



Fostering Excellence in Business Communication
The Association for Business Communication Quarterly Newsletter

ABC Newsletter

Issue 23, January 2020

From the President



Geert Jacobs, ABC President

How I've been waiting for this January 1, 2020, the day on which I started my one-year term as ABC's president!

I'm taking over at what I believe is a key moment in the history of our organization - and of our discipline. We are in the middle of carving out our place on the academic map. This includes examining the nature of our essential interdisciplinarity, but it's also about exploring how we can be relevant and rigorous at the same time as well as detailing the ways in which we can negotiate the beautiful tension between research, teaching and practice.

Of course these concerns are not new. Interdisciplinarity, rigour and relevance have always been high on the ABC agenda. Do check out what's been written on these topics by some of our long-standing leaders including Kathy Rentz, Janis Forman, Lamar Reinsch, Priscilla Rogers and Kitty Locker.

But, if today's key concerns are the same as those of 10 or 15 years ago, does that mean we're moving in circles?

I don't think it does. On the contrary, I believe this kind of scholarly reflexivity, this constant soul-searching about who we are and where we're going is characteristic of some of the most solid academic disciplines. In fact, I find it reassuring to see that we've always been examining our own identity, the added value we produce and the position we take in the academic arena. I take them as evidence of how strong the field of business communication really is: we have an incredibly rich and diverse history and we need to embrace it as we move forward.

And moving forward is what we do, for example with ABC's brand-new Strategic Plan for 2020-25 and – based on it - with the action plan that I'll be focusing on during my 12 months in office.

This year's key priorities are:

- strengthen our unique conferencing profile
- evaluate ABC's regional division and investigate the potential for redrawing boundaries to reflect and encourage a more truly internationally oriented Association
- renew ABC's leadership and committee & SIG structure and timelines
- make diversity and inclusion a more visible priority of ABC, including strengthening internationalism in ABC leadership and conferencing.

I'll be working with the Executive Committee and with the Board of Directors to make sure that the Strategic Plan is a living, active working document that is on the table at every ABC meeting, one that guides the workings of our many committees and SIGs and that serves as a compass for our members.

Can't wait to get started!

Geert Jacobs

2019 Annual Conference News

ABC recognized 2019 award winners during October's 84th Annual International Conference in Detroit, Michigan.

Ambassador Award:
Jacqui Lowman, University of Maine at Presque Isle



Marcel Robles, ABC President, and Jacqui Lowman

Bernadine P. Branchaw Spirit of ABC Award:
Marsha Bayless, Stephen F. Austin State University



Marcel Robles and Marsha Bayless

Distinction in the Practice of Diversity and Inclusion:
Clive Muir, ThinkCraftSolve



Marcel Robles, Clive Muir, Peter Cardon, and Jacqui Lowman

Distinguished Book on Business Communication:
Kristen Getchell, Babson College
Paula Lentz, University of Wisconsin - Eau Claire
Rhetorical Theory and Praxis in the Business Communication Classroom



Marcel Robles, Paula Lentz, and Kristen Getchell

Distinguished Member:
Debbie DuFrene, Stephen F. Austin State University



Marcel Robles and Debbie DuFrene

Excellence in Communication Consulting:
Curtis Newbold, Westminster College



Marcel Robles and Curtis Newbold

Fellow of the Association:

Marcel Robles, Eastern Kentucky University



Jim Dubinsky and Marcel Robles

Fellow of the Association:

Ronald Dulek, University of Alabama

Francis W. Weeks Award of Merit:

Sushil Oswal, University of Washington, Seattle

Honorary Member:
Robyn Dubinsky



Marcel Robles and Robyn Dubinsky

Kitty O. Locker Outstanding Researcher Award:

Yan Jin, Grady College of Journalism and Mass Communication, University of Georgia



Marcel Robles, Yan Jin, and Peter Jurmu from McGraw Hill (sponsor)

Margaret Baker Graham Research Grant:

Doreen Hanke, Texas A&M International University.

Project: Can Employees Motivate Themselves? The Link Between Peer Motivating Language and Employee Outcomes.



Marcel Robles and Doreen Hanke

Meada Gibbs Outstanding Teacher-Scholar Award:
Kristen Lucas, University of Louisville



Marcel Robles and Kristen Lucas

Outstanding Article in *Business and Professional Communication Quarterly*:
Sarah Rosol and Dale Cyphert

Article: Rosol, S. & Cyphert, D. (2018). Profiling Potential Plagiarizers: A Mastery Learning Instructional Technique to Enhance Competency



Marcel Robles, Dale Cyphert, and Dana Loewy

Outstanding Article in the *International Journal of Business Communication*:

Patricia Sias and **Kaylin Duncan**, University of Arizona

Article: Sias, P. & Duncan, K. (2018). Not Just For Customers Anymore: Organization Facebook, Employee Social Capital and Organizational Identification

Outstanding Article on Business Communication in Non-ABC Journal:

Clarice, S. C. Chan, Hong Kong Polytechnic University

Article: Proposing and Illustrating a Research-Informed Approach to Curriculum Development for Specific Topics in Business English, *English for Specific Purposes*, 52, 2018, pp. 27-46.

Outstanding Dissertation Award:

Lorraine Yao, City University of Hong Kong

Title: *Intercultural Communicative Competence in China-Based Corporations: An Analysis of Chinese Professionals' Perceived Communicative Needs, Challenges, and Strategies.*



Marcel Robles and Bertha Du-Babcock (on behalf of Lorraine Yao)

Outstanding Student Writers

First: **Daniel Hodges**, University of Louisville,

Sponsor: Zachary Goldman



Marcel Robles, Barbara Shwom (award sponsor), and Daniel Hodges

Second: **Sara Romney**, Brigham Young University,
Sponsor: Marianna Richardson



Marcel Robles, Barbara Shwom, and Sara Romney

Third: **Miranda Matthews**, University of Suffolk,
Sponsor: Liane Czirjak



Liane Czirjak

Proceedings Best Paper:

Dale Cyphert, Northern Iowa University

Visual Persuasions: Presentations in the Era of Big Data



Marcel Robles and Dale Cyphert

Rising Star Award:

Andrew Quagliata, Cornell University



Marcel Robles and Andrew Quagliata

Business Communication Impact Award (sponsored by Marshall School of Business, USC):

Gail Fann Thomas, Naval Postgraduate School

Roxanne Zolin, Noble International Business School

Jackie Hartman

The Central Role of Communication in Developing Trust and its Effect on Employee Involvement, *International Journal of Business Communication*, 46, 3, 2009, pp. 287-310.



Jolanta Aritz, Marcel Robles and Peter Cardon

Graduate Student Travel Grants

Doreen Hanke, Texas A&M International University

Mollie Hartup, Kent State University

Samuel Head, Ohio State University

Shelley Helper, University of Kansas

Yaqian Jiang, University of South Florida

Lauren Ashley Malone, Iowa State University

Amalia Merino, University of Texas at Austin

Craig Moreau, Carnegie Mellon University

Ruby Kirk Nancy, East Carolina University

Lindsay Neuffer, Purdue University

Mason Pellegrini, Purdue University

Nupoor Ranade, North Carolina State University

Jeremy Rosselot-Merritt, University of Minnesota Twin Cities

Amaly Santiago, University of South Florida

Hua Wang, Michigan Technological University

Ryan Wold, University of Minnesota Twin Cities



Graduate Student Award Recipients with Stephen Carradini and Geert Jacobs, far right

2019 Annual Conference Proceedings

We are pleased to announce that the 2019 Conference Proceedings are accessible [here](#). Please enjoy this outstanding citable research by our colleagues.

As our thoughts turn toward the 2020 ABC Annual Conference, please consider serving as a reviewer for the conference proceedings. If you are interested or require further information, please contact Leigh Ann Whittle, Editor, at leighannwhittle1@gmail.com.

Annual Conference 2020

Please consider submitting a proposal to our 85th Annual International Conference October 28 to 31, 2020 in San Diego, California, USA. Visit the [conference page](#) for submission guidelines and other details.

Strengthening B-comm in an era where perception is reality.

We invite business communication proposals that address topics including:

- Adaptation: keeping up with communication trends for greater student preparedness
- Digital/Cloud: understanding conversational platforms, immersive experiences, and privacy and ethics issues
- Strategy: putting purpose first to improve effectiveness and overcome “noise” or “over-communication”
- Technologies: probing the influence of Artificial Intelligence (AI), voice recognition, and other innovations
- Tools: harnessing the power of social media, apps, and data/info visualization
- Visuals: transmitting information and ideas using symbols and imagery.

Deadlines:

- Workshop proposals due by March 2
- Roundtable proposals due by March 2
- Final proposals due by April 6.

This year, we're planning on having 60-minute panel sessions; all other sessions will be 80 minutes with 20-minute regular presentation slots. All submissions will be double-blind reviewed. Volunteer to review proposals [here](#)

Get Published: When submitting to the 2020 annual conference, please give permission for ABC to publish your extended abstract in the all new citable annual conference Proceedings. 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. You will not need to submit an entire paper. To be included in the Proceedings, this work must be presented at the conference.

ABC's Diversity and Inclusion Statement

We are delighted to announce that ABC now has a Diversity and Inclusion Statement. This is yet another way that ABC is a leader in the fields of business communication, diversity and inclusion. The statement will soon appear on the ABC website home page. But in the meantime, we wanted to share it with you all first.

"No matter who you are, where you come from, or what your areas of interest in business communication are, ABC welcomes you. Come find your niche with us—or start your own. ABC is a leader in making all conferences, resources, and networks accessible to all people. Blend your talents with ours to help us evolve and become even stronger. We all can make a difference. We all can be that difference. Let us start today."

Global Advances in Business Culture and Communication Conference

Submissions are now open for GABC, an affiliate conference of ABC, June 11-13, 2020. The 12th Trans-Continental Conference on Global Advance in Business Culture and Communication will be held at Eastern Michigan University, Ypsilanti, Michigan, USA. Join the conference to share ideas and best practices which shape and are shaped by the intersection of cultural factors and global business.

The organizers especially invite proposal addressing issues in one of six tracts and one of three focus areas (Research, Pedagogy, and Consulting and Practice.) Please submit your 750 to 1000 word abstract by January 31, 2020. Watch the [GABC website](#) for the Call for Proposals as well as more information on the conference venue, lodging, and other information.

Proposals can be submitted at <https://www.businesscommunication.org/e/sx/tk/eid=31>

Please note all abstracts (750 - 1000 words) are due Friday, January 31, 2020. Please contact David Victor at dvictor@emich.edu if there are any questions.

Conference on Experiential Learning

ABC member Lajuan Davis is an organizer of a conference on experiential learning co-hosted by The University of Tennessee at Martin and West Texas A & M University, March 25 - 27, 2020, in Union City, TN. Participants from all disciplines are invited to participate and share presentations on experiential-learning topics from arts & culture, assessment, business topics, internships, K - 12 teaching, etc.

College/university students who have conducted innovative research about an experiential-learning track are invited to participate in a poster session that will be held Friday morning of the event. The conference is being held at a world-class active-learning facility, Discovery Park of America, located in Union City, TN. For more information, please see the Call for Proposals and registration information at www.utm.edu/elli or contact Dr Lajuan Davis, ldavis91@utm.edu

Workplace Writing SIG at 4Cs

Are you going to 4Cs at Milwaukee in March? If so, be sure to join the ABC-sponsored Workplace Writing SIG! This will be the SIG's second meeting, and we hope to grow it into a permanent fixture (in the form of a Standing SIG) of this conference. Composition teachers who have been asked to teach workplace writing sorely need this SIG—and ABC needs to have those teachers as members! The SIG will meet on Thursday, March 26, from 6:30-7:30 p.m. Come help us hammer out the details of a workshop for the following year and build bcomm knowledge among writing teachers!

While you're there, be sure to attend the SIG-sponsored panel on "Workplace Spaces and Places: A Common Voice, Language, and Practice" by Marcy Orwig, Paula Lentz, and Kristen Getchell. This session is on Thursday as well.

If you can't attend this year but want to be kept in the loop, just email Kathy Rentz at Kathryn.rentz@uc.edu or Geoff Clegg at geoffrey.clegg@gmail.com to be added to the SIG's Google group. (And if you do plan to attend but haven't joined yet, please do!)

ABC Western Bulletin

The Western ABC Bulletin is the publication of the Western Region Association for Business Communication which publishes research, as well as, pedagogical articles. Its readership is national with some international interest (see recent issues at abcwest.org.) Contributions can come from the fields of business, marketing, management strategy, business communication, professional communication along with work from intersectional fields, such as Disability Studies, Science and Technology Studies, etc. The authors are scholars, teachers, and practitioners.

Submissions can vary in length from short news items and classroom assignments-related articles of under 1,000 words. Longer articles of up to 3,000 words are recommended for reporting results of research studies; in-depth pedagogical pieces; business cases related to workplace communication; interviews with professionals, researchers, and teachers; and business and professional communication trends in technology, workplace processes, and career development.

The Bulletin is particularly looking for submissions about the 2019 ABC Conference in Detroit. They also call for commentaries from readers who have been affected by the recent budget cuts for higher education.

All inquiries are welcome. Send your preliminary ideas and inquiries to the editor at: oswal@u.washington.edu

Teaching Collaboration with VBP

The Virtual Business Professional project (VBP), organized by ABC members at the Department of Business Communication, USC Marshall School of Business, is accepting applications for the Spring 2019 (February 17 to April 7, 2020) VBP project round.

VBP is a 6 week project that gives students real-world experience using communication and collaboration technologies employed in today's corporate environment.



The project is open to upper level undergraduate and graduate students enrolled in a business communication course. Students from across the globe work in virtual teams and collaborate on a consulting project using a client model.

Last year, the project had excellent engagement from students because they were able to work on real projects for Google, Amazon, and Starbucks. The project will include Audi to this line-up and is currently working with several other potential companies.

To learn more about the project, see [here](#).

To apply, please e-mail VBP@marshall.usc.edu.

Raymond W. Beswick

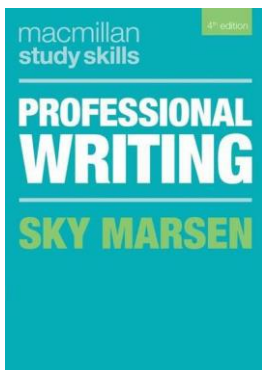
Former ABC President Raymond W. Beswick passed away April 5, 2019. A businessman, Ray worked for Syncrude Canada Ltd. He became a member, and eventually President of ABC in 1992. It is said that. "He did a lot to keep a bunch of us academics grounded in the reality of the workplace."

Ray remained involved with ABC as a lifetime member. He continued to keep up with ABC until the summer before his passing.

New Books

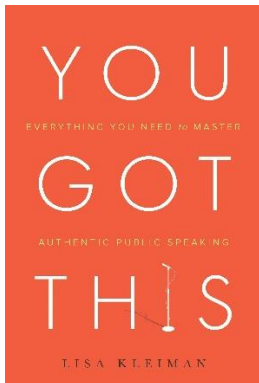
The following books were published by ABC members in the last quarter.

Professional Writing, 4th edition, by Sky Marsen, Palgrave Macmillan, 2020.



[The book](#) is a comprehensive yet concise introduction to professional writing for different media, which synthesises methods and ideas developed in journalism, public relations, management and marketing. Based on research in the field, it equips students with the ability to convey their ideas in a wealth of print and digital formats, in a variety of professional contexts internationally.

YOU GOT THIS: Everything You Need to Master Authentic Public Speaking,
by Lisa Kleiman, River Grove Books, 2019.



[The book](#) contains information about stepping out in front of any group and successfully delivering messages with clarity, confidence, and authenticity. Filled with worksheets and helpful tips, *You Got This* helps people prepare for every possibility—from big picture issues like determining their audience to the smallest details, such as the clothes they will wear.