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Greetings from the Editors

Welcome to IJBC's Newsletter for Spring 2020. We sincerely hope that the new year is treating you well.

We enthusiastically invite you to explore the Spring issue of IJBC, filled with high-quality articles including topics that range from e-leadership (Dr. Erika Darics) to subtle aggression in group decision-making (Drs. David and Mary Hennigsen). Plus, there are more compelling articles within this issue if you haven't already checked it out.

We also proudly announce the upcoming special IJBC issue on crisis communication due in April 2020. Dr. Sky Marsen of Flinders University has done a stellar job of coordinating this publication. Sky and the special issue highlights (including authors and abstracts) are discussed in more detail later in this newsletter.

Going further, this newsletter honors one of our commendable reviewers and introduces our new IJBC editorial team member. Finally (but very important), we encourage you to attend the upcoming Association for Business Communication Annual Conference in San Diego, California in October.



Cooking class with Le Foodist in Paris, France.

Introduction to our Editorial Coordinator



Ana Beatriz Osuna, '19

Ana is a recent graduate with two Bachelor's degrees in Business Administration Management and Marketing, from Texas A&M International University in Laredo, Texas. Her previous professional experiences include interning for Kellogg's and H-E-B. She plans to pursue an MBA this coming Fall.



Reviewer Spotlight



Jordana Garbati, Ph.D., MBA

My philosophy toward reviewing

Reviewing for the IJBC allows me to get involved with this academic community, meet colleagues, and stay on top of research in the field of business communication. Reviewing keeps my critical thinking skills sharp as I carefully read manuscripts and consider the value of authors' research contributions. Reviewing also allows me to develop my feedback and communication skills at an advanced level.

I want authors to succeed, and I hope their manuscripts improve because of my feedback. Finally, since I promote the peer review process so much in my own teaching of writing, I think it is important that I serve as an example to my students. I like sharing my successful and challenging reviewing experiences with my students as a way to spark discussion.

About Jordana Garbati

Garbati held two roles at Wilfrid Laurier University in Waterloo, Ontario, Canada. She is a Writing Consultant at Laurier's Writing Services and teaches an undergraduate writing and presentations course in the Department of Economics. In 2013, she received her Ph.D. in Education with a focus on applied linguistics from the University of Western Ontario (London, Ontario). Garbati holds a Master of Education degree from Queen's University (Kingston, Ontario), and Bachelor of Education and Bachelor of Arts degrees from York University (Toronto, Ontario).

In 2018, Jordana completed her MBA degree at Laurier (Waterloo, Ontario). She has taught students at the elementary, secondary, and post-secondary levels in Ontario and abroad. Her teaching and research interests include English language learners, French as a second language, writing, and business communication. Jordana's first book, *Mastering Academic Writing*, is targeted to upper-undergraduate and graduate students and teaches them about academic writing genres, structures, and expectations. It was co-authored with Dr. Boba Samuels and published by SAGE in January 2019. She began reviewing for the IJBC in July 2018.



Special Issue on Crisis Communication by Sky Marsen

Crisis Communication is one of the fastest-growing areas of research in business communication and public relations. This is unsurprising because, in our globalized societies, crises, ranging from product recalls and industrial accidents to privacy breaches and terror attacks, not only have far-reaching effects on large numbers of people but also attract the attention of international media organizations and social media sites. As a subject of research, crises can be studied through a range of methods and approaches: textual, discursive, quantitative, rhetorical, narrative. They are analyzed and studied by academics, legislators, and practitioners. Understanding them can lead to the creation of policies and behaviors to minimize risks and reveal the (mis)communication habits that are so often at the root of accidents and disasters. It can also lead to strategic thinking about how to restore damaged reputations.

The Special Issue is motivated by this increasing interest in crises and the ways in which they are caused, prevented or managed by communication practices. The contributions were selected because they represent distinct and important methodological frameworks of crisis communication research. The cases and examples that these articles dissect and discuss are famous, or infamous, instances of reputation repair, public reaction, or emergency response. They can be used as the foundation or inspiration for future research as well as material for class discussions.



About Sky Marsen

Sky Marsen's expertise lies in organizational communication, professional writing, and public relations. She researches how language is used in professional contexts and teaches a variety of related subjects, including the ways organizations manage a crisis, media communication and perceptions of business and technological practices in a culture.

Her approach is informed by discourse analysis, narrative theory, and semiotics. In addition, she advises professionals and scientists on communicating with the public. For example, she has advised researchers on communication strategies at Jet Propulsion Lab, Caltech, and business clients at IBM. Sky is the Newsletter Editor and Historian of ABC and Chair of the Research Committee. She is currently a faculty member at Flinders University, Australia, where she directs the program in Language, Literature, and Culture.



Submissions Open - ABC 85th Annual International Conference-San Diego October 2020

Submissions are open for the 85th Annual International Conference on October 28 to 31, 2020 in San Diego, California USA! Join us as we celebrate our theme, "Strengthening B-comm in an era where perception is reality."

On the submission form, we hope you will give permission for ABC to publish your extended abstract in the all-new annual conference Proceedings, citation ISSN 2472-0658. Showcasing your work in the Proceedings is a valuable way to extend conversations and research in the field of Business Communication. Access to the Proceedings is open to all.

Your carefully submitted extended abstract (conference proposal submission) should be 500 to 1000 words, not counting references. All proposals will be double-blind reviewed.

Click to find the **Call for Papers** (downloadable pdf.) Please click to **read and follow the submission guidelines** with submission parameters and review criteria. Find the **submission link** on the conference page

at: <https://www.businesscommunication.org/page/2020-annual.=1&blogaid=381>

Submissions close April 6, 2020. **No late submissions.**

- A regular presentation will have 20 minutes to present, regardless of the number of presenters. Regular presentations will be grouped with other presenters in 80-minute sessions.
- A panel (3 or more speakers) will have 60 minutes to present. Should the panel fall below 3 speakers, the presentation time will be cut to 20 minutes.



Please note:

ABC REQUESTS ONLY ONE REGULAR OR PANEL SUBMISSION naming you as presenter or co-presenter. You may also submit to a poster session, "How to You Teach Diversity," the Research roundtable, or "My Favorite Assignment." This request applies to any proposal being considered under your name, regardless of whether you are the submitter or part of the presentation group. You may, however, be listed as a co-author on a number of presentations; co-authors share the intellectual property associated with the presentation.

Criteria for approval. The presentation

- Demonstrates impact by furthering the knowledge and/or contributing to the best practices of business communication.
- Is concise--between 500 and 1000 words--and defines theme, purpose, goals, methodology, and takeaways/outcomes (required sections).
- Includes a short description of the presentation to attract attendees in 60 words or less and written in third person with Title Case. *The short description will be published in the program.*
- Is clear and correct (you may want someone to proofread or you may want to consider using an app such as Grammarly).

Once a submission is approved, the submitter will be asked to "accept" the invitation to present within two weeks. Accepting the invitation to present is a critical step of building the overall program.

As we all work to strengthen the business communication discipline, we look forward to our time in San Diego to share ideas and stories about new pedagogies and scholarly approaches to practice.

Please contact us at ABCSanDiego2020@gmail.com if there are any questions.

Dee Fuchs and Ashley Nelson, Tulane University
ABC San Diego Conference Co-Chairs





Easy Journal Access from the ABC Website

We have good news to announce about easy access to the *International Journal of Business Communication* and *Business and Professional Communication Quarterly* for ABC members. To access our journals, login to the ABC site with your credentials, look for the “Publications” tab near the top of the page, and then click on it. You should see a “Browse BPCQ and IJBC Online” option that you can click. You will then go to a page with links to both *IJBC* and *BPCQ*. You can also click on this link:

<https://www.businesscommunication.org/page/browse-publications>. Clicking on the cover of either journal will take you to their respective Sage homes and you can browse the issues and read or download any article you have an interest in.

Our Associate Editors

Ryan S. Bisel, Paola Catenaccio, Rod Carveth, Jonathan Clifton, Bertha Du-Babcock, Paul Madlock, Sky Marsen, Amber N. W. Raile, Jacob D. Rawlins, Thant Syn, Robyn Walker, and Marlies Whitehouse.

Contact Editors-in-Chief

Jackie Mayfield and Milton Mayfield at jmayfield@tamiu.edu or mmayfield@tamiu.edu with research news or announcements that you would like included in the next newsletter.

IJBC is a publication of



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