facebook's rebranding to Meta as a response to its crises.

TITANS**Office Communications on the Process of Post-Merger Integration****TRACK** Organizational Communication**FOCUS** Research**SESSION TYPE** Regular Presentation

Seiji Nomura, Graduate School of Tokyo Fuji University

This presentation analyzes office communication issues between an acquirer and an acquiree in the case of a merger and acquisition deal. It refers to the results of a questionnaire survey, which is analyzed from a perspective of Critical Discourse Analysis. The analysis reviews communication issues in the office and highlights the solutions to ensure smooth communications in the office after the merger and acquisition.

TITANS**Dillard's, Inc. Management Related to Adjusting Sales due to COVID-19 Pandemic and Reviewing Profit Margins****TRACK** Employment Issues**FOCUS** Research**SESSION TYPE** Regular Presentation

Karla Cantu, University of the Incarnate Word

As the COVID-19 pandemic intensifies, many organizations are rethinking their work process for both efficiency and quality improvement. This researcher explores Dillard's, Inc. approach to selling items, focusing on the analysis of management and financial cases. Profit margins benefit the relationships with customers, account, steady growth and financial success. We analyze strengths and weaknesses to recommend a course of action.

VIPERS

Session Chair: Reid McLain

VIPERS

Learn about ABC's Two Journals: *BPCQ* and *IJBC*

TRACK Research

SESSION TYPE Group Panel

Jason Snyder, Central Connecticut State University
 Martha Avtandilian, Sage Publications
 Robyn Walker, University of Southern California
 Jacqueline Mayfield, Texas A&M International University
 Milton Mayfield, Texas A&M International University
 Ryan Fuller, California State University, Sacramento

Join *Business and Professional Communication Quarterly (BPCQ)* editor, *International Journal of Business Communication (IJBC)* co-editors, *IJBC* book review editor, ABC Publications Board chair, and our journals' publisher from SAGE Publishing. You will have an opportunity to learn about our two journals, tips for how to be published, our ABC-SAGE partnership, followed by time for questions.

TARPONS

Session Chair: Ursula Lutzky

TARPONS

Redrawing the Boundaries of Professional Attire: DEI Movements, CSR, and Virtual Work as a Catalyst for Change

TRACK Diversity, Equity and Inclusion

FOCUS Research

SESSION TYPE Regular Presentation

Lorelei Ortiz, St. Edward's University

This session offers attendees an exploration into the leading influences on professional attire such as Diversity, Equity and Inclusion initiatives, corporate social responsibility, and the global pandemic. The session culminates in implications for workplace dress in the post-pandemic future.



Photo by Marilyn Buerkens ©2022

10:40 a.m. - 11:40 a.m. • VIRTUAL • Session Eight

TARPONS**Rhetoric of Entrepreneurship: An Analysis of Framing Strategies in Entrepreneur Interviews**

TRACK Rhetoric

FOCUS Research

SESSION TYPE Regular Presentation

Abram Anders, Iowa State University

Molly Riddell, Iowa State University

This presentation explores the rhetorical strategies used by entrepreneurs in three fundamental contexts: identity, relationships, and strategy. It is based on an inductive qualitative content analysis of a corpus of entrepreneur interviews from series hosted by two different universities. Using frame theory, this study analyzes how entrepreneurs frame both positive entrepreneurial visions and reframe critical challenges.

TARPONS**Vaccine Mandates as a Rhetorical Situation: A Deontological Approach**

TRACK Rhetoric

FOCUS Research

SESSION TYPE Regular Presentation

Slavica Kodish, Southeast Missouri State University

Postulating vaccine mandates as a rhetorical situation helps us understand the complexity of the issue and the need to take a multimodal approach to risk assessment when deciding whether to mandate vaccines or not. The multimodal approach should include information from the Food and Drug Administration's fact sheet, laws regulating emergency use authorization, protocols followed by vaccine manufacturers, and information about vaccine safety and effectiveness

VIPERS

Session Chair: Andy Cavanaugh

VIPERS**My Favorite Assignment Virtual #2**

TRACK Innovative Instructional Methods

FOCUS Teaching

SESSION TYPE Roundtable

D. Joel Whalen, DePaul University, Moderator

Charles Drehmer, DePaul University, Moderator

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

continued on following page

VIPERS

My Favorite Assignment Virtual #2

continued from preceding page

Writing a Clear & Concise Memo: Selecting a Ted Talk Speaker for an Employee Training Event

Laura Barrett, University of Kansas

Rate My Source: Teaching Business Students to Evaluate Source Credibility

Ashly Bender Smith, Sam Houston State University

And the Winner is...Not You

Katherine Ryan, Indiana University

Teaching Synthesis in 21st Century BComm

Emil Towner, St. Cloud State University

Heidi Everett, St. Cloud State University

Real Business Voices

Rita Owens, Boston College

Cross-Cultural Marketing Task for Virtual Global Teams

Marie-Louise Brunner, Trier University of Applied Sciences

Stefan Diemer, Trier University of Applied Sciences

Team Presentation on Best DEI Practices from Minnesota Companies

Junhua Wang, University of Minnesota, Duluth

The Feedback Document: Letting the Students Teach Me for a Change

Susan Luck, Pfeiffer University - Charlotte, NC

Communication for Business & Management: Problem Analysis

Ashley King, North Carolina State University

Bookends: Measuring Progress from Start to Finish

Theresa Wernimont

Leadership and the Rhetoric of Diversity, Equity and Inclusion (DEI):

Written Document & Mini-Presentation

Kathryn Canas, University of Utah

Co-Author: Georgi Rausch, University of Utah

Game Makers - A Playful Way to Enhance Presentation Practice

Reid McLain, Hankuk University of Foreign Studies

Observing the “American Factory:” Using an Academy Award-Winning Documentary to Teach Intercultural Communication

Heidi Huntington, Catholic Courier

Five Easy Pieces: Creating Trustworthy Messages on the Fly

Marion Philadelphia, University of Southern California

RAYS

Session Chair: Tara Moore

RAYS**Challenges to Teaching Business Communications: Aligning our Teaching with the Post-Pandemic Learning Gap****TRACK** Scholarship of Teaching and Learning**FOCUS** Teaching**SESSION TYPE** Group Panel

Liane Czirjak, Suffolk University

Lori LaDuke, Suffolk University

Sarah Mellen, Suffolk University

This session is a follow-up to last year's analysis of students' learning gaps and challenges in higher education: How do instructors help students re-adjust? How should curriculum change? Are student expectations evolving? Are effects longer-lasting? Suffolk University's Business Writing team will discuss primary and secondary research findings for students who have experienced learning loss and are adjusting to in-class expectations for Business Communication learning.

TARPONS

Session Chair: Sabrina Pasztor

TARPONS**The Effects on COVID-19 Risk, Gender, and Self-Compassion on Workplace Cyberbullying and Job Satisfaction of University Faculty****TRACK** Organizational Communication**FOCUS** Teaching**SESSION TYPE** Regular Presentation

Leslie Ramos Salazar, West Texas A&M University

Co-Author: Adam Weiss, West Texas A&M University*Co-Author:* Jillian Yarbrough, West Texas A&M University*Co-Author:* Katelynn Sell, West Texas A&M University

Workplace cyberbullying is a growing problem in higher education. A study of 179 faculty examined the effects of gender, COVID-19 risk, and self-compassion on the relationship between workplace cyberbullying and job satisfaction. A path analysis demonstrated that gender and COVID-19 risk impacted workplace cyberbullying. Additionally, self-compassion was shown to be a partial mediator of workplace cyberbullying and job satisfaction.

TARPONS

Recalibrating Intercultural Communication Instruction in the Technical Communication Classroom: An Analysis of Students' Definitions and Perceptions

TRACK Intercultural and Global Communication

FOCUS Teaching

SESSION TYPE Regular Presentation

Brandi Fuglsby, University of Minnesota - Twin Cities

Saveena (Chakrika) Veeramoothoo, University of Houston - Downtown

This presentation will reveal research that asked students to define intercultural communication (IC), describe their IC experience, explain their opinion on the importance of including IC experiences in the classroom, and more. It will inform technical and professional communication (TPC) instructors how to scaffold IC instruction in TPC courses and emphasize the importance and complexity of IC in all settings, including academia and the workplace.

TARPONS

Mental Health as a Topic in Business and Professional Writing

TRACK Scholarship of Teaching and Learning

FOCUS Teaching

SESSION TYPE Regular Presentation

Barbara George, Carnegie Mellon University

This presentation explores the rise of students exploring the need for mental health supports in business and professional writing from a student-centered usability perspective. As students explore proposals and reports, they increasingly turn to the subject of making mental health supports more accessible. Student-centered perspectives found in much business and professional writing can offer important considerations for higher education.

TITANS

Session Chair: Stephen Carradini

TITANS

Relationships Among the Effective Use of Various Information and Communication Technologies, Organizational Communication, and Organizational Commitment of Japanese Workers

TRACK Organizational Communication

FOCUS Research

SESSION TYPE Regular Presentation

Ikushi Yamaguchi, Meiji University

This study aims to elucidate the mediating effects of organizational communication (satisfaction with downward communication from organization/top management and an immediate supervisor/leader and open communication in work groups/teams) on the relationships between the effective use of information communication technologies (ITCs) and organizational commitment. The data of 500 Japanese white-collar workers, which were collected from an internet survey in December 2021, will be analyzed.

12:30 p.m. - 1:30 p.m. • VIRTUAL • Session Nine

TITANS**Job Ads After the Great Resignation: A Discourse and Framing Analysis**

TRACK Organizational Communication

FOCUS Research

SESSION TYPE Regular Presentation

Carolyn Meyer, Toronto Metropolitan University

The COVID-19 pandemic brought continuing disruption to the labor market, including resignations at unprecedented levels and worker shortages by mid-2021. This crisis in employee recruitment and hiring has implications for the discursive construction of job ads. The findings of this content and framing analysis of 150 tech-industry job ads expose challenges of managing potential job candidates' impressions in uncertain times.

TITANS**Incorporating Digital Badges and Micro-credentials into Undergraduate Business Programs - Part Two: Lessons Learned**

TRACK Innovative Instructional Methods

FOCUS Teaching

SESSION TYPE Regular Presentation

Caron Martinez, American University

Sara Weinstock, American University

Digital badges can signal career readiness to employers and incentivize students to acquire new knowledge. In Fall 2021, American University allowed students to begin earning an Oral Communications badge by demonstrating competency with speaking activities in a first-year, required business course. We will share our experience developing, designing, and marketing the badge to engage our first-year students.

1:40 p.m. - 2:40 p.m. • VIRTUAL • Session Ten

RAYS

Session Chair: Stephen Carradini

RAYS**Graduate Studies Sponsored Panel**

TRACK Technology, Digital Media, and Web 2.0

FOCUS Research

SESSION TYPE Group Panel

Abby Koenig, University of Louisville

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

continued on following page

Graduate Studies Sponsored Panel, *continued from preceding page***How To Write an Effective LinkedIn Profile for Algorithmic Audiences**

Chenxing Xie, North Carolina State University

As LinkedIn embedded AI algorithms into the recruitment system to enhance the efficiency of the recruiting process, the audience of the LinkedIn profiles shifted from human to the algorithm as well. By observing and experimenting with both the recruiter and job seeker systems on the LinkedIn platform, the presenter proposes strategies for job seekers to write highly ranked LinkedIn profiles.

This Is the Agile Way: A Linguistic Perspective on Professional Communication in Agile Software Development Teams

Joelle Loew, University of Basel

This presentation is part of a larger PhD study on communication and gender in agile IT teams. It draws on recordings of authentic workplace interactions and interviews with IT professionals to investigate the discursive processes through which participants creatively construct their professional identities as agile practitioners, as well as their collective agile team identities.

Mental Health in the Corporate World

Sumiya Chowdhury, Baruch College - CUNY

Mental health and work-related stress are increasing in today's adult population. Employees are more vocal about their challenges about depression, PTSD (Post-Traumatic Stress Disorder), and anxiety. Yet, there is stigma around this issue. Employees do not have enough resources in the corporate world to feel safe talking about mental health at work. In this presentation, the researcher has explored mental health challenges that employees face and how the pandemic has made an increasingly negative impact. Ultimately, the aim provides ideas for the corporate world how to recognize emerging issues and build openness to communication around mental health in the organization.

TARPONS

Session Chair: Andy Cavanaugh

TARPONS**Visualizing Data in Business Communication: Teaching Narrative through Fact Books**

TRACK Visual Communication

FOCUS Teaching

SESSION TYPE Regular Presentation

Sara Doan, Kennesaw State University

This presentation describes a data visualization course and a ten-week unit on building fact books, highlighting its value within business communication pedagogy. This course teaches students to analyze, evaluate, and create charts and graphs, then assemble them into a fact book. Students learn data literacy, the interplay between text and graphics, and singular and overarching narratives.

1:40 p.m. - 2:40 p.m. • VIRTUAL • Session Ten

TARPONS**Teaching for a Digital World: Examining the Foundations, Current Practices, and Possibilities of Virtual Team Education**

TRACK Scholarship of Teaching and Learning

FOCUS Teaching

SESSION TYPE Regular Presentation

Lynn McCool, Drake University

Co-Author: Alanah Mitchell, Drake University

The recent pandemic has highlighted the growing importance of virtual teamwork. Universities play a significant role in equipping students with the skill sets necessary to work in a digital world. This presentation explores the conceptual foundations related to virtual team collaboration and communication and presents a framework for virtual team education.

TARPONS**The Corporation School Movement in the United States: Eight Years that Reshaped the Study and Teaching of Business Communication**

TRACK Organizational Communication

FOCUS Consulting & Practice

SESSION TYPE Regular Presentation

Sam DeKay, VP - BNY Mellon Corporation (Retired)

From 1913 until 1920, the National Association of Corporation Schools (NACS) provided a forum where business executives and university professors of business communication shared their research and on-the-job experiences. This presentation discusses the history of NACS and causes of its demise. Does the story of this short-lived organization raise possibilities for a reconnection and reengagement of ABC with communication practitioners?

TITANS

Session Chair: Kristin Bennett

TITANS**The First and the Future: Foundational Curricula for the Future of Work and Career Success of Business Undergraduates**

TRACK Employment Issues

FOCUS Teaching

SESSION TYPE Regular Presentation

Larissa Ramos, University of Miami

Samuel Martin-Barbero, Franklin University

How does foundational business curricula at top-ranked undergraduate programs equip students with the skills of the future? This presentation will posit whether sample first-year business or management courses align with the skills students will need to succeed in the future world of work, based on a literature review of select industry and think tank reports on the future of work.

TITANS

A Business Writing Internship in Fine Arts Organizations

TRACK Scholarship of Teaching and Learning

FOCUS Teaching

SESSION TYPE Regular Presentation

William Carney, Cameron University

Having trouble attracting humanities majors to business writing internships? Why not partner with arts agencies in your community? Transferable skills and practice are possible in those settings. This presentation tells the story of such a partnership and suggests ways your university can serve the community while giving students practice in professional writing.

TITANS

Is Your Resume/Textbook Up-to-Date?: A Textbook Audit of AI Resume Writing Instruction Trends

TRACK Scholarship of Teaching and Learning

FOCUS Teaching

SESSION TYPE Regular Presentation

Kathryn Lookadoo, University of Texas at Dallas

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

Businesses increasingly use artificial intelligence (AI) applicant tracking systems (ATS) to screen job applicants' résumés and interviews. The presentation is a summative content analysis auditing how 23 recently published business communication and technical communication textbooks talk about résumés and AI ATS. The presentation compares differences between the two fields and makes suggestions for the instruction of résumés.

COMMITTEE/SIG MEETINGS

RAYS

Intercultural Business Communication SIG

Sana Reynolds, Baruch College, City University of New York

Join the Intercultural Business Communication SIG Annual Meeting and catch up with your colleagues, concerns, and activities.

ROWDIES

International Issues Committee

Julia Deems, Washington University St Louis

Katherine Wills, Indiana University Purdue University Columbus

All are welcome to this annual meeting.

TITANS

MLA Liaison Committee

William Brown, Midland College

Everyone is welcome to this virtual gathering of the Modern Language Association Liaison Committee annual meeting.

4:00 p.m. -5:00 p.m. • VIRTUAL

REGIONAL MEETING**RAYS****Canada**

Valerie Creelman, Saint Mary's University

The Canada Region will meet to discuss upcoming activities.

5:00 p.m. - 6:00 p.m. • VIRTUAL

TARPONS

Session Chair: Andy Cavanaugh

TARPONS**How Do You Teach Diversity, Equity and Inclusion? - Virtual****TRACK** Diversity, Equity and Inclusion**FOCUS** Teaching**SESSION TYPE** Roundtable

Demetrius Jordan, DePaul University

To find the best practices and ideas that work, this session will provide an opportunity for faculty to share how they teach Diversity, Equity and Inclusion. It will offer real-world examples of “iron sharpens iron.” The ability to share our curriculum ideas in a relaxed, non-judgmental environment and receive feedback is an invaluable experience for educators.

Student Spotlight Midterm Project

Alicia Clavell McCall, The University of Alabama at Birmingham

Learn how this presenter collaborated across campus pairing students from the School of Business with students from INTO — a University initiative to increase global diversity of our student body. Search the final projects on Instagram at #INTOUABStudentSpotlight and #GlobalBizCom.

Connecting Magnetic Hearts and Open Minds to Negotiate Around and Through Conflict at Individual, Organizational, and International Levels

Laura Lambdin, University of South Carolina

Learn about this management course taught as part of a unit on anger management that moves from interviewing a stranger sitting heart-to-heart to tapping into the earth's magnetic forces to become emotionally cohesive. This lesson becomes a reminder to be a helper rather than a bystander.

Land Acknowledgement Rethink

Carolyn Meyer, Toronto Metropolitan University

Territorial acknowledgements are commonplace at public gatherings and even now in email signatures, but their performative and superficial nature also make them controversial. This professional communication assignment invites students to research the land acknowledgement for their community and write one of their own based in learning and meaningful personal commitment to Indigenous peoples.

continued on following page

5:00 p.m. - 6:00 p.m. • **VIRTUAL**

How Do You Teach Diversity, Equity and Inclusion? - Virtual

continued from preceding page

Your (Business) Culture is Showing

Evelyn Plummer, Seton Hall University

Using Real and Fictional Artifacts to Compare and Contrast Cultural Influences on Contemporary Business Practices: This learning activity encourages a deeper perception and understanding of the connections between cultural and micro-cultural values and beliefs and the operational dynamics of our organizations in subtle, yet powerful ways which often exist out of our conscious awareness. Structured, observation-based investigations are conducted through a variety of contexts, which can include in-person research, filmed footage, building design, marketing, branding, etc.

5:30 p.m. - 6:30 p.m. • **VIRTUAL**

COMMITTEE/SIG MEETINGS

RAYS

ABC BComm Certificate ad hoc

Susanna Clason, University of Cincinnati Blue Ash College

Come take part in this annual meeting.

ROWDIES

Business Practices

Sam DeKay, VP - BNY Mellon Corporation (Retired)

All new business, as raised in the Committee's email correspondence, will be discussed. The major issue will be to determine the topic of the Committee's sponsored panel at the 2023 International Conference.

8:15 p.m. - 9:15 p.m. • **VIRTUAL**

REGIONAL MEETING

TARPONS

Asia and the Pacific

Yunxia Zhu, University of Queensland



Photo by Marilyn Buerkens ©2022

Miscellaneous Info

Safety Protocols for the ABC Annual International Conference

While COVID-19 safety protocols are no longer in place, attendees are encouraged to wear face masks and practice social distancing for their personal comfort.

Hand sanitizer will be available throughout the conference areas.

Should a guest test positive for COVID-19, the guest is asked to:

1. Communicate via phone to the front desk directly.
2. Quarantine immediately in their lodging room and do not go to other hotel spaces. There is not a day limit on quarantine. It is up to the guest on when to depart the hotel. The hotel will work with guests for daytime food delivery outside of standard hours.
3. When departing the hotel, call the front desk from the lodging room to let them know of departure. Guest is not to stop at the desk or any common areas.
4. The hotel keeps that room out of service for a minimum of 24 hours before performing a deep clean.



Stroll the boardwalk amidst the mangroves.

Internet Access - Meeting Area

- Choose "ABC Wifi 2022" from available networks.
- Enter (case sensitive) password: **ABC2022!**

Connect through the Facebook group!

To stay up-to-date on the conference, share photos, and connect with each other, request to join our members-only Facebook group called "Association for Business Communication" <https://tinyurl.com/ShareABC>



Online Agenda Tool with Your ABC Log-in

Find speakers, explore sessions, make notes, and plan your schedule. Access files uploaded by the moderators of *How Do You Teach Diversity, Equity and Inclusion?* and *My Favorite Assignment*, along with any files shared by session submitters.

1. Log in to ABC.
2. Go to **My Options** (near your name).
3. Click **My Profile**.
4. Click **Transactions**.
From your Tampa transaction, click **Registration**.
5. At the top bar, from the blue toolbar, click **SESSIONS**.
Search by track or speaker.
6. Explore!

Note: Up to three presentations are scheduled during the same time in the same room. Follow the direction of the session chair.

After the conference, registered attendees can continue to access the agenda tool as long as membership is current and ABC has this member system.

Recordings from virtual presentations are available until March 31, 2023.

Emergency Number:

Dial the Hotel Operator from any House Phone

Off Hotel Property? Dial 911



Remember to tweet about your conference experience:

#ABCTAMPA2022



Join us

ABC-Southwest 2023 Conference

March 8 - 11, 2023
Hyatt Regency Houston
Houston, Texas

Submission deadline: October 15, 2022

For further information, visit
<https://tinyurl.com/ABCSWUS23>
or contact the Program Chair, Dr. Ashley Hall,
at ashley.hall@sfasu.edu

Europe, Africa and the Middle East Regional Conference



Naples, Italy
12 - 14 January, 2023

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

- Language identity, power, and leadership
- Culture, gender, and diversity in business communication
- Crisis communication, trust repair, and legitimation

Visit:
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ATTENDEE LIST

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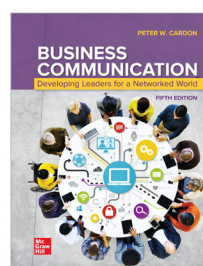
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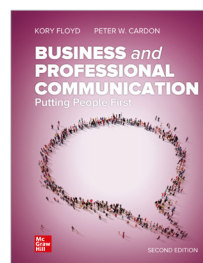
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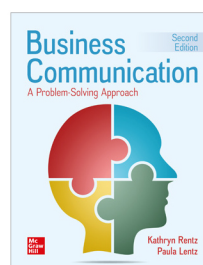
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