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Fostering Excellence in Business Communication

The Association for Business Communication (ABC) Newsletter

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ABC Newsletter

Issue 25, July 2020

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From the President



Geert Jacobs, ABC President

Dear members of ABC, friends and colleagues,

I hope you are all safe in these unprecedented times.

Never in the Association's long and rich history have our activities come under so much pressure. A lot of what makes ABC special is the sense of connection and camaraderie and the unique mix of intense scholarly debate and true friendship, and so it makes me sad that we won't be able to meet in Vienna or in San Diego. Health comes first; there should be absolutely no doubt about that – but I know I'll miss the direct interaction with all of you in the next few months.

At the same time, what makes me happy and proud is that ABC members have never shown so much resilience and positivism. Since the start of the pandemic, more than a dozen on-line lectures on a wide-range of business communication topics have been shared on our YouTube channel, first on a weekly basis and later, as we adjusted to the new normal, every two weeks. This is quickly turning into a very useful resource for the future. Meanwhile, we are getting ready for the first ever online ABC Annual Conference.

Our amazing tech experts, Stephanie Smith and Andrew Cavanaugh, are working together with the incredible co-chairs Dee Fuchs and Ashley Nelson and with our

beloved Jim Dubinsky and Marilyn Buerkens at the ABC Office to guarantee a unique virtual conferencing experience: it won't be the same as meeting face-to-face in Southern California, but it will definitely be a truly inspirational, immersive event, one that promises to be a milestone for ABC.

As I anticipated in my April note, the Executive Committee has resumed work on the 2020 Action Plan. We've been brainstorming about a revised, more effective leadership structure, for example. And we're making concrete plans to strengthen our geographical set-up as we want it to reflect and encourage a more truly internationally oriented Association. Also, diversity is a key priority, now more than ever. In working on these and other topics, we are setting up interviews with past and present ABC leaders, we are listening to our Regional Vice Presidents, and we are learning from what is happening in other organizations. And we look forward to your input too: if you'd like to share your ideas, please contact any member of the Board or myself at geert.jacobs@ugent.be. Your voice is tremendously important to this change process.

And so we move forward, carefully and with respect for what everyone is going through, but with a grand vision and a lot of ambition in terms of what ABC can do for all of us and for our discipline.

Geert Jacobs
ABC President

From the Executive Director



Jim Dubinsky

Dear ABC Members,

As we continue to confront the fluid situation created by the pandemic, those of us entrusted to guide the ABC ship are working to find the right course. Right now, that course involves an entirely virtual conference in October. The final call has concluded, and the conference chairs will send notifications about submissions by mid-July.

As for the actual event (ABC's 85th Annual International Conference), in the past few months, a small task force has been evaluating virtual event platforms that offer many benefits beyond standard Zoom features. The goal is to create an event with some vibrant, synchronous features during the scheduled conference time while also providing the advantages of asynchronous activities: maximum flexibility and 24/7 access for anyone who registers.

We expect to decide on a platform this month (July). We will then send a note explaining the next steps for anyone planning on presenting or simply "attending" the conference. I am reasonably confident that the majority of presentations will be pre-recorded, which will permit anyone who registers to view any or all of the presentations and do so over an extended period, well beyond the conference dates. I also anticipate recording whatever synchronous or live sessions we hold (to include committee meetings).

The good ship ABC's course has also involved looking for ways to provide new resources for our members. This desire led to the new initiative that ABC President, Geert Jacobs, describes in his note in the Newsletter: the video series

on YouTube. We hope you're finding these resources useful. We expect to continue to provide them. If you have other ideas for ways we can serve you, please share them with me: exec_director@businesscommunication.org.

In terms of resources, I also want to recognize our two journals: *IJBC* and *BPCQ*—both available on our website. We just received word from SAGE, who publishes them, that this year the impact factor for *IJBC* improved (it was already doing quite well for a new journal in the Web of Science/ISI). SAGE's news is welcome, and it reflects the continued efforts of *IJBC*'s editors, Jackie and Milton Mayfield. They, along with their editorial team, have continued to do superb work.

I hope you will continue to read and, when appropriate, cite these articles, especially when publishing in other fields. Equally important is sharing *IJBC*'s articles with your colleagues in other disciplines. The impact factor is linked to citations in other ISI journals. Because our field is somewhat isolated from other business and comm disciplines, our colleagues in those disciplines do not always come across or learn about the vital and relevant research we're conducting (e.g., corporate or crisis communication, organizational identity, or even sales/marketing).

I also hope you are reading *BPCQ*. Editor Melinda Knight and her team have also been doing impressive work. The most recent issue begins with Melinda's editorial comments on pandemic communication, and thought-provoking articles on cross-cultural instruction, search engine optimization, how to make sense of corporate social responsibility, and others, to include a rich collection of MFA (My Favorite Assignment) presentations from our 2019 conference in Detroit.

Finally, I want to thank all of you for remaining active members. We are doing all we can to manage the winds of change and steer this ship safely. While our focus is academic, our truest course is to care for the well-being of our members. ABC has always been an organization that puts members first. We will continue to do so in these challenging times.

Please stay safe while the entire world tries to find ways to preserve life and maintain some kind of social and economic norms.

Sincerely,
Jim Dubinsky

ABC 85th Annual International Conference



Three Reasons to Catch This Year's Annual Conference

"This program is a great idea!"

"This topic is important and timely!"

"I would love to see this presentation!"

"I was impressed by the quality of the submissions!"

These are just a few of the comments we received from your peers after reviewing proposals for our upcoming annual conference. After reading through the presentation and workshop descriptions ourselves, we are confident that everyone will be enlightened and inspired. Here are three reasons to get on board and plan to attend ABC's 85th [Annual International Virtual Conference](#), October 28 to 31:

The quality and variety of topics covered. In addition to our usual tracks, timely themes include technology use, visual communication, and diversity and inclusion.

The convenience. Since we are going virtual, it has never been easier to participate in the conference. Attendees can participate live or asynchronously. Imagine, no flights, no baggage, just benefits!

The savings. Registration will be approximately \$175 – about half our usual rate, with fee waivers available for graduate student members who are presenting.

Save the date and stay tuned for more updates about the conference. As always, if you have questions related to the event, please contact us at ABCSanDiego2020@gmail.com.

Your conference co-chairs,
Dee Fuchs & Ashley Nelson
ABCSanDiego2020@gmail.com

ABC Southwestern U.S. Conference

The Association for Business Communication 2020 Southwestern U.S. regional conference, in conjunction with the Federation of Business Disciplines, was held in San Antonio, Texas, on March 11-14. Business educators and professionals presented on a variety of important topics relevant to business communication. The proceedings from the conference are now available on the [ABC website](#)

Many colleagues were awarded for their accomplishments:

Ashley Hall (Stephen F. Austin State University) was awarded the Outstanding Researcher Award.

Laura Valenti (Nicholls State University) was awarded the Federation of Business Disciplines Educator Award.

Ashley Hall, Carol S. Wright (both Stephen F. Austin State University), and **Amanda Smith** (Lufkin Independent School District) were awarded the Distinguished Paper Award for their paper, *Augmented Reality in Business Communication Classes*.

Congratulations to them all for their awards and for representing the Southwestern U.S. Regional Conference so well.

San Antonio was a very popular and memorable conference. We hope to repeat the fun and encourage you to consider presenting for the upcoming 2021 regional

conference in Galveston, Texas.

To continue this fascinating tradition, please consider submitting an abstract proposal or paper related to business communication by **October 1, 2020**. The conference will be held between March 17 and March 20 in 2021. To submit proposals, visit: <https://www.businesscommunication.org/page/regional-conferences>



Moody Gardens (Source: Galveston Convention Bureau)

There are many wonderful reasons to attend this conference at Galveston. First, you obtain the opportunity to network, share your work, and connect with business communication scholars from all over the region. Second, the conference will be held at the wonderful Moody Gardens Hotel, which is actually an amusement park with an aquarium and hotel.

The Moody Gardens Hotel has three main attractions including an Aquarium Pyramid, where you can see marine and sea animals, the Rainforest Pyramid including tropical plants, animals, birds, butterflies, monkeys, and sloths, and Palm Beach, which is a white sand beach with a water park for children, and you can explore its lagoons, lazy rivers, and zip lines. You can also visit the Galveston Island's historic pleasure pier, which has many fun rides and carnival games. To learn more about Moody Gardens, visit this website: <https://www.galveston.com/>

For more information about this upcoming conference, please contact Dr. Leslie Ramos Salazar at lsalazar@wtamu.edu

Call for Papers for Special Issue

ABC members Yan Jin and Augustine Pang are excited to announce a new call for papers for a Special Issue in the journal *Public Relations Review* related to crisis and conflict, which is due November 30 and slated to be published in 2021.

Please consider submitting. Find more information at

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<https://www.journals.elsevier.com/public-relations-review/call-for-papers/cfp-theory-advancing-practice-the-contingency-theory>

Yan and Gus will be happy to answer any question about the call. Please contact them at:

Augustine Pang, augustine@smu.edu.sg

Yan Jin, yanjin@uga.edu

Western ABC Bulletin

The Spring issue of **the Western ABC Bulletin** with special focus on the COVID-19 crisis is now available online <https://abcwest.org/>.

A huge shout out to the editorial team, Sushil Oswal and Mikel Chertudi, for putting together such a timely issue! The contents of the Bulletin include an interview with ABC Executive Director, Jim Dubinsky, teaching and research contributions of what it is like to live and teach during a pandemic, including global perspectives from Belgium, Germany, Hungary, India, and very timely advice for our summer and fall courses.

Diversity and Inclusion Award

It's hard to believe that we're only halfway through 2020. It seems that we've already had a decade's worth of challenges and opportunities to develop creative, inventive ways to do our work and reach those we serve. But the good news is that you have lots to share with our colleagues who can draw energy and inspiration from what you've done. Many of you have been making a huge difference for years.

So, when you can pause and take a breath, please consider nominating yourself or some other deserving ABC member for the [Distinction in the Practice of Diversity and Inclusion Award](#). The award is another wonderful way to share the fine work you are doing in diversity and inclusion. Please help us grow as an organization by sharing your best practices.

Please note that the deadline for submissions is July 31, 2020.

If you have questions, would like more information, or would like to submit to the exciting opportunity of the D&I Award, please contact Jacqui Lowman at jacquelyn.lowman@maine.edu or (207) 768-9745.

Best wishes for a healing, hopeful summer, from the green hills of northern Maine.

Jacqui, Saint and Dusty Lowman

Virtual Business Professional Project



As many schools cancelled student global programs and moved classes to some form of online instruction, Jolanta Aritz wants to make you aware of a global virtual collaboration opportunity for your students in the Fall 2020 semester.

The Virtual Business Professional Project (VBP) is designed to offer students in business communication classes an opportunity to collaborate and work in a virtual setting with students from all over the world. In response to the changes due to COVID-19, it will be offered in the fall semester from **September 28 – November 15, 2020**.

In this 6 weeks-long project, students develop cultural competencies, collaboration and leadership skills in Global Virtual Teams, and work with new AI technologies – all high on the list of skills in the new post-pandemic workplace environment. On average, VBP attracts 500-600 students from 14 institutions and 7 countries.

In the past, students worked on a consulting project for such companies as Amazon, Audi, Google, and Starbucks. Please email VBP@marshall.usc.edu if you are interested. For more information about the project, please visit their website at <https://www.marshall.usc.edu/departments/business-communication/vbp-project>

New Books

Intercultural Communicative Interaction: Translation Concepts.
Edited by Tatiana Andrienko, Vega Press, 2019.

Tatiana Andrienko, Oleksandr Kinshchak, Natalia Chumak,
Tamila Oryshechko-Bartoza, Iryna Shpeniuk, Inna Stoyanova

INTERCULTURAL COMMUNICATIVE INTERACTION

TRANSLATION CONCEPTS

Dr. Tatiana Andrienko
General Editor



VEGA Press
Silicon Valley, California

The book comprises a comprehensive and diligent analysis of a wide range of theoretical and practical aspects of translation, from regulating legislation to specific lexical, grammar and stylistic problems, developing the theoretical foundations for innovative technologies in artificial intelligence, machine translation and human-computer interaction.
