



## **Newsletter, October 2017**

In this newsletter, you will find current announcements, upcoming conferences, and a summary of the articles found in this month's issue.

### **Announcements**

#### *Seeking Research Collaborators*

The Department of Business Communication at the Marshall School of Business is seeking research collaborators in a teaching project that involves undergraduate students from across the globe working in virtual teams. Dubbed the “Virtual Business Professional Project” and co-sponsored by IBM, the six-week assignment gives students real-world experience using communication and collaboration technologies employed in today's corporate environment. Using the IBM Connections platform, students plan and hold virtual meetings, co-author and collaboratively revise documents, use project management tools, and create online presentations. Researchers are currently gathering both quantitative and qualitative research from students to learn more about how they use technology in teams, intercultural communication, and leadership. To learn more about the project, please contact Jolanta Aritz at [aritz@marshall.usc.edu](mailto:aritz@marshall.usc.edu).

### **Upcoming Conferences**

The **82nd Annual International Conference** of the Association for Business Communication (ABC) will be held October 18–21, 2017 at the Royal Marine Hotel, Dun Laoghaire, Dublin, Ireland. The theme for this year's conference is “Shaping and Expanding the Landscape of Business Communication.” For more information, visit <http://www.businesscommunication.org/page/2017-annual>

The **2018 ABC Southwestern United States/Federation of Business Disciplines** will be held March 7-10, 2018 in Albuquerque, New Mexico, USA. For more information, please visit <http://www.businesscommunication.org/page/2018-southwestern-conference>

The **2018 ABC Midwestern/Southeastern U.S. Regional Conference** has been tentatively scheduled for April 2018. More details will be available after November 1 at <http://www.businesscommunication.org/page/2018-mw-se-conference>

The **ABC Regional Conference, Europe, Africa, and Middle East** is scheduled for July 11-13, 2018 at the University of Alcalá, Spain. The theme of the conference is “the ethics of/in business communication.” The call for papers and further information will be available soon at <http://www.businesscommunication.org/page/2018-spain>

### **IJBC Notes**

IJBC’s current average time from submission to first decision is 40 days. Its average time from submission to final decision is 63 days.

**2014 Web of Science® Estimated Impact Factor** is 0.706

**2015 Ranking:** 2015 SJR (SCImago Journal Rank) Score: 0.312 | 87/269 Economics, Econometrics and Finance (miscellaneous) | 110/285 Business, Management and Accounting (miscellaneous) (Scopus®)

### **Featured Articles from October 2017**

#### **Communicating Organizational Trust: An Exploration of the Link between Discourse and Action**

*Slavica Kodish*



Communication has frequently received attention in studies on trust. One question that has remained unanswered is, how is organizational trust communicated? Consistent with the view of organizations as discursive entities, research presented here examines discursive qualities of trust and attempts to provide an understanding of the manner in which organizational trust is communicated. This article presents the results of two studies conducted in two different parts of the country: a large metropolitan area in the southeastern United States and a regional center in the south. Findings reveal that against the background of a continuous discursive and interactional flow, trust is communicated as a speech act characterized by the world-to-words direction of fit. Findings have implications for both theory and practice.

#### **The Mediating Role of Charismatic Leadership Communication in a Crisis: A Malaysian Example**

*Jamilah Jamal and Hassan Abu Bakar*

This study develops a model to advance research on public organization reputation by integrating crisis responsibility with charismatic leadership communication. Based on situational crisis communication theory, the model was tested using structural equation modeling with data obtained from a sample of 383 employees of public organizations in Malaysia. The mediation model indicated that the dynamic mechanism of charismatic leadership communication partially mediated

the relationship between crisis responsibility and perceived organizational reputation during a crisis. These findings validated the proposed model and, in particular, confirmed empirically the central role of charismatic leadership communication processes in organization. This study provides insights into the role of charismatic leadership communication in the organizational reputation processes. The model established can serve as an instructive guide for both organization and



corporate leaders in managing a crisis and reputation. A practical implication of the findings is that, during a crisis, a crisis leader should engage in charismatic leadership communication effectively to mitigate the crisis impact and strengthen organizational reputation. More important, the findings indicate that charismatic leadership communication contributed to organizational reputation explicitly brought charismatic leadership communication to the forefront of organizational reputation management.



**An Examination of the Effects of Self-Regulatory Focus on the Perception of Media Richness: The Case of Email**

*Xavier, Armengol, Vicenc Fernandez, Pep Simo, and Jose Sallan*

Communication is a key element in organizations' business success. The media richness theory and the channel expansion theory are two of the most influential theories regarding the selection and use of communication media in organizations; however, literature has focused little on the effects of self-regulation by managers and employees in these theories. To analyze these topics, this study develops an empirical investigation by gathering data from 600 managers and employees using a questionnaire. The results suggest that the perception of media richness is positively affected when the individual shows a promotion focus or strategy.



**Nationalism vs. Animal Rights: A Semantic Network Analysis of Value Advocacy in Corporate Crisis**

*Aimei Yang and Shari Veil*



This case study provides an illustrative example of how nationalism can be exploited to shift media attention in a crisis involving international organizations. Semantic network analysis is used to explore the relationships among different meanings packaged in a corporation's value advocacy messages. The semantic network analysis shows the semantic structure of the value advocacy messages and maps the structure of media coverage before and after the advocacy messages were released. The findings indicate that the value advocacy campaign effectively diversified the focus of media



coverage. Implications for business communication research and practice are provided.

**From Listening to Leading: Towards an Understanding of Supervisor Listening within the Framework of Leader-member Exchange Theory**

*Karina Lloyd, Diana Boer, and Sven Voelpel*



This study explores the value of supervisor listening as a seeming key competence in effectively leading employees. The authors conceptualize listening within the theoretical framework of leader-member exchange (LMX). They argue that supervisor listening contributes to satisfaction with the supervisor, interactional justice, and job satisfaction, and that listening unfurls its effect through fostering strong LMX. Data from 250 German employees from various professional backgrounds was used to assess



validity criteria as prerequisites for the examination of listening vis-à-vis LMX for the three outcome variables. Good performance in all validity criteria and path-modeling results indicated that perceived supervisor listening provides value for future research on supervisor-employee interactions in the work setting.



**Upcoming Articles in January 2018**

**Using Dialectics to Build Leader-stakeholder Relationships: An Exploratory Study on Relational Dialectics in Chinese Corporate Leaders' Web-based Messages**

*Sing Bik Cindy Ngai and Rita Sing*

**Differences in Information Seeking among Organizational Peers: Perceptions of Appropriateness, Importance, and Frequency**

## *International Journal of Business Communication Newsletter*

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*Scott Myers, Gregory Cranmer, Zachary Goldman, Michael Sollitto, Hailey Gillen, and Hannah Ball*

### **Communication and Teleworking: A Study of Communication Channel Satisfaction, Personality, and Job Satisfaction for Teleworking Employees**

*Stephanie Smith, Alyssa Patmos, and Margaret Pitt*

### **Questions as Interactional Resource in Team Decision Making**

*Kristin Halvorsen*

### **The Discursive Construction of Race as a Professional Identity Category in Two Texas Chambers of Commerce**

*Natasha Shrikant*

## **IJBC Editorial Board**

Each newsletter profiles a selection of board members for our readers.



**John Jamison** is a research postgraduate student in management at the Hong Kong University of Science and Technology in Hong Kong. He is also a principal consultant at Jamison Communication Services in Hong Kong. His experience includes 15 years spent creating and implementing corporate communication strategies and plans. During that time, Jamison has worked both as an in-house communication manager and external communication consultant specializing in Greater China and Asia implementations. His research interests include Human Resource practices, employee burnout, creativity, and storytelling at work.

**Mariia Rubtcova** is Associate Professor in the Department of Social Management and Planning at St. Petersburg State University in St. Petersburg, Russia. She earned a PhD in the Sociology of Management in 2001 and a Doctor of Sociological Science degree in 2010. Her main research interests involve an interdisciplinary approach to manageability. She has published approximately 50 papers in the areas of sociology, linguistics, and management. She is the author of *The Sociological Theory of Manageability*.





**Jennifer Scott Mobley** is Assistant Dean for Service Learning at Grove City College, Grove City, Pennsylvania. She is past Chair of Department of Communication and Visual Arts at Grove City College. She earned her Ph.D. from Ohio University in Communication Studies. Mobley's scholarly interests are in organizational communication and experiential learning and involves conducting participatory action research with community partners. She teaches courses in applied research methods, organizational communication, professional communication, and communication consulting.

**Clive Muir** is Associate Professor of Business Communication at Stephen F. Austin State University in Austin, Texas. He earned his Ph.D. at New Mexico State University. His research interests include Business Communication, Communication in Service Industries, Employee Development, and Business Education. He has training and experience in the hospitality and travel industry. His doctoral research focused on corporate social responsibility and how businesses communicate with their stakeholders. He has written more than 30 journal articles and presented more than 50 papers, workshops and keynotes at local, national and international venues.



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## *International Journal of Business Communication Newsletter*

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Contact Editor-in-Chief Robyn Walker at [rcwalker@marshall.usc.edu](mailto:rcwalker@marshall.usc.edu) with research news or announcements that you would like included in the next newsletter.

*IJBC is a publication of*



### **Fostering Excellence in Business Communication**

The Association for Business Communication (ABC) is an international, interdisciplinary organization committed to advancing business communication research, education, and practice.