
Welcome to the 14th ABC Asia-Pacific Conference!

The Association for Business Communication's Asia-Pacific Conference is scheduled to take place in Guangzhou, China, November 27-29, 2015. You are cordially invited you to submit a proposal to this conference.



Conference Theme

Business Communication in the Global Century

**Hosted by Guangdong University of Foreign Studies,
Guangzhou, China**

We are living in the 21st Century of increased level of globalisation and internationalisation in which people of different countries, cultures and communities interact more frequently than ever. Along with this trend, communication across cultures also poses great challenges for both academics and practitioners alike in business and management contexts. The conference therefore aims to focus on the diversity and complexities of business communication across countries and cultures.

Conference Aims and Objectives

Specifically we propose the following two aims:

1. Providing scholars, educators and practitioners from different disciplines (business English, business and organisational communication, management, and business consulting) with opportunities to interact, network and benefit from each other's research and expertise for effectively managing business communication and intercultural communication issues;
2. Advancing the methodology for business communication and intercultural communication research and disseminate practical findings to facilitate understanding across cultures, communities and disciplines.

Conference Topics

Topics may include, but are not limited to:

1. Business communication in the 21st Century: Changing concepts of business communications in the 21st century environment

- Business/professional communication in new media contexts
- Business communication and business discourse
- New technology (e.g. Social Network Service) and business communication

2. Globalisation and intercultural communication

- Intercultural communication issues in mergers and acquisitions
- International communication in the era of global century
- Business English as Lingua Franca

3. Organisational and business stakeholder communication

- Communication with internal stakeholders: employee voice, organisational communication
- Communication with external stakeholders: Customers, business partners, and policy-makers
- Public relations and consumer behaviours in intercultural contexts

4. Rhetoric and Persuasion

- Persuasive and rhetorical communication
- Negotiation and decision-making
- Crisis communication management

5. Business Communication Education across disciplines

- Professional training in business communication
- Teaching business/professional communication

Should you wish to organise a panel session, please contact the organising committee and feel free to present your suggestions to them by contacting Jiamin Weng: wjm@gdufs.edu.cn.

Guidelines for Submission

- Title, author(s): Please list authors and their affiliations in the order in which you would like to list their names on the conference program.
- Language: Write all abstracts/outlines in English.
- Summary of the study: The texts are limited to 500~1,000 words (excluding references), explaining the purpose of the study, the research methodology used, the key findings of the study, and implications for education and/or business.
- Keywords: Please list 5~6 keywords of the study.
- Other considerations:
 1. The preferred format is Microsoft Word.
 2. The final abstract is recommend to be presented in no more than 2 pages in length including figures and tables (single-spaced, 10 pt. font, 1 inch margins).
 3. Proposal submission: Please submit your proposal on-line by **June 31, 2015** to Chaowang Ren: gzabc2015@gdufs.edu.cn; notification of acceptance by July 31, 2015.

Keynote Speakers

Professor Nelson Phillips, Imperial College London
Professor Helen Spencer-Oatey, University of Warwick
Professor Joyce Osland, San Jose State University
Associate Professor Yunxia Zhu, University of Queensland
Professor Lifei Wang, University of International Business and Economics
Professor Huhua Ouyang, Guangdong University of Foreign Studies
Professor Guihang Guo, Guangdong University of Foreign Studies
Professor Dechun Cao, North China University of Water Resources and Electric Power

Registration Fee: ABC member 1000 RMB (or 170 USD); non-member 1200 RMB (200 USD),
Student fee: 600 RMB (or 100 USD)

Organising Committee: Guihang Guo, Chunyu Hu, Rong Jiang, Wubao Zhang, Yili Peng, Chuanyou Yuan, Weichao Wang, Chaowang Ren, Jiamin Weng

Scientific Committee: Dechun Cao, Jieyun Feng, Yongping Ran, Wenhui Yang, Wenzhong Zhu

Conference correspondence

Please send all conference correspondence to: School of English for International Business,
Guangdong University of Foreign Studies, 2 Baiyun North Avenue, Guangzhou, 510420, P. R. China

CONFERENCE COORDINATOR

Dr. Chunyu Hu

School of English for International
Business
Guangdong University of Foreign
Studies, Guangzhou, China
Email: gzabc2015@gdufs.edu.cn

CONFERENCE CHAIR

Prof. Guihang Guo

School of English for International
Business
Guangdong University of Foreign Studies
Guangzhou, China

IMPORTANT DATES

Submission deadline:

June 31, 2015

Notification of acceptance:

July 31, 2015