

CALL FOR PAPERS

Association for Business Communication

84th Annual International Conference
October 23-26, 2019 • Detroit, Michigan

“Innovations with Business Communication: Companies, Communities, and Classrooms”

Join colleagues from around the world for the 2019 ABC Annual International Conference to share ideas and stories about new pedagogies and scholarly approaches to practice in business communication.

Innovation is critical for an economy or business to survive and compete successfully in the marketplace. Alex Goryachev, Director of Innovation Strategy and Programs at Cisco Systems, asserts that “innovation is communication,” which requires inclusion and diversity, teamwork, and listening.¹ The city of Detroit was an industrial powerhouse, but saw massive economic disruption with the decline of its auto industry. Through innovation and collaboration among business, government, and neighborhoods, Detroit emerged from bankruptcy and is now a vibrant commercial and cultural center again. Travel guide publisher Lonely Planet ranked Detroit the number 2 city destination to visit in the world in 2018.²

Business communication has its own innovations in the classroom, in business, and in the community.

And we often collaborate among these entities. Please share your innovation stories based on empirical studies, conceptual and theoretical research, pedagogical practice, community action, business practice, and consulting work. Use the ideas below as a guide, and use ideas that don't fit neatly within these themes. That's innovation!

Companies: product development, service communication, career development, crisis communication, diversity and gender issues, conflict management, ethics, employee training, managerial roles, etc.

Communities: sustainability, corporate social responsibility, corporate partnerships, town hall meetings, nonprofit management, job training, issue advocacy, community boards, community fieldwork, multilingualism, etc.

Classrooms: curriculum development, action learning, technology, outreach, diversity, internships, cross-disciplinary collaboration, field-based learning, instructional development, etc.

Submission Process

Submit a paper proposal of 500-750 words via the ABC Webpage: www.businesscommunication.org. Submission portal opens Friday, January 4, 2019 and closes Friday, April 26, 2019.

- Pre-Conference Workshop proposals are due **Friday, March 1, 2019**.
- Mentor and Peer Review proposals are due **Friday, March 1, 2019**.

Questions and Suggestions? Please contact the program co-chairs:

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¹Goryachev, Alex. (2018). Three reasons why innovation is all about communication. Forbes. Feb 5, 2018. From <https://www.forbes.com/sites/forbescommunicationscouncil/2018/02/05/three-reasons-why-innovation-is-all-about-communication>.

² Lonely Planet. (2017). Best in travel 2018. Retrieved from <https://www.lonelyplanet.com/best-in-travel/cities>.