



Newsletter, November 2014

Welcome to the Inaugural Edition!

This is the first newsletter of the *International Journal of Business Communication*. In it, you will find current news, announcements, and a summary of the articles found in the October 2014 issue as well as a list of articles that will be published in January 2015, which will be a special issue on strategic communication edited by Gail Fann Thomas of the Naval Postgraduate School in Monterey, CA and Kimberlie Stephens of the Annenberg School of Communication at the University of Southern California (USC) in Los Angeles.

***IJBC* News**

Name Change

IJBC has changed its name this past year to recognize the contribution of its editors, reviewers, and contributors outside of the U.S. The name change is intended to signal and emphasize its goal of becoming the key source of scholarly information on the latest developments in business communication around the globe.

Thanks to Daylanne Markwardt!

Daylanne Markwardt has served as the Media Manager for *IJBC* and its previous iteration as *JBC* for the past two years. Markwardt is an assistant professor of management communication in the USC Marshall School of Business. In her role as *IJBC* media manager, Markwardt has greatly enhanced *IJBC*'s web page on its Sage Publications site. She has created a list of the most influential articles published in *JBC* by category to make them more readily accessible to faculty who wish to use this information in their research and teaching. She has also created podcasts featuring interviews with some of our most innovative researchers and authors who have recently published work. Daylanne is stepping down as Media Manager because of greater service responsibilities at Marshall, but her contributions to *IJBC* have been instrumental in providing it more exposure through new media sources.



***IJBC* Announcements**

Seeking Editorial Board Members

IJBC is seeking to expand its editorial board internationally. Editorial board members' chief duty is to act as an ambassador of the journal, informing colleagues, scholars, and researchers of its focus, scope, and reach and seeking and recommending empirical research articles for publication. Interested persons or those seeking to nominate colleagues to the board should contact rcwalker@marshall.usc.edu.

Seeking a New Media Manager

IJBC is seeking a media manager to promote the journal through the use of social media and other digital communication outlets. Part of those responsibilities would be to identify authors to be featured in podcasts posted on the *IJBC* Sage web site and produce these podcasts. Other responsibilities might include creating and updating social media pages, writing weblogs, and updating Twitter feeds. Interested persons should contact rcwalker@marshall.usc.edu.

***IJBC* Notes**

IJBC's current average time from submission to first decision is 39 days. Its average time from submission to final decision is 63 days.

2013 SJR (SCImago Journal Rank) Score: 0.789

2013 Ranking: 41/236 in Economics, Econometrics and Finance (Miscellaneous) (Scopus®) | 43/267 in Business, Management and Accounting (Miscellaneous) (Scopus®)

Source: SCImago 2013 Journal Rankings

Featured Articles from October 2014

Enacting Criticality in Corporate Disclosure Communication: The Genre of the Fund Manager Commentary

Ian Bruce

This study examines the genre of the monthly or quarterly commentary document in which managers of investment funds report on their funds to investors. The study aims to provide insights about this disclosure genre for business communication practitioners by examining its conventionalized features and the expression of critical thinking in the evaluative judgments of fund managers. A non-purposive sample of 30 commentaries from investment funds in North America, the United Kingdom, Australasia and South Africa is rater-analyzed in relation to the *social genre/cognitive genre* model created by Bruce (2008), which is used as a framework to identify the principal characteristics of the genre. The findings suggest that the fund manager commentary is a relatively formulaic genre with a four-move structure that reports the current performance of the fund and presents its investment strategies and their underlying rationale, based on a critical evaluation of the current state of financial or equity markets.



The Blurring Boundaries between Synchronicity and Asynchronicity: New Communicative Situations in Work-related Instant Messaging

Erika Darics



This study discusses instant messaging, which has become one of the most popular communication technologies in virtual teams because it enables member interactions to intertwine throughout whole working days. This “intertwining” acts to create a sense of copresence for team members who are geographically dispersed. Through close linguistic analyses of naturally occurring data from a virtual team, this article discusses the implications of two novel communicative situations enabled by instant messaging: presence information and the persistence of transcript. The preliminary findings of this study indicate that these new communicative situations require rethinking of

previously existing interactional norms and that communicative practices employed by team members are not yet conventionalized/normalized; the expectations and interpretations of interactional rituals and timing vary highly, even within the same virtual team.

Communication as a Strategic Tool in Change Processes

Marit Christensen

The aim of the study was to develop, test and partly validate a set of organizational communication factors for use in an organisational-change setting. Based on literature reviews and pilot interviews, a survey study was conducted using three samples. First, the testing involved construct validation through exploratory and confirmatory factor analyses. Second, the sample was divided into three groups, i.e. employees who experienced change, those who had recently had finished a change process, and those who had not experienced any change processes. The communication factors were then examined as predictors of employee assessment of communication in these three groups, respectively. The results of the study indicated eight robust dimensions included in five categories: employee assessments of (1) social contact, (2) central leadership, (3) provided information, (4) their influence in decision-making, and (5) barriers to improvements. The results of the factor analyses indicated satisfactory reliability and construct validity of the communication factors, and the confirmatory factor analysis revealed a satisfactory model fit.



Bridge Discourses and Organizational Ideologies: Managing Spiritual and Secular Communication in a Faith-based, Nonprofit Organization

Arianna Molloy and Renee Heath

The present interpretive research contributes to the increasing niche of studies that acknowledge spirituality and religion in organizations. The current study examines communication in the workplace as it is mediated by the organizational context. In particular, the authors explore how a faith-

based organization navigated the seemingly incompatible ideologies of faith and business. First, they identify the ideological commitments and values that coexist for organizational members. Second, they argue that *bridge discourse* facilitated the coexistence of disparate ideological commitments and values. They describe how three dominant discourses: (a) a spiritual-business discourse, (b) a theological-science discourse, and (c) a discourse of excellence, navigated ideological differences in a nonprofit, faith-based organization. The findings in this paper have implications for future studies ranging from the pragmatic to the critical.



Upcoming: January 2015 Special Issue, Strategic Communication

Editors

Gail Fann Thomas, Naval Postgraduate School, Monterey, CA

Kimberlie Stephens, Annenberg School of Communication, University of Southern California, Los Angeles

Articles

The Role of Employee Identification and Organizational Identity in Strategic Communication and Organizational Issues Management about Genetic Modification

Alison Henderson, George Cheney, and C. Kay Weaver

Defining Distinctiveness: The Connections between Organizational Identity, Competition and Strategy in Public Radio Organizations

Sandra Evans

Organizational Disruptions and Triggers for Divergent Sensemaking

Matthew S. Weber, Gail Fann Thomas, Kimberlie J. Stephens

Strategic Vision and Values in Top Leaders' Communications: Motivating Language at a Higher Level

Jacqueline Mayfield, Milton Mayfield, and William C. Sharbrough III

On the Dark Side of Strategic Communication

Ron Dulek and Kim Sydow Campbell

Forum

Leveraging Social Networks for Strategic Success

Eric Eisenberg, Zachary Johnson, and Willem Pieterse



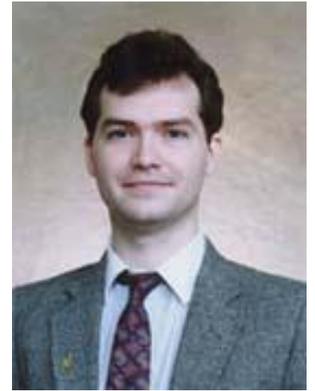
IJBC Editorial Board

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



Jacqueline Mayfield is a Professor of Management in the A. R. Sanchez School of Business at Texas A&M International University. She has published over 50 journal articles and conference proceedings. These manuscripts have been published in such outlets as the *Journal of Business Communication*, *Creativity Research Journal*, *Human Resource Management*, and *Development and Learning in Organizations*. She specializes in the areas of leadership communication, international management research, and human resource management.

Milton Mayfield is a Professor of Management in the A. R. Sanchez School of Business at Texas A&M International University. He has published over 50 journal articles, conference proceedings, and encyclopedia chapters. These manuscripts have been published in such outlets as the *Creativity Research Journal*, *Human Resource Management*, *Journal of Business Communication*, *The Encyclopedia of Creativity* (2nd ed.), and *Development and Learning in Organizations*. He specializes in the areas of leadership communication, international management research, and creativity and innovation.



Bertha Du-Babcock is Associate Professor of English and Director of CHASS International Exchange Program at the City University of Hong Kong. She has received the Kitty O Locker Outstanding Researcher Award (2008), the Meada Gibbs Outstanding Teaching Award (2004), the Outstanding Article Award in the *Journal of Business Communication* (2007), and the Outstanding Article Award in the *Business Communication Quarterly* (2001). Du-Babcock is First Vice President of the Association for Business Communication. Her theoretical research has centered on first- and second-language communication behaviors in intra- and intercultural business communication using the language-based communications model. Her teaching-related research has focuses on simulations and telecommunication projects that enhance teaching effectiveness in management and organizational communication courses .



Hubert Korzilius, professor of research methodology at the Nijmegen School of Management, Radboud University, Nijmegen, The Netherlands, is a broadly oriented methodologist who is specialized in quantitative research methodology. He is an expert on research designs such as experimental and survey design, and content analysis, and on statistical techniques such as multivariate analysis and analysis of variance. He has published in national as well as international books and journals on a number of varied topics: research methodology, multilingual and intercultural business communication, document design, parent-child relationships, and behavior of persons with intellectual disability.

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