October, 2012

Dear ABC Hawaii Attendees:

Welcome to Hawaii and the 2012 Association for Business Communication’s 77th Annual International Convention at the Waikiki Beach Marriott Resort & Spa. Our exciting convention program consists of over 200 presentations and papers, many relating to the theme of Communicating Sustainability in Business. You will have the opportunity to hear different perspectives on communicating social, environmental, and economic issues in a global context. Academics and practitioners from many countries will make this conference a truly international gathering and an event that will have a lasting impact on how businesses communicate sustainability worldwide.

We kick off the conference Wednesday evening with a Hawaiian Luau sponsored by Cengage Learning. Don’t miss the keynote address on Thursday morning by Kristen Coco, Manager of Public Affairs and Media Relations at the United Nations Global Compact. Learn from her insights on effectively communicating in an increasingly complex and interconnected global environment. Other notable sustainability authors and speakers will join her in a dynamic panel discussion immediately following the keynote address. Plan to attend the Outstanding Teacher and Researcher plenary at 11:30 a.m. on Thursday. Other outstanding panel presentations and individual presentations will be offered throughout the conference. Finally, a Saturday morning workshop, which is open to all, will cover the basics of developing a Scholarship of Teaching and Learning (SoTL) research project.

Create the best from this conference: network with colleagues, share professional ideas, and enjoy the culture of Hawaii. We sincerely wish you a memorable and enriching experience.

Sincerely,

Roger N. Conaway
Oliver Laasch
2012 Co-Program Chairs
2011 – 2012 Officers

Hiromitsu Hayashida, President, Chuo University
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Cynthia King, Naval Postgraduate School
Leena Louhiala-Salminen, Helsinki School of Economics
Gina Poncini, University of Milan
Rebecca Pope-Ruark, Elon University
Marcel Robles, Eastern Kentucky University
Bob Stowers, The College of William and Mary
October 2012

Dear Friends and Colleagues:

Aloha! Welcome to the beautiful island of Oahu and to Waikiki, which means “sprouting, shooting, or spurting water.” Waikiki is bounded by the Ala Wai Canal, the Pacific Ocean, and Diamond Head. While you are here, we encourage you to take a walk to appreciate the island’s natural beauty and history.

Should you have questions or need assistance, our conference helpers are visible; they wear a big green dot on their name badge. Presenters have a star on their badge. Our organization's board members, to include your executive committee, have a special shiny badge. Seek them out. Learn more about leadership opportunities in our organization.

You'll hear me mention it at lunch, but I want to encourage you to consider becoming a sustaining member. This year, through the generosity of our sustaining members, six graduate students were assisted with travel funds. Our organization has many ways to serve, but adding an additional $20 to your dues is perhaps the simplest way. Even better, become a sustaining e-member and receive your journals electronically. You save trees and money, produce less waste, and help ABC save money.

ABC is also keeping up with the digital age; you can scan the QR code below with your smartphone and reach our website. Consider posting a picture on our Facebook page and follow us on Twitter using hashtag alohaABC. Jennifer Veltsos, our 2013 New Orleans co-chair, is helping us get off to a great start by creating this tag.

Speaking of keeping up, we are delighted to be launching our new member management system in November. This system, managed by MemberSuite, will integrate our email, listserv, conference planning/submission, and committees. We will be looking for feedback; stay tuned.

Finally, I want to offer my sincere thanks to our outgoing board members: Gerry Hynes (Past President); Camille Villafane and William Sharbrough, both regional vice-presidents; Jean Bush-Bacelis, Janis Forman, and Cynthia King, all directors-at-large. Their contributions have helped keep ABC strong and vibrant. When you see them, thank them. They’ve given much time and energy in service to the organization, which, is you.

I hope you have a wonderful convention. Please let me know if I can be of service to you.

Mahalo,

Jim Dubinsky

Jim Dubinsky
Executive Director
## Schedule Summary

**TUESDAY, OCTOBER 23**
- 8:00 a.m. – 5:00 p.m.: ABC Executive Committee
- 6:00 p.m. – 8:00 p.m.: ABC Board of Directors Reception

**WEDNESDAY, OCTOBER 24**
- 7:00 a.m. – 8:00 a.m.: ABC Board Breakfast – Leahi Ballroom, Kealohilani Tower
- 8:00 a.m. – 5:00 p.m.: ABC Board Meeting & Luncheon – Leahi Ballroom, Kealohilani Tower
- 12:30 p.m. – 6:00 p.m.: Registration – Lanai – 3rd Floor – Paoakalani Tower
- 6:00 p.m. – 8:00 p.m.: Hawaiian Luau – Sponsored by Cengage Learning – Pualeilani Terrace (Kealohilani Tower, 3rd Fl.)

**THURSDAY, OCTOBER 25**
- 7:00 a.m. – 8:00 a.m.: Continental Breakfast – Sponsored by Mary Ellen Guffey and Dana Loewy
- Lanai – 3rd Floor – Paoakalani Tower
- 7:30 a.m. – 5:00 p.m.: Registration – Lanai – 3rd Floor – Paoakalani Tower
- 7:30 a.m. – 8:00 a.m.: First Time Conference Attendees – Honolulu
- 8:00 a.m. – 5:00 p.m.: Exhibits – Kona Moku Ballroom – Salon C
- 8:00 a.m. – 9:45 a.m.: Opening Session – Keynote Address & Panel Discussion
  - Kona Moku Ballroom – Salon A/B
- 9:45 a.m. – 10:00 a.m.: Coffee Break
- 10:00 a.m. – 11:25 a.m.: Concurrent Sessions
- 11:30 a.m. – 12:30 p.m.: Plenary Session - Kona Moku Ballroom – Salon A/B
- 12:30 p.m. – 2:00 p.m.: Lunch Options:
  - → Regional Vice Presidents’ Luncheon – Queen’s Suite
  - → Cengage Learning Workshop (100 person limit) – Leahi Ballroom, Kealohilani Tower
  - → On Your Own (see Dining, Shopping, and Transportation Guide at http://tinyurl.com/8bf3kdv)
- 2:10 p.m. – 5:30 p.m.: Concurrent Sessions
- 3:35 p.m. – 4:00 p.m.: Coffee Break
- 5:30 p.m. – 6:30 p.m.: Committee Meetings
- 6:45 p.m. – 8:45 p.m.: Reception – Pualeilani Terrace – Co-sponsored by Business Expert Press

**FRIDAY, OCTOBER 26**
- 7:00 a.m. – 8:00 a.m.: Continental Breakfast – Lanai – 3rd Floor – Paoakalani Tower
- 8:00 a.m. – 5:00 p.m.: Exhibits – Kona Moku Ballroom – Salon C
- 7:30 a.m. – 12:15 p.m.: Registration – Lanai – 3rd Floor – Paoakalani Tower
- 8:00 a.m. – 10:00 a.m.: Coffee Break co-sponsored by Pearson Learning
- 10:00 a.m. – 10:20 a.m.: Concurrent Sessions
- 10:20 a.m. – 12:15 p.m.: Concurrent Sessions
- 12:15 p.m. – 2:00 p.m.: Presidential Awards Luncheon - Kona Moku Ballroom – Salon A/B
- 2:00 p.m. – 3:00 p.m.: Committee & SIG Meetings
- 3:00 p.m.: Free time!!!

**SATURDAY, OCTOBER 27**
- 7:00 a.m. – 8:00 a.m.: Continental Breakfast – Lanai – 3rd Floor – Paoakalani Tower
- 8:00 a.m. – 9:00 a.m.: Regional Meetings
- 8:00 a.m. – 11:45 a.m.: Exhibits – Kona Moku Ballroom – Salon C
- 9:00 a.m. – 10:30 a.m.: Saturday Morning Workshop - Kona Moku Ballroom – Salon A
- 9:00 a.m. – 11:45 a.m.: Concurrent Sessions
- 10:00 a.m. – 10:20 a.m.: Coffee Break co-sponsored by McGraw-Hill
- 11:45 a.m.: Conference ends. Travel safely!!

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**Return your name badge pouch to registration.**

*Your name will be entered into a drawing for next year’s New Orleans convention.*
Wednesday | 8:00 a.m. – 5:00 p.m.
Annual Meeting of the Association’s Board of Directors
Leahi Ballroom, Kealohilani Tower

<table>
<thead>
<tr>
<th>Lanai 3rd Floor Paoakalani Tower</th>
<th>12:30 – 6:00 p.m. Registration</th>
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</thead>
</table>

Wednesday | 6:00 p.m. – 8:00 p.m. Luau

Greet fellow ABCers at the luau, sponsored by our friends at

CENGAGE Learning

Pualeilani Terrace (Kealohilani Tower, 3rd Fl.)
I am excited to present a new text that is forward looking, and built on tradition. It has a unique focus on establishing credibility, and it provides a practitioner and case-based approach that will develop your students into leaders for a networked world.

Peter Cardon

@petercardon

To learn more visit www.cardonbcom.com
Exhibitors, Advertisers, and Sponsors

Business Expert Press
222 E. 46th Street, #203
New York, NY 10017

Cengage Learning, Inc. (South-Western, Cengage Learning)
20 Davis Drive
Belmont, CA 94002

Mary Ellen Guffey and Dana Loewy
4453 Shadow Hills Blvd. South
Santa Barbara, CA 93105-9700

McGraw-Hill/Irwin
Two Penn Plaza, 20th Floor
New York, NY 10121

Pearson
1 Lake Street, 3J65
Upper Saddle River, NJ 07458

SAGE
2455 Teller Road
Thousand Oaks, CA 91320

SpeakWorks
815 W. 1250 South #119
Orem, UT 84097

YouSeeU
Dr. Jeff Lewis
320 E. Vine, Suite 217
Fort Collins, CO 80524
Jeff@YouSeeU.com
To our Exhibitors and Partners: “Mahalo”

ABC extends a warm Hawaiian mahalo to all our exhibitors who are providing us with the newest information and products in business communication.

Our exhibitors are important business partners in this wonderful Hawaiian venue. Please help us thank Cengage Learning for sharing Hawaiian culture with a fantastic luau, complete with island music. We are also pleased Cengage Learning sponsored a popular Lunch ‘n Learn session.

Thanks to Business Expert Press for co-sponsorship of our Thursday night reception.

Thanks to McGraw-Hill for assisting with a break and for sharing the cost of the “green” water bottles. Thanks, also, to McGraw-Hill for the fun welcome bags filled with goodies.

Thanks to Pearson Learning for co-sponsoring a break and a session on Saturday morning.

Thanks to the continued generous support of Mary Ellen Guffey and Dana Loewy for providing our Thursday breakfast.

Thanks to Jeff Lewis, of YouSeeU, for providing flash drives.

Be sure to visit the exhibitors in Kona Moku Ballroom Salon C.

- Business Expert Press
- Cengage Learning
- McGraw-Hill
- SAGE
- SpeakWorks
Bedford/St. Martin’s
you get more | bedfordstmartins.com

An indispensable guide to business writing

Writing That Works
Communicating Effectively on the Job
Eleventh Edition
Walter E. Oliu
Charles T. Brusaw
Gerald J. Alred

Combining clear advice on the writing process and countless model documents from real workplace settings, Writing That Works sets the standard for professional writing books today. More than ever, this eleventh edition reflects the role of technology in the office and the classroom, by addressing the most current types of business documents online and in print; providing informative guidelines on selecting the appropriate medium for your document, communication, or presentation; and offering new advice on landing and keeping a job in today’s economy. An integrated student site works with the text to offer additional resources and models.

“If you want a rhetoric-based, real-world textbook that will guide students in the practice of writing, this is the text!”

— Betty Mealy, Southern Wesleyan University

Also available

bedfordstmartins.com/alredbus/catalog
bedfordstmartins.com/alredbwc/catalog
bedfordstmartins.com/teamwriting/catalog
**THURSDAY – October 25**

**THURSDAY | 7:00 a.m. – 8:00 a.m.**
Continental Breakfast – Sponsored by Mary Ellen Guffey and Dana Loewy
Lanai – 3rd Floor – Paoakalani Tower

**THURSDAY | 7:30 a.m. – 8:00 a.m.**
First Time Attendees: Meet Your ABC Leaders
Honolulu Room

**THURSDAY | 8:00 a.m. – 9:45 a.m.  Opening Session**
Keynote Address and Panel Discussion

<table>
<thead>
<tr>
<th>Salon A/B Kona Moku Ballroom</th>
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<tbody>
<tr>
<td>Welcome</td>
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<tr>
<td><strong>Keynote Address:</strong> Kristen Coco, United Nations Global Compact</td>
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<tr>
<td>Manager of Public Affairs and Media Relations</td>
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<tr>
<td><strong>Panel:</strong> Communicating Sustainability: Diverging Perspectives, Good Practices</td>
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<tr>
<td>Nick Tolhurst, moderator</td>
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<tr>
<td><strong>Individual presenters:</strong> Nick Tolhurst, Shel Horowitz, Kristen Coco, Jim Henry</td>
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<tr>
<td>As author of five international bestsellers on corporate social responsibility, Nick Tolhurst is one of the main global experts in the field. Nick teaches at several universities in Europe and Latin America and consults for companies in matters of strategic Corporate Social Responsibility (CSR).</td>
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<tr>
<td>Green marketing consultant/copywriter Shel Horowitz’s column, Green And Profitable, runs internationally. His eighth book is category bestseller Guerrilla Marketing Goes Green: Winning Strategies to Improve Your Profits and Your Planet.</td>
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<tr>
<td>Kristen Coco is Manager of Public Affairs and Media Relations at the United Nations Global Compact. The United Nations Global Compact is a both a policy platform and a practical framework for companies that are committed to sustainability and responsible business practices.</td>
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<tr>
<td>A member of ABC since the late 1990's, Jim Henry directs the Mānoa Writing Program at the University of Hawai’i at Mānoa, where he coordinates various teaching and learning initiatives focused on sustainability and writing.</td>
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<tr>
<td>Panel discussion</td>
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<tr>
<td>Questions from the floor</td>
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</tbody>
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**THURSDAY | 9:45 a.m. – 10:00 a.m.**
Coffee Break
# Thursday’s Concurrent Sessions

## THURSDAY | 10:00 a.m. – 10:55 a.m.

<table>
<thead>
<tr>
<th>Milo I</th>
<th>Qualitative Research Methods Panel--Sponsored by the ABC Research Committee (55 minutes)</th>
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</table>
|        | Geoffrey Cross  
University of Louisville, USA  
Jennifer Veltos  
Minnesota State University-Mankato, USA  
Rebecca Pope-Ruark  
Elon University, USA |
|        | Textual analysis is a qualitative research method that examines how persuasion works and how people use texts to make sense of the world. It is a systematic method of making educated guesses about the interactions and intentions of an author, audience, and text. Jennifer Veltos' presentation will demonstrate two common approaches to textual analysis: Aristotelian analysis and pedagogic criticism. Geoffrey Cross will present three approaches to qualitative interviewing (informal conversational interviews, general interview guides, and carefully worded question schedules) and six kinds of questions: experience/behavior, opinion, feelings, knowledge, sensory, and background/demographic. Rebecca Pope-Ruark will address qualitative methods for researching questions of teaching and learning within the business communication classroom. Non-invasive data collection methods that can be worked seamlessly into course curricula will be discussed, including pre/post informational inventories, prompted reflections, and informal writing activities, as well as issues of informed consent. |

## THURSDAY | 10:00 a.m. – 10:25 a.m.

| Salon A  
Kona Moku Ballroom | The Bowmer Beam: A Case Study in Successful Crisis Communication |
|---------------------|---------------------------------------------------------------|
|                     | Marilyn Dy rud  
Oregon Institute of Technology, USA |
|                     | Communication from companies embroiled in controversy is typically less than satisfactory: witness Exxon and BP’s reactions to devastating oil spills and TEPCO’s silence about the Fukushima nuclear crisis. Compared to these disappointing responses, the Oregon Shakespeare Festival’s response to a theatre roof beam failure is refreshingly honest and forthright, turning a potential financial catastrophe into a public relations success. |

| Salon B  
Kona Moku Ballroom | The Origin of the “Intel Inside” Brand Communication Strategy |
|---------------------|---------------------------------------------------------------|
|                     | Yasuo Nakatani  
Hosei University, Japan |
|                     | This paper discusses the beginning process of Intel Inside brand communication strategy which has become the world biggest co-operative marketing program in the world. Based on a case study approach dealing with interviews with ex-CEO and marketing director of Intel Japan, the paper explores the reasons why the company started the program and how they developed the branding strategy successfully. |

| Salon 1  
Waikiki Ballroom | An Analysis of Communication Behaviors and Strategies in Intercultural Business Contexts: A Comparative Study of Individualism and Collectivism |
|------------------|----------------------------------------------------------------------------------------------------------------|
|                   | Bertha Du-Babcock  
City University of Hong Kong, Hong Kong |
<p>|                   | The study extends Du-Babcock’s earlier studies on turn-taking and topic management in small-group decision-making meetings, and also builds on an ongoing Hong Kong SAR Government research to refine generally accepted conclusions about communication styles among interlocutors from individualist and collectivist cultural societies. |</p>
<table>
<thead>
<tr>
<th>Salon 2</th>
<th>Engaging Your Students in the ABC Student Writing Contest</th>
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<tbody>
<tr>
<td>Traci Austin</td>
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<tr>
<td>Sam Houston State University, USA</td>
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</table>

Learn how your business communication students can win recognition and cash awards through competing in the ABC Student Writing Competition. Sponsored by the ABC Student Awards Committee, this presentation will give details of the 2012 contest and will provide the information you need to help students enter the 2013 contest. We will also discuss opportunities for faculty and teachers to submit cases for the contest.

<table>
<thead>
<tr>
<th>Kou</th>
<th>Applying The Claim Strategy In Business Writing</th>
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<tbody>
<tr>
<td>Debra Watkins</td>
<td></td>
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<tr>
<td>Marguerite Joyce</td>
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<tr>
<td>Belhaven University, USA</td>
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Do you have students who have difficulty organizing or articulating their thoughts in writing? Do you want to help them succeed? Well, this presentation presents a strategy that will help them feel more comfortable about their ability to write and enhance their perception of their writing ability. A change in their writing skills will occur once they learn this strategy.

<table>
<thead>
<tr>
<th>Honolulu</th>
<th>From Aloha to Talofa: Teaching Business Communication to the Pacific Islander Student</th>
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<tbody>
<tr>
<td>Ban Phung</td>
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<tr>
<td>Kali Fernandez</td>
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<tr>
<td>Brigham Young University-Hawaii, USA</td>
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A series of interviews with Polynesian students studying at Brigham Young University-Hawaii suggest that certain pedagogical practices patterned after the US mainstream educational system are often incongruent with indigenous approaches to teaching and learning. Compared to their US Mainland counterparts, this study focuses on the best practices for teaching business communication in diverse classrooms, especially involving Pacific Islander students.

<table>
<thead>
<tr>
<th>Salon 3</th>
<th>Innovative Instructional Methods: Teaching Business Communication Through Theatre Technique</th>
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<tbody>
<tr>
<td>Sangeeta Shukla</td>
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<tr>
<td>Mukesh Chaturvedi</td>
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<tr>
<td>Birla Institute of Management Technology, Indonesia</td>
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A worthwhile play, film or talk leaves many a mind wondering about the various thoughts conveyed through these powerful media. This paper will present Theatre Technique as the most active, student-centric method of teaching Business Communication. Instead of beaming a generalized “how it is done” Business Communication course for all, Theatre Technique brings into the course an instructional method that helps each individual explore the realms of effective business communication in order to see where s/he fits and where s/he falters. The method then provides ample opportunities to practice, experiment, and iron out defects using theatre techniques – visualizing the audience (the receiver), practicing the communication (the message) and rehearsing the performance (the medium). This ensures a better overall communication ability for students/executives who undergo this Technique.

<table>
<thead>
<tr>
<th>Milo III</th>
<th>Communicating on Sustainability: Building and Rebuilding Corporate Reputation</th>
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<tbody>
<tr>
<td>Kristen Coco</td>
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<tr>
<td>Manager, Public Affairs and Media Relations, United Nations Global Compact</td>
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Operating in an increasingly complex and interconnected global market, many businesses face serious environmental, social and governance risks that can cause serious damage to reputation and brand value. But even if sound and strategic sustainability practices are in place to mitigate such risks, how do you ensure transparent and consistent communication to meet ever-growing stakeholder expectations? Learn how corporate sustainability can translate into effective corporate communication.

<table>
<thead>
<tr>
<th>Milo IV</th>
<th>A Study of Student Misuse of &quot;You&quot; in Formal Writing</th>
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<tbody>
<tr>
<td>Elwin Myers</td>
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<tr>
<td>Texas A&amp;M University-Corpus Christi, USA</td>
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Formal writing is characterized by an objective, impersonal style that avoids using first- and second-person pronouns. Nonetheless, the pronoun "you" sometimes appears in formal student reports. This presentation will start by providing examples of the problem, several of which are somewhat humorous. It will then address issues such practice frequency, trends, and effects of an instructional exercise and course textbooks.
| Milo V | Online Business Communication Classes as Preparation for Telecommuting: A way for Students to Gain Both the Writing and Communication Skills Required for Working in a Virtual Environment  
Ann Holms  
University of California, Santa Barbara, USA  
Santa Barbara Community College, USA | We work in a global environment that often involves telecommuting or working in a virtual environment where writing is the main means of communication. Therefore, this presentation looks at the value of online classes from two perspectives: learning business writing skills and learning virtual communication skills. I will include research, student experiences, and my own consulting experiences to support my claims. |

| THURSDAY | 10:30 a.m. – 11:25 a.m. | SALON 3  
**Waikiki Ballroom**  
*My Favorite Assignment, Part 1*  
*(55 minutes)*  
Joel Whalen  
DePaul University, USA | Learn about the assignments that your ABC colleagues have found to be the most successful in teaching their students. Come to share ideas and take home some techniques during this energetic, popular session.  
*My Favorite Assignment, Part 2 is 8:00 a.m. Friday*  
Marcel M. Robles, Eastern Kentucky University  
*Google and Electronic Searches: The Relevance Factor*  
Melinda L. Phillabaum, Indiana University  
*Color Jacuzzi*  
Leanne Smith, Lipscomb University  
*SALT (Serving & Learning Together) Projects*  
Annette Watkins, Curtin University  
*Business pitch: Adopt Global Compact Principles Strategies*  
Jacqui Lowman, University of Maine at Presque Isle  
*Everyone’s a Communicator: The Nonprofit Project*  
Geoffrey A. Cross, University of Louisville  
*Ethical Evaluation of a Visual*  
Ken Andersen, University of California, Davis  
*Blindfolded Gardening: A Lesson in Listening* |

| THURSDAY | 10:30 a.m. – 10:55 a.m. | Salon A  
**Kona Moku Ballroom**  
*How to Improve Students’ Reports and Presentations with Powerful and Free Software Packages*  
John Penrose  
San Diego State University, USA | While students preparing analytical research reports and business presentations typically rely on MicroSoft Office Suite software for analytical and presentation support, other software packages can dramatically demonstrate, clarify, and enliven such deliveries. Three powerful and free software packages--X-tranormal, Tableau, and SmartDraw--are discussed and demonstrated. X-tranormal is a simple animation package, Tableau a comprehensive visualization package, and SmartDraw a visual presentation package. |
| Salon B  
Kona Moku Ballroom | Research on Business English Use in a Japanese Restaurant in Singapore  
Toshiyuki Sakabe  
Hisashi Naito  
Japan | Regardless of their sizes, many Japanese companies have been branching out into various Asian countries. They feel the limits of increasing their sales domestically; therefore, they are trying to find a way to boost their sales overseas. Also due to the strong yen, a shortage in the working population and an aging society, many Japanese companies are looking for human resources and production bases overseas. Corporate giants and other large companies in Japan have enough budgets to hire or headhunt talented people with strong English-language skills. However, small and medium-sized enterprises often lack the means to hire such workers owing to the shortage of available funds. A mission of higher education institutions is to produce many talented people for such companies. They should serve as English-language bridges between students and companies. For the purpose of investigating English use in business settings, members of English for Specific Purposes Hokkaido visited Singapore. In every business setting, there are specific English needs required for accomplishing business tasks. The on-site investigation is an excellent opportunity to collect first-hand data and assess the significance of the ESP. |
| Salon 1  
Waikiki Ballroom | Evaluation of Communication Media in an Era of Social-Enabled Workplace Communication  
Robert Mitchell  
University of Arkansas at Little Rock, USA | Evolving workplace cultures reflect the presence and perceived value of social media to complement traditional communication channel choices. This presentation focuses on the application of Media Synchronicity Theory to evaluate appropriateness of media selection in a graduate team project using multiple communication channels: discussion boards, blogs, wikis (written); online chats (verbal); and conferencing (blended). |
| Salon 2  
Waikiki Ballroom | The Executive Summary: The Ethical Dilemma Gets a New Twist  
Teresa Sekine  
Diana Brown  
Purdue University, USA | We live in a world fraught with scandals. Indeed, one only needs to pick up the newspaper or turn on the television to find yet another crisis. Given the times we live in, it is a given that our students will face situations that are ethically challenging. Hit the road running with detailed instructions on this assignment. |
| Honolulu | CSR Reporting Among Top CSR Organizations in Thailand  
Suwichit Chaidaroon  
Nanyang Technological University, Singapore | Reporting the success of CSR projects could be an awkward task in Asian Contexts. This paper analyses CSR reports of top organizations in Thailand. Through qualitative content analysis, I illustrate how the discourse of inclusivity, materiality, and sustainability are constructed in CSR reports. I also discuss how achievements are presented directly or indirectly by organizations in Thailand. |
| Milo III | With an Eye Toward Industry: Acculturation into Workplace Literacy through Client-Based Writing Projects  
Caroline Cole  
University of California, Berkeley, USA | Drawing upon 17 years of experience in using client-based learning projects in business communication classrooms, this presentation examines the advantages and disadvantages of client-based learning projects in professional writing classrooms and argues for more extensive, sustained collaborations between business writing classes and local businesses and organizations. |
| Milo IV | Do As I Say, But What Do I Do? Preference vs. Practice in Nonprofit Communication | According to the National Center for Charitable Statistics, more than one million public charities and private foundations exist in the U.S. From 2010-2011, men and women spent a median of 51 hours on volunteer activities annually. While volunteers are essential to nonprofit organizations, what is known about reaching them through targeted communication strategies? Do volunteers with particularly strong brand relationships with nonprofit organization use media or communicate differently from less allegiant volunteers? This study examines nonprofit supporters of the Susan G. Komen for the Cure brand to understand how supporters seek out information about Komen and use media in everyday life. Using a theoretical framework of identity salience, unified responsibility, and complementarity theory, 460 Komen supporters were surveyed to help nonprofit organizations understand communication preferences of their strongest supporters in order to find ways to reach and reinforce the organization’s brand. |
| Milo V | Social Marketing for Citizen Responsibility | A Lebanese social marketing campaign intended to encourage citizens to take a stand vs. corruption and law-breaking behaviors unintentionally provided a humorous rationalization to breaking the law and undermined the efforts to engage in responsible citizenry. This project analyzes this campaign and questions its effectiveness and shortcomings. This paper provides a case for unintended cultural interpretations of social marketing messages. |

**THURSDAY | 11:00 a.m. – 11:25 a.m.**

| Salon 1 Waikiki Ballroom | Hate It, Ignore It, and Curse It—But It's Not Going Away: E-Mail and 10 Employer Expectations of New Hires | It takes too much time, stresses us out, and causes misunderstandings. Nevertheless, email persists as a primary workplace communication channel, and employers complain about the skills of new hires. This session focuses on (a) why e-mail skills are critical, (b) 10 employer email expectations of new hires, and (c) advice for instructors. |
| Salon 2 Waikiki Ballroom | Interdisciplinary Collaboration to Uncover the Potential of Pets in the Workplace to Enhance Communication and Reduce Stress | When addressing the ABC membership in 2004, and in a published JBC article in 2005, R. Barker called for interdisciplinary scholars in business communication to focus on the individual and organizational benefits of companion animals in the workplace (Barker, 2004, 2005). What has transpired since this piece was published? Has there been progress on the call for research and interdisciplinary collaboration? As some organizations begin to embrace the idea of pets in the workplace, what have we learned about the potential of pet presence to benefit employee communication, organizational perceptions, and stress? Dr. Randolph Barker and Dr. Sandra Barker will answer these questions. |
| Kou | The Role of Negotiation in Intercultural Communication | We have studied the culture of our business partners, and they have studied ours. So why are we still having problems? This presentation focuses on a new approach to effective intercultural business communication (IBC). To move beyond the discussion of cultural similarities and differences, we need to see IBC as intercultural negotiation. Successful communicators negotiate positions and are goal-oriented. |
| Honolulu | The Performing Professor: Training Young Faculty to Inspire and Motivate Students in the Classroom  
Patricia Bower  
New York University, USA | This presentation will describe my work at various universities that focuses on teaching faculty how to be “Performing Professors.” To motivate students to learn, professors need to project an energy and passion for the topic at hand, in essence, a level of “performing presence” that draws and holds students’ attention and helps them identify and retain key learning points. |
| Milo 1 | Teaching Collaborative Research Projects that Prepare Students for Success in Today’s Increasingly Competitive Global Economy  
Rebekka Andersen  
University of California, Davis, USA | Business communication courses are ideal places for students to learn the critical applied skills necessary for success on today’s global economic playing field. Process-based, collaborative research projects that emphasize the needs of real audiences in real contexts can offer students rich opportunities for acquiring these skills. This presentation will show instructors how to successfully develop and execute such projects. |
| Milo III | Developing Business Communication Skills through a Content Based and System Thinking Focus—A Sustainable Approach to Develop Quality Business Communication Skills in Scholars through Engagement  
Annette Watkins  
Curtin University, Australia | This paper presents a framework that integrates education of corporate citizenship and examines the interrelationship between society and business to develop a broad array of business communication skills in first year business students. This addresses the call to engage business graduates in examining more sustainable approaches to business. The way we act, speak, the language we use, our understanding of economic paradigms all impact upon the way we communicate in business today. |
| Milo V | Revisiting Audience and Purpose: An Analysis of an Ethos Dilemma in Students’ Business Memos  
Yingqin Liu  
Cameron University, USA | Have you thought about what are the major barriers that may prevent your students from writing effective business memos? This presentation analyzes the problems of ethos in students’ business memo writing and proposes that, when teaching business memo writing, teachers should further draw students’ attention to audience analysis and purpose of the memo so as to reach their audience successfully. |

**THURSDAY | 11:30 a.m. – 12:30 p.m.  Plenary Session**

**Salon A/B  
Kona Moku Ballroom**

- Welcome  
  Hiromitsu Hayashida, Chuo University  
  ABC President

- Introduction of Speaker  
  Daphne Jameson, Cornell University  
  Chair, Research Committee

- Outstanding Research Lecture  
  “West Meets East: Incorporating the Emic Perspective for Cross-cultural Business Communication”  
  Yuxia Zhu, The University of Queensland  
  Recipient of 2011 Kitty O. Locker Outstanding Researcher Award

- Introduction of Speaker  
  Marilyn A. Dyrud, Oregon Institute of Technology  
  Chair, Teaching Committee

- Outstanding Teacher Lecture  
  “Engaged Teaching & Learning through an Enhanced Social and Cognitive Presence”  
  Lisa Gueldenzoph-Snyder, North Carolina A & T State University  
  Recipient of 2011 Media Gibbs Outstanding Teacher Award
Presentation of 2012 Meada Gibbs Teacher Award  
(Sponsored by Carol Lehman and Debbie DuFrené)  
Hiromitsu Hayashida, Marilyn A. Dyrud, Carol Lehman, Debbie DuFrené

Presentation of 2012 Kitty O. Locker Outstanding Researcher Award  
(Sponsored by McGraw Hill)  
Hiromitsu Hayashida, Daphne Jameson

**THURSDAY | 12:30 p.m. – 2:00 p.m.**  
Lunch options:
→ Regional Vice Presidents’ Luncheon – Queen’s Suite  
→ Cengage Learning Workshop (100 person limit) – Leahi Ballroom, Kealohilani Tower  
→ On Your Own (see Dining, Shopping, and Transportation Guide at http://tinyurl.com/8bf3kdv)

**THURSDAY | 2:10 p.m. – 3:05 p.m.**

**Salon 1**  
*Teaching Opportunities Outside Your Borders - Sponsored by the International Issues Committee*  
(55 minutes)

Maryann Wyser  
Georgia State University, USA

Teresa Sekine  
Purdue University, USA

Bertha Du-Babcock  
City University of Hong Kong, Hong Kong

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*Making ABC a Learning Organization Through International Research and Publication Collaboration*

Bertha Du-Babcock  
City University of Hong Kong, Hong Kong

Naoki Kameda  
Doshisha University, Japan

****

*Kou*

*Food, Forests, and Fuel: Teaching Sustainability Business Communication in Hawaii*  
(55 minutes)

Jim Henry

Karla Hayashi

Nori Tarui  
University of Hawaii at Manoa, USA

How can we leverage ready-made topics provided by our local environments to teach business communication with a focus on sustainability? Instructors from O’ahu and the Big Island of Hawai’i offer examples geared for first-year students, advanced undergraduates, and graduate students. Attendees will leave with ideas related both to content and to innovative pedagogical approaches.

**THURSDAY | 2:10 p.m. – 2:35 p.m.**

**Salon A**  
*Kona Moku Ballroom*

*Making Invisible Work Visible and Required: Using Strategy Tables to Teach Business Writing*

Patricia Harms  
University of North Carolina-Chapel Hill, USA

The strategy table is a heuristic I’ve developed to guide students to purposefully employ best business writing practice. The table’s structure provides scaffolding to direct writer’s attention to key areas (e.g., message content, tone, organization, design, and accessibility) during planning, drafting, and revising. I’ll share my experience using strategy tables with undergraduate and executive MBA audiences.
<table>
<thead>
<tr>
<th>Salon B</th>
<th>A Pedagogy for Developing Communication Advisors for Senior Managers: 25 years of a Master of Business Communication (MBC) Program</th>
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<tr>
<td>Kona Moku Ballroom</td>
<td>Michael Porter University of St. Thomas, USA</td>
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<tr>
<td><strong>Salon 2</strong></td>
<td>Corporate Apologia in Annual Reports: A Follow-Up Study of &quot;TARP Banks&quot;</td>
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<td>Waikiki Ballroom</td>
<td>Lamar Reinsch Alan Mayer-Sommer Georgetown University, USA</td>
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<td><strong>Honolulu</strong></td>
<td>Service Learning and Sustainability: Helping Students to Make a Difference While Building Professional Skills</td>
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<td>Carol Carter LifeBound, LLC, USA</td>
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<tr>
<td><strong>Salon 3</strong></td>
<td>Theme Teaching: A New Way to Give Meaning to MBA Communication Classes</td>
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<tr>
<td>Waikiki Ballroom</td>
<td>Ronald Dulek University of Alabama, USA</td>
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<tr>
<td><strong>Milo I</strong></td>
<td>Making Horses Thirsty: Understanding Student Motivation to Learn</td>
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<td>Jason Fremder Cengage Learning, USA</td>
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<tr>
<td><strong>Milo III</strong></td>
<td>Students and Sustainability: So Many Platforms, So Little Time</td>
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<td>Teeana Rizkallah California State University, Fullerton, USA</td>
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<tr>
<td><strong>Milo IV</strong></td>
<td>Facebook and Learning in Business Communication Course</td>
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<td>Jeffrey Mok National University of Singapore, Singapore</td>
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<tr>
<td><strong>Milo V</strong></td>
<td>A Tale of Two Facebooks: Pseudonyms and the Construction of Online Identity</td>
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<td>Traci Austin Sam Houston State University, USA</td>
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</table>

Since 1984, the UST MBC Program has offered a unique graduate education in business, accenting strategic communication, which develops senior level advisors and communication leaders. The curriculum represents a specialized master’s degree in business communication at an AACSB accredited institution. Session examines: program mission; curriculum; and the importance of an applied research component.

How do corporate communicators defend the company to stakeholders when management has made a controversial decision such as accepting "bailout money" through the TARP program? This presentation reviews the strategies used in 50 annual reports. The results are useful as a theoretical contribution (corporate apologia) and as examples for teaching stakeholder communication.

Service-learning projects give business communication students the opportunity to use their writing, speaking and project management skills to become more marketable and to make a difference. With unemployment among college grads at 12%, students in college benefit from hands on service learning projects in which they define, create and evaluate.

This presentation will examine how a theme-based approach can be used to tie together materials in an MBA-level communications class. The presentation will: a) explain how a theme-based approach works; b) discuss the strengths and weaknesses of such an approach; and, c) share key themes that seem to have worked particularly well.

"You can lead a horse to water, but you can’t make it drink." Sometimes we feel students are not motivated to learn. Is it true? Does everybody have a set level of motivation? Can you motivate someone else? We will explore classroom-practical answers to these questions based on contemporary research on motivation.

Instructors rely on the university's standard Learning Management System, but do these artificial structures "fit" with how students use technology outside of the classroom, and how they will use technologies like Skype, Google docs, and Dropbox in the workplace? This session will examine these questions, as well as explore students’ awareness of the sustainable nature of their favorite technologies.

Touted as an "unprecedented influence across modern life, both public and private", Facebook has become part of the social lives of college students. What do they really get out of these social media tools when evaluated against the learning and teaching goals of education? This research also seeks to uncover the realities of this phenomenon of learning with social media.

More and more, employees are feeling pressure to open their "private" online environments—particularly Facebook—to their employers. In the face of what they see as intrusions, many employees create separate Facebook pages using pseudonyms to conceal their personal lives from the prying eyes of their bosses. This presentation will examine how employees envision and construct their separate online identities, the "personal" and the "professional."
**THURSDAY | 2:40 p.m. – 3:35 p.m.**

**Milo V**  
*Social Media, Infographics, and the Role of Information Literacy in Business Communication*

Christopher Toth  
Grand Valley State University, USA

Rachel Wolford  
University of Minnesota Duluth, USA

Hazel McClure  
Grand Valley State University, USA

Social media and other affordances of the internet offer an ever-evolving source of tools and a plethora of information. In the face of such contexts, students have difficulty assessing information and tools that are available and making effective communication choices. This panel argues for the importance of information literacy in business communication and outlines two classroom assignments.

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**THURSDAY | 2:40 p.m. – 3:05 p.m.**

**Salon A**  
*Kona Moku Ballroom*  
*When Politics and Cause-Related Marketing Collide: Susan G. Komen Versus Planned Parenthood*

Rodney Carveth  
Western New England University, USA

On January 31, 2012, the Susan G. Komen Foundation decided to end grant funding to Planned Parenthood. The decision prompted overwhelming public outcry and by February 3, Komen reversed its decision. Applying Benoit’s Image Restoration Discourse Theory, this paper examines how Komen tried to restore its image resulting from this controversy and what happens when politics and cause-related marketing collide.

**Salon B**  
*Kona Moku Ballroom*  
*Developing Social Networking Solutions to Improve Organizational Communication and Culture: A Service-Learning Approach*

Peter Cardon  
University of Southern California, USA

This presentation explains how undergraduate business students are working on a consulting project to help an IBM client company develop a social networking solution. It also focuses on how the business communication field can prepare for the increasing use of social networking for internal business communications.

**Honolulu**  

Stephen Bremner  
City University of Hong Kong, Hong Kong

Drawing on a three-year research project examining PR-related collaborative writing, both in industry and the academy, this paper discusses factors in the design of effective collaborative writing tasks, considering issues such as brainstorming, division of work, editing, approaches to conflict, and the role of creativity.

**Salon 3**  
*Waikiki Ballroom*  
*Teaching PowerPoint Reports: Helping Students Understand, Plan, and Produce the New Business Writing Genre*

Maria Loukianenko Wolfe  
Cornell University, USA

For business students and their instructors PowerPoint reports (also called report decks, hybrid reports, and verbal-visual reports) may feel like a new genre, challenging both to learn and to teach. Business practitioners, however, have increasingly been using this genre, as neither traditional PowerPoint nor Microsoft Word seem to meet adequately one of the most common business communication objectives – deliver complex information with visuals and data in an efficient and compelling way.

**Milo I**  
*Likability and Immediacy Behaviors: Implications in Business and Personal Communication Settings*

Bob Stowers  
The College of William and Mary, USA

Randolph Barker  
Virginia Commonwealth University, USA

This presentation explores the implications of likability and immediacy behaviors in various businesses settings. We discuss these areas in terms of the categories of personal and learned social skills. Cottringer’s ten characteristics are presented and compared to classic research in immediacy. Our presentation also presents a critique of these areas and indicates that while their use in business and personal applications may be appropriate, there are some serious potential liabilities. Once these liabilities are understood, we suggest that understanding both likability and immediacy behaviors could produce positive and negative outcomes for personal and business use. The outcomes, supported by scientific studies, and suggestions for future research and application are offered to the session participants.
### Milo III

**Kitty Could See Into the Future!! How Take Home Quizzes Allow Millennials to Connect with Textbook Content and Make Class Time More Fun!**

Barbara Sagara  
Western Michigan University, USA

Learn about combining text reading and exercises with Internet documents and videos from credible sources to help students master content. As Millennials often "believe" what they see on the Web, let other experts do the lecture and use your class time more effectively for practice and discussion. Receive 11 pre-tests used with Thill/Bovee Excellence in Business Communication 9th edition.

### Milo IV

**The Grinch Who Stole Facebook: Best Practices for Corporate Social Responsibility (CSR) & Social Media**

Angela Widgeon  
Liberty University, USA

Three aspects of good Public Relations strategy include: recognizing the value of Corporate Social Responsibility (CSR), developing good will and maximizing buying behavior during Christmas season and utilizing stakeholder engagement through social media. This paper will analyze popular companies such as Macy's, Kohl's, Best Buy, Target, Starbucks, and Barnes & Noble's use of CSR on Facebook and recommend best practices.

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### THURSDAY | 3:10 p.m. – 3:35 p.m.

### Salon A  
**Kona Moku Ballroom**

**Officially Mandated BELF and the Native Speaker Problem**

David Victor  
Eastern Michigan University, USA

This presentation suggests ways to address the Native Speaker Problem of access to power and group acceptance in organizations where English is mandated by consciously empowering non-native English speakers through instituting BELF as a business tool rather than as preferred language.

### Salon B  
**Kona Moku Ballroom**

**Using the Rubric: Instructional Design and Structured Feedback to Create a Business Writing Culture**

Dale Cyphert  
Holly Malm  
Cynthia Goro  
University of Northern Iowa, USA

In a content-area course, students were provided with a rubric-based instruction in writing norms for the business community along with specific feedback on their own writing. Subsequent work was analyzed to determine the effectiveness of the intervention in terms of better meeting the writing expectations and specific changes made to the documents.

### Salon 1  
**Waikiki Ballroom**

**Assessing Students' Needs: A Three-Year Survey of an Undergraduate Business Writing Course**

Yong-Kang Wei  
University of Texas at Brownsville, USA

The presentation discusses results of a three-year-long survey of over two hundred undergraduate students who took a business writing class. It will provide food for thought for instructors who want to understand and address the needs of their students.

### Salon 2  
**Waikiki Ballroom**

**The 12th Asia-Pacific Conference of ABC in Kyoto, Japan**

Naoki Kameda  
MomoTaro Takamori  
Morihiro Shirouzu  
Doshisha University, Japan

The ABC Asia-Pacific Conference will be held at Doshisha University in Kyoto, Japan in March 2013. The participants will learn a lot not only from the conference rich in attractive programs, but also visiting many of the World Heritage Sites in the old capital town. Your trip to Kyoto and participation in the conference will surely be a rewarding experience.

### Kou

**Organization Speaking With One Voice During Crisis: The Diffusion of BP's Message through Mediated Channels During the Gulf Coast Disaster**

Augustine Pang  
Nanyang Technological University, Singapore

During crises, organizations can use their own media tools to communicate their messages. However, the news media remain a dominant messenger. Insights will be instructive on how global organizations can ensure unified response across multiple platforms when communicating to different audiences - one in foreign land where the crisis occurs and one to its home audience.
Honolulu  
**Sustainability Through Writing: The Business Communication Class and Local Nonprofits**  
LeeAnne Kryder  
University of California, Santa Barbara, USA  

Business communication instructors have an important role to play in addressing sustainability issues and educating responsible business managers. This paper presents a curriculum enabling business students to not only understand the triple bottom line adopted by some businesses, but to practice communication skills that can help in achieving sustainability goals through partnerships with local nonprofits, students and nonprofits benefit.

**Salon 3 Waikiki Ballroom**  
**Requirements of a Businessperson Who Can Work Globally**  
Shun-itsu Nakasako  
Chuo University, Japan  

In order to keep up with the global trend, lots of Japanese firms are looking for people who can work globally. Abilities on communication, intercultural communication, problem analysis, coordination and flexibility, planning, adjustability, and risk management are important to be successful in the global society. Regarding these abilities, I would like to discuss this issue by providing some examples.

**Milo I**  
**The Distance Learning Dilemma – What Do Students Really Want?**  
Karen Waner  
Yue Cai-hillon  
Joan Mansfield  
Matt Houseworth  
University of Central Missouri, USA  

The purpose of this study was to determine students’ preferences concerning distance learning. The results of a survey in which 154 college students responded indicated that students prefer the convenience and the autonomy afforded by distance learning. However, an issue of quality education arose since students also stated that they retained less information and were able to apply less of the information when they take an online/hybrid course in the place of a course taught in the traditional physical classroom. Face-to-face meetings and emails were the most preferred methods of communication with peers and instructors.

**Milo III**  
**Exploring Power and Ethics in Crisis Communication Analysis**  
D. Dina Friedman  
University of Massachusetts, USA  

What do we actually teach when we teach crisis communication? While it is important for students to learn communication skills needed to handle a crisis, it is even more important for them to be aware of potential ethical issues related to the company’s behavior. This presentation will discuss how rhetorical analysis and role-playing can help students consider and evaluate ethics.

**Milo IV**  
**Social Media Tips and Activities**  
Cindy Drexel  
Western State College of Colorado  

Attending this session will provide you with some tips and possible assignments that you can use with your students. The session will also illustrate some ways to engage students that can have them learn some of the consequences (both good and bad) of social media.

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**THURSDAY | 3:35 p.m. – 4:00 p.m.**  
Coffee Break

**THURSDAY | 4:00 p.m. – 4:25 p.m.**  
**Salon A Kona Moku Ballroom**  
**Developing Interpersonal Communication Skills: Results of Recent Research in a Corporate Environment**  
Geraldine Hynes  
Sam Houston State University, USA  

I will present results of my recent research concerning a corporate training program intended to improve employees’ interpersonal communication skills. I have invited several members of the corporate staff who developed, implemented, and participated in the program to share their perspectives on the importance of communication competencies in the workplace.
<table>
<thead>
<tr>
<th>Salon B</th>
<th>“Eighty Percent of Success is Just Showing Up”: How Instructor Communication Impacts Business Students’ Class Attendance</th>
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</table>
| Kona Moku Ballroom | Jason Snyder  
   Central Connecticut State University, USA  
   Robert Forbus  
   Southern Connecticut State University, USA |

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<tr>
<th>Salon 1</th>
<th>The Rhetoric of the Business of War</th>
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| Waikiki Ballroom | James Dubinsky  
   Virginia Tech, USA |

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<tr>
<th>Salon 2</th>
<th>Three Steps to Having Successful Conflict Conversations at Work</th>
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| Waikiki Ballroom | Jeanette Martin  
   University of Mississippi, USA |

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<tr>
<th>Kou</th>
<th>The Greenwashing Connection Between Language and Lawsuits</th>
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|     | Barbara Davis  
   The University of Memphis, USA |

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<tr>
<th>Honolulu</th>
<th>&quot;Sustainability&quot; on the World Top Corporations' Websites: An Analysis from the Perspective of Business Communications</th>
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</table>
|        | Yukio Hisashima  
   Osaka Prefecture University, Japan |

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<tr>
<th>Salon 3</th>
<th>Tales from the Trenches: Business Communication and Today's Academic Environment</th>
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| Waikiki Ballroom | Holly Lawrence  
   University of Massachusetts Amherst, USA  
   Kathryn Rentz  
   University of Cincinnati, USA  
   Paula Lentz  
   University of Wisconsin-Eau Claire, USA |

Do your students pay attention to the policies in your syllabus? We will present an experiment that tested this very question. We used Cialdini’s social proof principle and research on compulsory attendance policies to modify the class attendance policy across eight sections of a managerial communication course. Attend this session to find out if students pay attention to policies.

Despite an economic downturn in which hundreds of thousands of jobs have been lost, one sector of the economy remains “charmed”: the sector involved in the “business of war.” In this presentation, I will discuss the relevance of studying countries’ and corporations’ language use to explain what they gain by being involved in the business of war.

Conflict is not a bad thing and should not automatically be construed as such. Conflict occurs when a manager feels pressure from opposing options that mire a manager in the decision making process. Conflicts are both psychological (intrapersonal) and social (interpersonal), and both can include favorable or unfavorable options. Fortunately, there are three steps to having conflict conversations at work to resolve issues. First, a manager should determine if the conflict is really a conflict and whether or not it is a psychological or social conflict. Second, if the conflict conversation is determined necessary the manager should decide the proper venue for having a conflict conversation. Third, the manager must be sure the conflict is resolved, and that no trace of enmity is left behind.

This presentation examines the communication aspect of greenwashing lawsuits. Factors examined include: type of company, product, plaintiff, accusation, communication-related issues, and outcome. The presentation could be useful in identifying appropriate verbal and nonverbal techniques for ethically promoting an organization’s green products and services.

Websites have created their establishment of status as important mediums for business communication. And, world top corporations have their own websites. My research shows differences in treatment of Sustainability and similar concepts among Euro-American and Asian corporations.

Today’s academic environment is changing and affecting the way business communication is perceived and taught. Members of the ABC’s Academic Environment Committee: 1) offer an overview of relevant trends in higher education; 2) share AACSB language that undermines our field; and 3) share strategies for member action. The last segment of the session is reserved for discussion, storytelling, and brainstorming.
# 77th Annual International Convention | Honolulu, Hawaii

<table>
<thead>
<tr>
<th>Milo I</th>
<th>Video Minimal Manuals in Business Communication Courses</th>
<th>A new form of video manual has emerged (one often developed by business professionals) that introduces web apps, encourages potential clients, and enables exploration. This presentation explains the pedagogy behind the analysis and production of these videos, using elements from John Carroll’s minimalist documentation strategy.</th>
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<tbody>
<tr>
<td>Ehren Pflugfelder</td>
<td>Oregon State University, USA</td>
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<tr>
<th>Milo III</th>
<th>“Just In Time” Applying the Concepts of Inventory in Business Communications</th>
<th>This presentation comes “JUST IN TIME” to provide business communication faculty with methods for business communication students to take “inventory” of themselves. The presentation will provide business communication faculty with activities and assignments for immediate use in the classroom. Taking “inventory” will be completed by utilizing the Myers-Briggs Type Indicator (MBTI), the Productivity Environmental Preferences Scale (PEPS), and the Cross-Cultural Adaptability Inventory (CCAI).</th>
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<tr>
<td>Bill McPherson</td>
<td>LeAnn Wilkie</td>
<td>Indiana University of Pennsylvania, USA</td>
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<tr>
<th>Milo IV</th>
<th>An Intercultural Analysis of Conflict Management and Resolution Between Western and Chinese Managers</th>
<th>This presentation reports a research study that investigates how context of culture affects styles of conflict management and compares how conflicts are managed between Western and Chinese managers. Both quantitative and qualitative data are collected for analysis.</th>
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<tr>
<td>Bertha Du-Babcock</td>
<td>City University of Hong Kong, Hong Kong</td>
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<tr>
<th>Milo V</th>
<th>Brave New World of Social Media: Law Lags Technology</th>
<th>With today’s technology, microphone and camera are always on, blurring the line between our private and public lives. What are the rights of employees and employers? Should there be legal limits to an employer’s access to an employee’s pages? Can the law separate the public and private person? Is there a zone of privacy around a restricted social media page?</th>
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<tbody>
<tr>
<td>Carson Varner</td>
<td>Katrin Varner</td>
<td>Illinois State University, USA</td>
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**Thursday | 4:30 p.m. – 5:25 p.m.**

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<tr>
<th>Salon 1</th>
<th>Teaching with Technology in Business Communication: Practical and Painless! (55 minutes plus SIG meeting hour)</th>
<th>Evolving students. Evolving teachers. Evolving technologies. Evolving communication. What does this changing landscape mean for the teaching of business communication? How can faculty integrate technologies into courses? Join us for ABC Teaching with Technology SIG Panels to gain ideas for teaching with technology: the role of technology, best practices, favorite assignments, and sustainability issues/trends that shape teaching with technology today.</th>
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<tbody>
<tr>
<td>Gail Cruise</td>
<td>University of Massachusetts, USA</td>
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<tr>
<td>Amy Newman</td>
<td>Cornell University, USA</td>
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<tr>
<td>Jennifer Loney</td>
<td>Portland State University, USA</td>
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<tr>
<th>Honolulu</th>
<th>Eye-Tracking in Business Communication: A Sustainable Approach (55 minutes)</th>
<th>This presentation introduces business communicators to basic eye-tracking principles they need to know before making the leap into this popular technology. Specifically, we cover: 1) fundamental principles of eye movement and data capture, 2) methods for displaying data, and 3) issues with calibration which can degrade actionable research reports.</th>
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<tr>
<td>Tharon Howard</td>
<td>Abigail Johnson</td>
<td>Clemson University, USA</td>
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<td>Kate Crane</td>
<td>Texas Tech University, USA</td>
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October 24-27, 2012 Communicating Sustainability in Business
## THURSDAY | 4:30 p.m. – 4:55 p.m.

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<tr>
<th>Salon B</th>
<th>Lessons from the Trenches of an Online MBA Program: Adapting Business Communication to the Virtual Classroom</th>
</tr>
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<tbody>
<tr>
<td>Kona Moku Ballroom</td>
<td>As we share our experiences teaching business communication in our online MBA program, you’ll hear about mistakes we made, lessons we learned, and best practices we developed to create a dynamic, virtual classroom. We’ll also discuss how our online instructional methods could be used in a traditional setting to more fully engage students both in and out of the classroom.</td>
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<tr>
<th>Salon 2</th>
<th>Relational Practices and Their Impact on Intercultural Interactions</th>
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<tbody>
<tr>
<td>Waikiki Ballroom</td>
<td>The successful establishment and maintenance of intercultural relations has been acknowledged as a necessity in international business, yet our current understanding of interactional practices that are linked to relational practices is still limited. This paper aims to discuss some interactional differences and their potentially harmful consequences. It hopes to raise awareness and draw attention to the more subtle aspects of intercultural interaction.</td>
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<tr>
<th>Kou</th>
<th>Tooting One’s Own Horn About Environmental Sustainability: Analyzing the Online Discourse of Electric Car Drivers</th>
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<tbody>
<tr>
<td></td>
<td>In early 2012 BMW issued electric cars to 700 beta testers who use an online forum established/moderated by BMW and a Facebook group established by drivers to trouble-shoot technological problems. This participant-observer analysis explores how beta testers build a community dedicated to environmental sustainability, negotiate their identity as environmental activists, and resist corporate efforts to control communication about the product.</td>
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<tr>
<th>Salon 3</th>
<th>Editor On My Phone: Using Online Writing Evaluators to Improve Writing Skills in the Working Adult Graduate Student</th>
</tr>
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<tbody>
<tr>
<td>Waikiki Ballroom</td>
<td>Working adults who return to graduate school face many roadblocks that traditional students may not, one of which is poor or deteriorated writing skills. In this session, we will explore the use of online grammar checkers, writing analysis sites, and interactive exercises to help give these students both confidence in their abilities and the good writing skills they need.</td>
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<tr>
<th>Milo I</th>
<th>Nurturing Creative Thinking In Business Students</th>
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<td>Building upon a recent pre-study test that was administered to groups of undergraduate business and MBA students, this study will provide expanded evidence and ideas for teaching creativity in business school classrooms. Additionally, the feedback results of an in-classroom pre- and post-test research creativity measurement tool will be presented.</td>
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<tr>
<th>Milo III</th>
<th>Impact of Music Intervention on Anxiety Prior to Presenting</th>
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<tbody>
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<td></td>
<td>Research has established a positive correlation between music intervention and reduced anxiety levels -- and thus improved performance or results -- in athletes, musicians, actors, and patients. To determine whether such an intervention would have a similar effect on anxiety levels prior to an important presentation, I invited my students to participate in an exercise that involved music intervention. In this presentation, I share the results of what I learned.</td>
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<tr>
<th>Milo IV</th>
<th>Selling Sustainability: The Use of Symbolism in Corporate Communication About Environmental Values</th>
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<tr>
<td></td>
<td>What role does symbolism play in communicating commitment to environmental values? This presentation reports on a study of the symbolism used by business organizations to communicate with internal and external constituencies about their sustainability programs, “green” initiatives, and other environmental actions. Symbols introduce an emotional dimension that is hard to express through more straightforward means, but that can sometimes mislead or deceive.</td>
</tr>
</tbody>
</table>
**Milo V**  
*Company Annual Report: Evaluating the Essentials*  
Diana Brown  
Teresa Sekine  
Purdue University, USA  

Our session will discuss the evaluation of the company annual report as an assigned project for our MBA students. This project challenges students’ critical thinking skills as they maneuver their way through the complexities of a company’s recent annual report. All documents pertaining to the assignment will be distributed. Join us as we discuss our students’ success on this project.

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<tr>
<th>THURSDAY</th>
<th>5:00 p.m. – 5:25 p.m.</th>
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| **Salon A**  
Kona Moku Ballroom | **A Comparison of Corporate and Academic Frameworks for Evaluation of Learning**  
Kathryn O’Neill  
Geraldine Hynes  
Sam Houston State University, USA | If you work in a business school you care deeply about assurance of learning and closing the loop. Have you ever wondered what strategies are used in the business world to determine how well employees learn? This session maps the “gold standard” model for business learning against a range of academic strategies for determining achievement of objectives. |
| **Salon B**  
Kona Moku Ballroom | **Coaching International MBA Students Inside and Outside the Graded Classroom**  
Lisa Murray  
University of Tennessee, USA | International students bring particular challenges for business communication instructors. How do we help overwhelmed students without increasing their workload? How do we provide specialized support without isolating them from their peers? This presentation shares UT-Knoxville’s innovative program and some surprising on-campus resources as well as our mis-steps and successes during program development. |
| **Salon 2**  
Waikiki Ballroom | **Improving English Fluency of International Students in 15 Weeks: Fantasy or Reality?**  
Maryann Wysoe  
Georgia State University, USA | Success in any U.S. graduate or undergraduate program requires a standard proficiency both in written and spoken English. Can we truly improve fluency within 15 weeks? I will explain how I developed a course to improve students’ classroom performance and enrich their cultural experience. |
| **Kou**  
| **Scaffolded Instruction of Sustainability in Business Communication Teaching Methods Courses**  
Kenneth Price  
University of Wisconsin - River Falls, USA | This presentation details the methodology for using a teaching portfolio to introduce business communication instructors to the concepts and principles of sustainable business practices and explains how to instruct professional writing students so that they are aware of their role and able to participate in these practices. |
| **Salon 3**  
Waikiki Ballroom | **Editors’ Panel: Publishing in Business Communication Journals**  
Melinda Knight  
Montclair State University, USA  
Robyn Walker  
University of Southern California, USA | This session will feature the editors of two communication journals-Business Communication Quarterly the Journal of Business Communication. Audience members will be able to meet the editors and discuss how to navigate the manuscript review process, including strategies for successfully transforming research into articles suitable for publication and ways to avoid common pitfalls. |
| **Milo I**  
| **Leveraging Global Virtual Teams for Business Communication**  
Karin Goetsch  
University of Minnesota, USA | Global virtual teams serve as a critical vehicle by which an organization may create a more cohesive culture, thereby facilitating consistent messaging around key issues such as sustainability. This research highlights complexities of these technology-mediated, globally-dispersed groups, and considers language diversity as an underrepresented element for analysis. Implications for effective business communication include team formation, community participation and technology integration. |
Milo III  
**Best Practices: Teaching a Business Communication Online Course**

Betty Chapman  
NC A&T State University, USA

While online teaching can be challenging, collaboration tools such as Web 2.0 technologies, email, discussion boards, and learning management systems have been common technological tools to help deliver online instruction. I will discuss best practices and various technologies that are being used when teaching Business Communication and other courses in the online environment.

Milo V  
**What Makes Speeches Become Business Speeches?: A Perspective from Metaphorgrams**

Toshihiro Shimizu  
The University of Shiga Prefecture, Japan

This paper would aim at presenting Theatre Technique as the most active, student-centric method of teaching Business Communication as compared to other pedagogies such as Lecture, Seminar, Case, Simulation, Game, Role Play, etc.

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**THURSDAY | 5:30 p.m. – 6:30 p.m.**  
**Committee & Board Meetings**

**Salon A**  
*Kona Moku Ballroom*  
**BCQ Editorial Board Meeting,** Melinda Knight, Editor

**Salon B**  
*Kona Moku Ballroom*  
**Graduate Studies Committee,** Rebecca Pope-Ruark, Chair

**Salon 1**  
*Waikiki Ballroom*  
**Teaching with Technology SIG,** Gail Cruise, Coordinator

**Salon 2**  
*Waikiki Ballroom*  
**International Issues Committee,** Bertha Du-Babcock, Maryann Wysor, Hiromitsu Hayashida, Co-Chairs

**Kou**  
**Diversity Initiatives Committee,** Amiso George, James Archibald, Co-Chairs

**Salon 3**  
*Waikiki Ballroom*  
**C.R. Anderson Research Foundation Board,** Geert Jacobs, Chair

**Milo I**  
**Student Competition Committee,** Ann Wilson, Chair

**Milo III**  
**Undergraduate Studies Committee,** Bill McPherson, Chair

**Milo IV**  
**Academic Environment Committee,** Holly Lawrence, Chair

**Milo V**  
**JBC Editorial Board Meeting,** Robyn Walker, Editor

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**Thursday | 6:45 p.m. – 8:45 p.m.**  
**Pualeilani Terrace**  
**Join us for a lovely reception**  
Co-sponsored by ABC and Business Expert Press
FRIDAY – October 26

Concurrent Sessions

<table>
<thead>
<tr>
<th>FRIDAY</th>
<th>8:00 a.m. – 8:55 a.m.</th>
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<tbody>
<tr>
<td><strong>Salon A</strong>&lt;br&gt;Kona Moku Ballroom</td>
<td>Interactive Workshop: <em>Researching the Communication of Social and Environmental Values in Business Contexts</em> (55 minutes)&lt;br&gt;ABC Research Committee&lt;br&gt;Daphne Jameson, Chair&lt;br&gt;Cornell University, USA</td>
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<tr>
<td><strong>Salon B</strong>&lt;br&gt;Kona Moku Ballroom</td>
<td>My Favorite Assignment, Part 2 (55 minutes)&lt;br&gt;Joel Whalen&lt;br&gt;DePaul University, USA</td>
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<tr>
<td><strong>Milo I</strong>&lt;br&gt;</td>
<td>Beyond the Basics: <em>Tips and Tools For Helping Your Students Create Informative and Creative Presentational Aids</em> (55 minutes)&lt;br&gt;Paige Clark&lt;br&gt;Dawn New&lt;br&gt;Indiana University, USA</td>
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<tr>
<td><strong>Milo III</strong>&lt;br&gt;</td>
<td>The M and Ms of Mentoring: <em>Mentee Meets Mentor</em> (55 minutes)&lt;br&gt;Undergraduate Studies Committee&lt;br&gt;Ann Wilson, Chair&lt;br&gt;Stephen F. Austin State University, USA</td>
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<td>Time</td>
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<tr>
<td>FRIDAY</td>
<td><strong>8:00 a.m. – 8:25 a.m.</strong></td>
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<tr>
<td>Salon 1</td>
<td>The Practice of Persuasion: Training for Executive Presence</td>
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<tr>
<td>Waikiki Ballroom</td>
<td>Inspired by job advertisements calling for &quot;Must have executive presence&quot;, this paper explores the concept of &quot;executive presence&quot;. We examine the rhetoric using the medieval trivium and discuss how it may be applied in a current context. We take an aesthetic perspective of presence as a quality and how to embody that quality and enact it in practical ways.</td>
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<tr>
<td>Salon 2</td>
<td>Intercultural Communication Styles of Jack Ma, Ratan Tata &amp; Carlos Ghosn</td>
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<tr>
<td>Waikiki Ballroom</td>
<td>What can we learn from CEOs who successfully communicate across cultures as they manage their global corporations? This presentation compares the intercultural communication styles of three CEOs from China, India and Brazil. Specifically, it looks at the communication strategies of Jack Ma of Alibaba Group, Ratan Tata of Tata Group, and Carlos Ghosn of Renault-Nissan Alliance.</td>
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<tr>
<td>Kou</td>
<td>The Impact of &quot;Sustainability&quot; Language on Investor Judgments</td>
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<tr>
<td>Honolulu</td>
<td>The Web Sustainability Project: Teaching Students How to Evaluate Corporate Communication of Sustainability</td>
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<tr>
<td>Salon 3</td>
<td>Ethical Dilemmas in Cross-Cultural Conflicts</td>
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<tr>
<td>Waikiki Ballroom</td>
<td>I have been developing cross-cultural dilemmas for my seminars, e.g. the shark fin soup dilemma. Disney Corporation faced criticism from environmentalists for serving shark fin soup in its Hong Kong theme park. Dilemma: if they keep it on the menu, Disney's image in the USA will suffer; if they take it off, Chinese may go elsewhere for catering.</td>
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<tr>
<td>Milo IV</td>
<td>Conducting Sustainable Human Subjects Research</td>
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<tr>
<td>Milo V</td>
<td>An Exploratory Case Study of Enterprise Microblogging</td>
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<td>Human subjects research requires paperwork from beginning to end. This presentation will walk researchers through the process of conducting human subjects research projects without the use of paper. It will discuss special considerations like creating IRB-approved online consent forms and using open-source online applications for data collection. Samples of IRB-approved documentation will be provided on the presenter’s website.</td>
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<td>This exploratory research is aimed at gaining an in-depth understanding of what factors are affecting the communication pattern of EMB, its adoption and continued use. Additionally, we reveal potential impacts of individual attributes on EMB use through personality assessment—Myers-Briggs Type Indicator (MBTI)—and focus on negative issues such as salient bias, privacy, security concern, noise-to-value ratio paradox.</td>
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### FRIDAY | 8:30 a.m. – 8:55 a.m.

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<thead>
<tr>
<th>Salon 1</th>
<th>Waikiki Ballroom</th>
<th>Tapping the Pedagogical Potential of Project Work</th>
<th>Many academic programs use action-learning projects to give students real-world experience. This presentation shares pedagogical insights from research of 200+ student teams working on consulting projects. We share the value of teaching with a genre set and of engaging audiences invested in results to help structure and guide team projects.</th>
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<tr>
<td></td>
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<td>Barbara Shwom</td>
<td>Northwestern University, USA</td>
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<tr>
<th>Salon 2</th>
<th>Waikiki Ballroom</th>
<th>Best Practices in Sustainability Communication</th>
<th>Sustainability is a critical part of most companies' corporate communication strategies, yet there is a broad gap in how corporations define and practice effective sustainability communication. This study examines the current communication practices at 25 S&amp;P 100 companies that exhibit a high degree of successful sustainability communication. Learn how the top 25 are enhancing trust, reputation, and goodwill through responsible sustainability communication.</th>
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<td>Dennis Robertson</td>
<td>East Texas Baptist University, USA</td>
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| Honolulu | Do What I Say, Not As I Do: The Examination of Organizational Values | This paper examines organizational values and discusses the communicative ways that are enacted by organizational members. |
|---|---|---|---|
| | | Diane Monahan | Saint Leo University, USA |

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<tr>
<th>Salon 3</th>
<th>Waikiki Ballroom</th>
<th>Using Hofstede’s Dichotomies For Intercultural Business Communication in Japan: Demonstrating Knowledge-Building</th>
<th>This paper will demonstrate the use of Hofstede’s dichotomies to guide students in an intensive two-week course in intercultural business communication, held in Japan. We will share activities and exercises used during this class, and will explain how these activities could be used in any intercultural business communication classroom.</th>
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<td></td>
<td></td>
<td>Jean Bush-Bacelis</td>
<td>Christy Hicks</td>
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| Milo IV | Language As An Artifact Of Change: Can Words Build Identification With a New Sustainable Culture? | Drawing on three streams of literature: identities and identification; language use in multinational companies; and communication as constitutive of organizing (COO), this paper provides new insights into how communication creates a new, sustainable business culture in a multinational company when language is deliberately used as an artifact of change. At the same time, the paper tweets about middle managers’ identity struggles as receivers and doers of change. |
|---|---|---|---|
| | | Minna Mars Logemann | Aalto University, Finland |

| Milo V | REACT: The Human Side of Using Real-time Video Feedback Technology for Presentation Coaching | With REACT technology, student presenters are video-recorded to the web while their instructor and peers concurrently give real-time feedback via their computers. Immediately afterward, presenters view the video and feedback, much like watching annotated game film after sports events. This presentation describes students' response to REACT technology and discusses how to maximize presentation improvement with REACT. |
|---|---|---|---|
| | | Anne Grinols | Baylor University, USA |
# FRIDAY | 9:00 a.m. – 9:55 a.m.

**Salon B**  
*Kona Moku Ballroom*  
**Awesome Innovations: Student-Centered Learning With Interactive Communication Technologies (55 minutes)**

Cheri Crenshaw  
Diane Albertini  
Florence Bacabac  
Dixie State College of Utah, USA

The instructors in the professional and technical writing program have incorporated real-world communication technologies such as social media, e-portfolios, and content management systems into three awesome and innovative student-centered learning activities: e-portfolio projects that profile student work, interview projects that network with professionals, and last, technical editing projects that re-envision the textbook.

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# FRIDAY | 9:00 a.m. – 9:25 a.m.

**Salon A**  
*Kona Moku Ballroom*  
**AACSB School Faculty: Join Us**

Dale Cyphert, Chair  
University of Northern Iowa, USA

Did you know that the AACSB has decided Business Communication faculty need not be “Academically Qualified” if their teaching is restricted to Business Communication courses? Join us and learn what the AACSB requires - and does not require - for faculty deemed qualified to teach Business Communication in AACSB schools. After sharing this information, we’d like your thoughts on whether ABC should work toward changing the existing standard. Important information and updates on AACSB. All ABC members encouraged to attend.

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**Salon 1**  
*Waikiki Ballroom*  
**A Postmodern International Business Communication Model in Three-Dimensions**

Jane Johansen  
University of Southern Indiana, USA

Understanding international business communication in a “flat world” is facilitated by thinking in three dimensions. This presentation offers a three-dimensional international business communication model with a taxonomy to instigate future research.

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**Salon 2**  
*Waikiki Ballroom*  
**The Evolving Nature of the Japanese Public Apology: The Case of TEPCO**

Claire Ferraris  
Western Oregon University, USA  
Rodney Carveth  
Western New England University, USA

TEPCO CEO Masataka Shimizu was heavily criticized for providing no or misleading information during his o-wabi kaiken - public apologies - following the nuclear crisis caused by the March 2011 tsunami. Apparently, he failed to grasp the changing role of o-wabi kaiken in a global economy that thrives on 24/7 information. This paper explores these changes and their implications for Japanese corporations.

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**Kou**

**The Composing Processes of a Graphic Artist in Advertising**

Geoffrey Cross  
University of Louisville, USA

The presentation comprises selected sequences of an expert practitioners’ verbal- visual composing aloud.

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**Honolulu**

**“Doing Leadership”: Three Communication Styles**

Robyn Walker  
Jolanta Aritz  
University of Southern California, USA

This presentation will take a social constructionist view of leadership and use a qualitative discourse analysis method to describe the discourse elements used to create three styles of leadership communication: directive, facilitative, and collaborative (or distributed). The analysis illustrates a post-heroic view of leadership by asking us to look at a multitude of actors doing leadership on a temporal basis.

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**Salon 3**  
*Waikiki Ballroom*  
**The Concept of Mindfulness in Cross-Cultural Immersion Programs for MBAs**

Elizabeth Tuleja  
University of Notre Dame, USA

This presentation examines the methods used for a current research project and the learning outcomes of MBA students through their reflective writing about the impact of culture and society on business in China. Their program is based upon a two-week international immersion experience in Beijing and Shanghai that involves a community-based service project. The goal of this immersion program is to prepare MBA students to be global business leaders by becoming mindful as they increase their intercultural awareness and understanding of the cultural implications of business practices in China.
## Milo I

**The Rhetoric of Fear: A Case Study**

Ana Lúcia Magalhães  
FATEC – Guaratinguetá, Brazil  
Bruno Andreoni

The work on fear as a passion by Plato and Aristotle, Hobbes, Descartes, Spinoza and Greimas allows for the elaboration of an evolutionary line of the study of fear and its discourse. Such theoretical study backed a piece of qualitative research, with students and teachers from a technical college as methodological space. Results obtained confirmed concepts by all those thinkers.

## Milo III

**What Does It Take? How Projects and Assignments in Business Communication Courses Help to Make Our Students Valuable and Employable Candidates**

Susan Hall  
University of West Georgia, USA

As business communication educators, we know the importance of the projects and requirements we assign and how they help students grow professionally. Through this presentation, you will understand what employers expect in their employees related to business communication skills based on collected and analyzed data.

## Milo IV

**Sustaining Happiness**

Donna Kienzler  
Iowa State University, USA

This presentation will focus on the happiness branch of positive psychology and will address three questions basic to the happiness research in business: Why should companies care if their employees are happy? What makes people happy (in addition to obvious items like health and physical comfort)? How does the happiness research apply in the workplace?

## Milo V

**Turning to Technology: Transforming the Business Communication Assignment**

Marsha Bayless  
Gail Weatherly  
Stephen F. Austin State University, USA

This presentation provides examples of technologies that can enhance business communication assignments. For instance allow students to use Wordlenet, a free online text analytics program, to enhance written reports with a visual representation or word cloud. Increase class participation and response by allowing students to responds anonymously to an online poll with their cell phones or portable computers. Suggest that individual or group presentations be enhanced with Animoto, an online program for developing video slideshows.

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### FRIDAY | 9:30 a.m. – 9:55 a.m.

**Salon A**  
*Kona Moku Ballroom*

**Subject Guides in a Business Communication Course: Promoting Competencies**

Camille Villafane  
University of Puerto Rico, Puerto Rico

TICA is a project conceived in the context of a learning community whose objective is to develop digital communication competencies by involving students in the process of research, study, experimentation, reflection, application, and communication of knowledge. This presentation specifically focuses on how an exercise based on the development of Subject Guides in a Business Communication course can turn into knowledge creation and management.

**Salon 1**  
*Waikiki Ballroom*

**Language-Based Communication Zones Model Plus Intercultural-based and Knowledge-based Zones in International Business Communication**

Richard Babcock  
University of San Francisco, USA

The presentation describes the development of the model focusing on the latest transformation. The presentation describes evolution of the model emphasizing communication in different corridors of the intercultural and knowledge zones and the concurrent three way adaptation process. Empirical examples are presented to illustrate the adaptation process.

**Salon 2**  
*Waikiki Ballroom*

**Intercultural Communication in Japanese Subsidiaries in Wales**

Sarah Louisa Birchley  
Toyo Gakuen University, Japan

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<tr>
<th>Room</th>
<th>Title</th>
<th>Speaker Details</th>
<th>Description</th>
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| Honolulu  | **Readings Texts On Screen: The Impact on Information Comprehension and Retention** | Jim Suchan  
Naval Postgraduate School, USA                                                                 | MBA programs are increasingly relying on i-Pads to pre-load course material. This material often contains text links, video, and even audio streams to create greater learner engagement. This presentation examines the current research to determine how well students comprehend and retain information read on I-Pad like tablets. Research questions are also posed that represent gaps in the literature. |
| Salon 3   | **Hallmarks of Professionalism: A Writing Course for Nursing Majors** | Barbara D'Angelo  
Arizona State University, USA                                                                 | This presentation reports on collaboration between writing and nursing faculty to develop a writing course for nursing majors to develop writing skills needed to advance their careers as professionals in the healthcare setting. The presentation will report on the collaboration to design the course, ongoing course development, and continued collaboration to meet course goals amid rapidly shifting institutional priorities. |
| Milo I    | **Nonverbal Communication: Understanding and Teaching Everybody's First Language** | Ken Andersen  
University of California, Davis, USA                                                                 | Throughout our lives we are trained to understand the spoken words we hear and use, but how much formal training do most people have in employing and understanding nonverbal communication? During this high-energy, educational, and informative session, attendees will learn to read and interpret nonverbal cues while also learning techniques for incorporating nonverbal communication elements into course activities and assignments. |
| Milo III  | **Business Communication: A Theoretical Semiotic Perspective and Classroom Strategies** | Leticia Rodriguez-Talavera  
University of Puerto Rico, Puerto Rico                                                                 | The presentation will relay on the semiotics business communication theory in language as used in communication issues. It will also present pragmatic strategies that comply with this perspective in the business communication courses. |
| Milo V    | **Revolution to Participation: Managerial Approaches to Consumers' Social Media Behavior** | Kalinga Jagoda  
Mount Royal University, Canada                                                                 | Increasingly, companies are incorporating social media into their business strategy, but are neglecting to focus on what to do when social media goes wrong. This paper deploys the Theory of Planned Behavior to develop an understanding of online behaviors and proposes a framework to assist businesses in managing the negative consequences of social media. |
| **FRIDAY | 10:00 a.m. – 10:20 a.m.** Coffee Break  
Co-sponsored by Pearson Learning |  
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<tr>
<th>FRIDAY</th>
<th>10:20 a.m. – 11:15 a.m.</th>
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| **Salon B**  
Kona Moku Ballroom | **Strategic Communication: Research and Practice (55 minutes)**  
Gail Thomas  
Naval Postgraduate School, USA  
Patti Riley  
Tom Hollihan  
Rebecca Weintraub  
Kimberlie Stephens  
University of Southern California, USA  
Cindy King  
Sarah Martin  
Naval Postgraduate School, USA | Strategic communication is an emerging field of academic study. It has evolved from the professional practice of strategic communication where senior leaders struggle to meet organizational challenges in an increasingly communication-centric world. Seven scholars who have been deeply involved in strategic communication efforts, both practice and research, will share their experiences from a wide variety of organizations. |
| **Milo I**  
| **Beyond Checking the Boxes: Building and Maintaining Student Engagement in Online and Hybrid Courses (55 minutes)**  
Jennifer Veltsos  
Minnesota State University-Mankato, USA  
Jacob Rawlins  
David Russell  
Jonathan Balzotti  
Iowa State University, USA | Many instructors struggle to engage their students in online and hybrid courses, which have limited opportunities for face time. In this panel, four professional communication instructors will discuss their strategies to encourage student engagement, including simulations, client projects, fictional narratives, and email response trees. Materials for these engagement strategies will be provided. |

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<tr>
<th>FRIDAY</th>
<th>10:20 a.m. – 10:45 a.m.</th>
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| **Salon A**  
Kona Moku Ballroom | **Strategies for Virtual Team Success**  
Debbie DuFrene  
Stephen F. Austin State University, USA  
Carol Lehman  
Mississippi State University, USA | The use of virtual teams in business is increasing rapidly. In addition to traditional team skills, other considerations exist for virtual team situations. Students benefit from opportunities that allow them to learn about and experience virtual team dynamics. The presentation will emphasize various strategies for enabling students to develop essential virtual team skills. |
| **Salon 1**  
Waikiki Ballroom | **A Genre Approach To Contextualizing Risk Communication**  
Junhua Wang  
Liaoning Normal University, China | While the primary purpose of the genre of Vaccine Information Statements (VISs) is to inform the public on the benefits and risks of a vaccine, the explosive growth of the Internet, which laicizes knowledge on medicine and healthcare, and the conflicts among involved parties over vaccine risk assessment, bring about the confluence of concerns about the safety of vaccines. Against this social backdrop, it becomes difficult for parents to assess what types of risks on vaccines are deemed acceptable based on the information stated in VISs. As a genre, VISs are situated in sociopolitical contexts; since those contexts change over time, so, too, must genres such as VISs (Devitt 2004). In this study, I adopt a genre approach to argue that the linear communication model exemplified in the statements decontextualizes risks and fails to consider social factors in the current social context, which leads to the conflicts between a rational quantitative approach to risk assessment and public perceptions of risk despite a clear presentation of “facts” in VISs. |
<table>
<thead>
<tr>
<th>Kou</th>
<th><strong>Business Communication Capstone Project Featuring Green Nonprofits and Service Learning</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Sheri Renner</td>
<td>Spokane Community College, USA</td>
</tr>
<tr>
<td></td>
<td>To address community demand for sustainability education and industry demand for skilled graduates, we adapted a capstone Business Communication course to allow students to explore needs at a green nonprofit with an embedded service learning project. Successive documents lead to a written Research Report and an oral PowerPoint presentation of their experiences. Students research nonprofits and sustainability in business communication. They compose a Proposal indicating what nonprofits they choose and what possible problem/solutions might face the nonprofit. Students write a Letter of Inquiry asking for a 20-minute interview to discuss a service-learning project and, after the interview, write a Progress Report to convey issues encountered, positive strides made, and work remaining. A good example of a green nonprofit is Goodwill Industries Spokane. Its Web site states Goodwill brings its reputable model of self-sustainability, backed by a 100+ year history of success, by working closely with a wide range of local stakeholders. This model builds social enterprises that provide skills training and job placement activities leading to employment and sustainability for people with barriers to employment. The Spokane center recycles TVs, computers, and other high-tech materials a great opportunity for a service-learning project.</td>
</tr>
</tbody>
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<thead>
<tr>
<th>Honolulu</th>
<th><strong>Communicating Corporate Social Responsibility: A Cross Cultural Comparison</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Vishakha Maskey</td>
<td>West Liberty University, USA</td>
</tr>
<tr>
<td>Carmen Sierra</td>
<td>University of Puerto Rico, Rio Piedras Campus, Puerto Rico</td>
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<td></td>
<td>The goal of this study is to compare students’ perception and attitude towards corporate social responsibility. There are three predictors used in this study. They are: personal values, individualism, collectivism, and leadership styles. Findings of this comparative study will assist in enhancing or designing business communication strategies that are more suited to cultural background of each institutional setting.</td>
</tr>
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<table>
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<tr>
<th>Salon 3 Waikiki Ballroom</th>
<th><strong>An Exploratory Study of Listening Competences of Managers and Non-Managers within India, Malaysia, and United States</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Deborah Roebuck</td>
<td>Kennesaw State University, USA</td>
</tr>
<tr>
<td>Catherine Lee</td>
<td>Taylor's University, Malaysia</td>
</tr>
<tr>
<td></td>
<td>As more and more organizations go global to compete, individuals may need to adapt their listening behaviors to particular international audiences. Come learn what our study found about the listening styles and preferences of managers and non-managers from three countries: India, Malaysia, and the United States. Given that limited studies have been conducted on analyzing perceived listening skills across different countries, you will be among the first to learn about our pioneer work.</td>
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<tr>
<th>Milo III</th>
<th><strong>Teaching Sit-Down and Poster-Session Presentation Skills</strong></th>
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</thead>
<tbody>
<tr>
<td>Sharon Cannon</td>
<td>Washington University in St. Louis, USA</td>
</tr>
<tr>
<td></td>
<td>Teaching presentation skills in a business school curriculum is common, and most students stand up and deliver to a classroom audience. However, most business presentations involve sit-down format. Furthermore, some presentations might call for a conversational poster-style delivery. This session will offer attendees strategies and materials to develop and teach alternative presentation styles.</td>
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<tr>
<th>Milo IV</th>
<th><strong>Infusing Diversity Into the Business Communication Curriculum: A Case Study Approach</strong></th>
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</thead>
<tbody>
<tr>
<td>Kathryn Canas</td>
<td>University of Utah, USA</td>
</tr>
<tr>
<td></td>
<td>Issues of diversity are often omitted from the Business Communication curriculum. When such topics are integrated, they are done so ineffectively through the lens of political correctness. In my presentation, I propose that instructors can infuse diversity in a meaningful way through a case study approach. In particular, I will describe how to integrate the specific diversity case, Abercrombie and Fitch (a student favorite), into your Business Communication curriculum. As author of this case study, I provide audience members with copies of the case study and associated Business Communication assignments.</td>
</tr>
</tbody>
</table>
### Milo V  
**Learning Analytics, Peer Review, and Pedagogy for Sustainable Ethical Communication**  
Abram Anders  
University of Minnesota Duluth, USA

My pedagogical approach employs custom-designed learning analytics tools and peer review processes to teach ethical communication skills and evaluate character strengths. Evaluations and assessments measure not only individual learning outcomes and “competency,” but also assess ethical and social development through “integrity” and “collaboration” scores. The integrity score assesses student capacities for accurately evaluating peer work and communicating constructive criticism: integrity requires the ability to make discerning judgments and the courage to communicate necessary change. The collaboration score evaluates capacities for effective team work and interpersonal skills: collaboration requires cultivating shared purpose, mutual accountability, and the commitment to act for mutual benefit. Ultimately, competency, integrity, and collaboration (community) are the foundation and “triple bottom line” (TBL) of a pedagogy for sustainable ethical communication.

### FRIDAY | 10:50 a.m. – 11:15 a.m.

#### Salon A  
**Kona Moku Ballroom**  
**Achieving MBA Writing Objectives Through the Use of One, Comprehensive Case Study**  
Christopher Leeds  
Dominican University of California, USA

Business communication case studies are commonly used in engaged learning to relate theories and concepts to practical business scenarios. Review how one, comprehensive case study is used for all course written assignments and to introduce presentation theory and concepts.

#### Salon 1  
**Waikiki Ballroom**  
**A Case Study of Flaming Problems on Social Media**  
Morihiro Shirouzu  
Doshisha University, Japan

For many companies, flaming is a serious problem. No matter how companies try to avoid it, they may not avoid flaming problems. This study provides companies with guidelines to deal with flaming: what a company should (not) do when faced with this type of problem.

#### Salon 2  
**Waikiki Ballroom**  
**Cultural Changes in International Business Communication**  
Wenli Yuan  
Kean University, USA

In this era of globalization, many nations are undergoing technical, economic, and social transformations. Although Hofstede (2001) maintains that the collective mental programs (culture) of people are relatively consistent over time, some scholars have noted a trend of cultural convergence in international business. For instance, Sheer and Chen (2003) as well as Uljic (2000) point out that business negotiators share a professional culture, which may transcend national boundaries. Yuan (2009) also argues that employees of multinational organizations stress their professional identity while downplaying their national backgrounds at work. These documented cases necessitate systematic studies on cultural changes in international business. Unfortunately, this research is lacking, not to mention a relevant theoretical framework. In this presentation, I will discuss issues pertaining to research on this topic. Some issues addressed include how to identify cultural changes, how to differentiate cultural differences from other differences, and how to study individual cultural identity considering many professionals are constantly traveling.
Kou

**Writing Vision, Mission and Values Statement: A Case Study of BIMTECH, India**

Mukesh Chaturvedi
Sangeeta Shukla
Birla Institute of Management Technology, India

As Ken Blanchard has said, vision is the starting point of leadership. Vision determines direction, provides a purpose to serve, and creates unity within an organization. Peter Senge describes a shared vision as something that enables an abstract idea to become a palpable and compelling reason for organizations. Peter Collin and Porras have substantiated that enduring organizations are driven by a common sense of purpose and ideology that drives them to pursue higher goals.

Visit the website of a leading organization, and chances are high that you will see a statement of the organization’s vision, mission and values. Often these words create a sense of positive direction and purpose for the organization. The objective of this paper is share our experience of the envisioning exercise at Birla Institute of Management Technology (BIMTECH), Greater Noida, India, as a successful model of Writing Vision, Mission and Values Statement for educational institutions, including business schools, around the world, with a focus on sustainability.

Honolulu

**Creating Short Written Assignments for Non-Writing Classes**

Gretchen Vik
San Diego State University, USA

As classes and grading loads increase, many professors of non-writing classes such as accounting and finance don’t assign written assignments. This paper discusses short assignments for these classes to help students master course material, practice writing in conventional English (which will be expected of them on the job), and to enable instructors to see where students have course material questions.

Salon 3

**"Making Green Sexy: Framing the Message to Reach Green AND Non-Green Audiences"**

Shel Horowitz
Green Marketing Consultant, USA

Green marketing consultant/copywriter Shel Horowitz’s column, Green And Profitable, runs internationally. His eighth book is category bestseller *Guerrilla Marketing Goes Green: Winning Strategies to Improve Your Profits and Your Planet.*

Milo III

**Using the iPad to Teach BCOM: A Teacher’s Guide**

Marla Mahar
Oklahoma State University, USA

This is a guide for Business Communication teachers of useful apps for the iPad to use in the classroom, including an essay grading app that was retooled to fit the professional writing of business documents and letters.

Milo IV

**“Unlike Me”: Forging International Friendships at an American University**

William Carney
Cameron University, USA

American universities recruit ever-increasing numbers of international students but often struggle with creating social and academic environments that will lead to better retention of these students. This study examines the experiences of international students at a public university in Oklahoma and suggests possible strategies for helping international students develop social relationships with students from other cultures.

Milo V

**Goodbye PowerPoint, Hello Prezi**

Diana Green
Weber State University, USA

Do you ever think, “I cannot handle watching one more PowerPoint presentation? Isn’t there anything else that will make a presentation interesting and motivating?”

Come to this session where you will learn how to create a Prezi presentation and wow your audience.
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<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td><strong>FRIDAY</strong></td>
<td><strong>11:20 a.m. – 12:15 p.m.</strong></td>
</tr>
<tr>
<td><strong>Salon 1</strong></td>
<td><strong>Technology &amp; Pedagogy (55 minutes)</strong></td>
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<tr>
<td><strong>Waikiki</strong></td>
<td><strong>Marilyn Dyrd</strong></td>
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<td><strong>Ballroom</strong></td>
<td><strong>Oregon Institute of Technology, USA</strong></td>
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<td><strong>Event</strong></td>
<td><strong>Sophisticated electronics have touched every part of our lives: how we conduct our business affairs, how we communicate with friends and colleagues—how we live. For educators, technology has altered how and what we teach. In this fast-paced session, ABC’s Outstanding Teacher Award winners offer suggestions for teaching with and about technology, tips that are easily implementable. Presenters, in order of award:</strong> Mary Munter, Dartmouth College; Randy Barker, Virginia Commonwealth University; Iris Varner, Illinois State University; Marsha L. Bayless, Stephen F. Austin State University; Donna Kienzler, Iowa State University, Bill McPherson, Indiana University of Pennsylvania; Bertha Du-Babcock, City University of Hong Kong; Kathy Rentz, University of Cincinnati; Jim Dubinsky, Virginia Tech; David Victor, Eastern Michigan University; Lisa Gueldenzopf Snyder, North Carolina A&amp;T State University; Moderator: Marilyn A. Dyrd, Oregon Institute of Technology.**</td>
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<td><strong>FRIDAY</strong></td>
<td><strong>11:20 a.m. – 11:45 a.m.</strong></td>
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<tr>
<td><strong>Salon A</strong></td>
<td><strong>Using PowerPoint to WRITE Business Reports</strong></td>
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<tr>
<td><strong>Kona Moku</strong></td>
<td><strong>Sheila O’Neill</strong></td>
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<td><strong>Ballroom</strong></td>
<td><strong>Ryerson University, Canada</strong></td>
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<td><strong>Event</strong></td>
<td>Many people writing business reports at work are using PowerPoint to write and deliver the finished product to the intended audience via e-mail. No paper copies are printed. The &quot;paper trail&quot; is now digital. Each page is a slide. Point form, photos, charts, maps, etc. abound, though paragraph slides are also used. Come to this interactive session and see examples.**</td>
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<tr>
<td><strong>Salon B</strong></td>
<td><strong>Visual Rhetoric of Recruiting Campaigns: Comparing the U.S. Navy and Marine Corps</strong></td>
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<tr>
<td><strong>Kona Moku</strong></td>
<td><strong>Sarah Martin</strong></td>
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<td><strong>Ballroom</strong></td>
<td><strong>Cynthia King</strong></td>
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<tr>
<td><strong>Event</strong></td>
<td><strong>Naval Postgraduate School, USA</strong></td>
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<tr>
<td><strong>Salon 2</strong></td>
<td><strong>To Identify the Perceptions of Students from the Faculty of Business Administration, University of Puerto Rico, Rio Piedras Campus, Regarding the Importance They Attribute to the Development of Communication Competencies for Their Professional Success</strong></td>
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<tr>
<td><strong>Waikiki</strong></td>
<td><strong>Aida Andino-Pratts</strong></td>
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<tr>
<td><strong>Ballroom</strong></td>
<td><strong>Zoraida Fajardo</strong></td>
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<td><strong>Event</strong></td>
<td><strong>Letícia Fernandez</strong></td>
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<tr>
<td><strong>Event</strong></td>
<td><strong>University of Puerto Rico, Rio Piedras, Puerto Rico</strong></td>
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<td><strong>Kou</strong></td>
<td><strong>A Study of Mechanism of Occurrences About Corporate Scandal in Food Industries</strong></td>
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<td><strong>Event</strong></td>
<td><strong>Takehisa Kobayashi</strong></td>
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<td><strong>Event</strong></td>
<td><strong>Wako University, Japan</strong></td>
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<td><strong>Event</strong></td>
<td><strong>In this research we examined some cases of the corporate scandal in Japanese food industries. Secondly, we analyzed mechanism of occurrences about these. And finally, we explained the proper method of protection and mentioned how the company should act in order to minimize damage by looking into what countermeasures should be taken for such crises as company scandals.</strong></td>
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<tr>
<td>Honolulu</td>
<td>Recognizing an Impending Calamity: Communication Practices and Organizational Vigilance</td>
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<tr>
<td>N. Lamar Reinsch</td>
<td>Georgetown University, USA</td>
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<tr>
<th>Salon 3 Waikiki Ballroom</th>
<th>Straddling the Divide: Business Communication as Bridge from Professional to Liberal Education</th>
<th>How will undergraduates gain the capacities that will enable them to communicate sustainability in business? This presentation will explore how business communication programs, if modeled upon PRME, may foster the integrative vision advocated by a recent Carnegie Foundation study, linking students’ education in business to their complementary learning in arts, humanities, and science disciplines.</th>
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<tbody>
<tr>
<td>Daylanne Markwardt</td>
<td>University of Southern California, USA</td>
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<tr>
<th>Milo I</th>
<th>Tearing Down Walls and Building Bridges Through Storytelling</th>
<th>Learn how to tear down walls and build bridges through storytelling in the business communications classroom. Explore the benefits of storytelling and the multiple functions in the classroom for students and teachers from different cultures and generations. Learn how storytelling teaches students to think on their feet, to be spontaneous, and to think about the deeper meanings of their content.</th>
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<tr>
<td>Evaline Echols</td>
<td>Lee University, USA</td>
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<tr>
<th>Milo III</th>
<th>Leadership, Critical Thinking, and Communication: Adding to the Redesign of the MBA Curriculum</th>
<th>Professional development courses and workshops are essential to the MBA curriculum. What is offered as professional development varies and may include leadership, critical thinking, management communication, and career skills. Instructors are career center staff, business faculty, and professionals. This presentation discusses the creation of a yearlong MBA professional development course that places professional development within a management communication framework.</th>
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<tr>
<td>Holly Lawrence</td>
<td>University of Massachusetts Amherst, USA</td>
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<tr>
<th>Milo IV</th>
<th>Harnessing the Power of LinkedIn: Turning Social Networkers into Professional Collaborators</th>
<th>While our students are experienced Facebook users, few of them belong to the online professional network, LinkedIn. To encourage them to manage their online professional identities effectively, we incorporate a LinkedIn assignment into our classes, and maintain a LinkedIn Group site to host business communication discussions. In this talk, we discuss how we promote professional communication and collaboration on LinkedIn.</th>
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<tbody>
<tr>
<td>Fiona Barnes</td>
<td>University of Florida, USA</td>
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<tr>
<th>Milo V</th>
<th>Sustainable Interactions: A Study of Corporate Social Media Practices for Communicating Responsible Business</th>
<th>At its core, social media is about interaction. This presentation reports on findings from a qualitative study that investigates how organizations (businesses, governments, NGOs) use social media to interact with the public and cultivate an ethos of sustainability. The study specifically identifies best practices for preparing students to communicate effectively via social media about sustainability issues in contemporary workplaces.</th>
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<tbody>
<tr>
<td>Mark Hannah</td>
<td>Arizona State University, USA</td>
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**FRIDAY | 11:50 a.m. – 12:15 p.m.**

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<thead>
<tr>
<th>Salon 2 Waikiki Ballroom</th>
<th>Conditions for Creating a Systematic BELF as a Common Code in Global Business</th>
<th>This presentation aims to provide the necessary conditions for making a systematic BELF as a common code for global business communication. Forging a systematic business English could be possible by combining several concepts: Kameda’s concept of Globlish plus 500, Globlish and Plain English, and Ogden’s Basic English.</th>
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<tbody>
<tr>
<td>Momotaro Takamori</td>
<td>Doshisha University, Japan</td>
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<tr>
<td>Kou</td>
<td>Communicating Standardized Work for Sustainability</td>
<td>Many businesses have adopted the practices and principles of lean manufacturing. One critical aspect of the lean model, standardized work, is not well understood in relation to sustainability practices. This presentation will examine how work standards contribute to sustainability and discuss effective practices for introducing and communicating standardized work.</td>
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<tr>
<td>Teena Carnegie</td>
<td>Eastern Washington University, USA</td>
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<tr>
<th>Honolulu</th>
<th>Conceptualizing Emotion in the Workplace</th>
<th>What is an emotion? How is it different from a feeling? How do communication scholars conceptualize emotions and the appropriateness of emotional expression in the workplace? The present work examines the experiential dimensions of emotions, various taxonomic schemes for classifying emotions, and contemporary theories of emotional expression in organizational contexts. Practical implications of this body of research are suggested.</th>
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<tbody>
<tr>
<td>Kevin Sager</td>
<td>University of Alaska Fairbanks, USA</td>
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<tr>
<th>Salon 3 Waikiki Ballroom</th>
<th>Lessons Learned as a Global Shell Oil Communication Specialist</th>
<th>During 10 years with Shell Oil, the presenter was assigned to global HR and safety projects as the Communications Consultant. This presentation will describe the lessons learned in development of plans, materials and training to grow a safety culture in a global manufacturing business. The main challenge? The communication plan themes called for global, standardized training for employees.</th>
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<tbody>
<tr>
<td>James Ward</td>
<td>Fort Hays State University, USA</td>
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<tr>
<th>Milo I</th>
<th>Dealing With the &quot;Backchannel&quot;</th>
<th>Audience members with smart phones, tablets, and computers can connect with others in and out of the room via twitter, email, or other chat tools. What should our students know about and do about this &quot;backchannel&quot; of communication? In this session, we will examine what the backchannel is, its advantages and disadvantages, and how presenters can deal with it.</th>
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<tbody>
<tr>
<td>Mary Munter</td>
<td>Tuck School at Dartmouth College, USA</td>
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<tr>
<th>Milo IV</th>
<th>The State of the Business Communication Professoriate - A Survey</th>
<th>This session will present the results of a comprehensive survey of college business communication teachers. Which schools/departments do teachers call home? What is their contract status? Are they part of their academic community? What interactions do they have with the business community? Are they bringing what they learn about business into the classroom? These and other questions will be addressed.</th>
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<tbody>
<tr>
<td>Karl Keller</td>
<td>Communication Partners, USA</td>
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<tr>
<th>Milo V</th>
<th>Corporate Communication -- Leading Practices for Digital Media</th>
<th>The use of digital and computer-mediated communications in the era of Web 2.0 has created a profound paradox for corporations and organizations. The evolution of the Internet and the rapid increase in broadband availability around the world, on the one hand, have placed powerful and efficient tools for communication in the hands of corporate enterprises. On the other, the rich connectivity and transparency of Internet-based communications media have created unforeseen challenges for these same corporations.</th>
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<tr>
<td>Michael Goodman</td>
<td>Baruch College, CUNY, USA</td>
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</table>
### FRIDAY | 12:15 p.m. – 2:00 p.m.  Presidential Awards Luncheon

**Salon A/B**  
*Kona Moku Ballroom*

- **Student Writing Awards:**  
  Sponsored by Shirley Kuiper, Mary Munter, & Barbara Shwom
- **Graduate Travel Awards:**  
  Sponsored by Sustaining Members of ABC
- **Marty Baker Graham Research Grant:**  
  Sponsored by Friends of Marty Baker Graham
- **Distinguished Publication on Business Communication:**  
  Sponsored by Courtland Bovee, John Thill, and ABC
- **Outstanding Article in Business Communication Quarterly:**  
  Sponsored by Mary Ellen Guffey
- **Meada Gibbs Outstanding Teacher Award:**  
  Sponsored by Debbie Dufrere and Carol Lehman
- **Outstanding Dissertation Award:**  
  Sponsored by A Special ABC Friend
- **Kitty O. Locker Outstanding Research Award:**  
  Sponsored by McGraw Hill
- **Francis Weeks Award of Merit**
- **Bernadine P. Branshaw Spirit of ABC Award**
- **Distinguished Member Award**
- **Fellow of ABC**

### FRIDAY | 2:00 p.m. – 3:00 p.m.  Committee & SIG Meetings

**Salon A**  
*Kona Moku Ballroom*  
*Publications Board*, Deborah Roebuck, Chair

**Salon B**  
*Kona Moku Ballroom*  
*Convention Procedures Committee*, Robert Stowers, Chair

**Salon 1**  
*Waikiki Ballroom*  
*Teaching Committee*, Marilyn Dyrud, Chair

**Salon 2**  
*Waikiki Ballroom*  
*Research Foundation*, Jim Suchan, Chair

**Honolulu**  
*Research Committee*, Daphne Jameson, Chair

**Salon 3**  
*Waikiki Ballroom*  
*Technology Board*, Tim Krause, Chair

**Milo I**  
*Business Writing and Speaking Centers*,  
Sharon McMillan Cannon, Coordinator

**Milo III**  
*MBA Consortium*, Tom Hajduk, Anne Grinols, Coordinators

**Milo IV**  
*Consultants SIG*, Barbara Shwom, Coordinator

### FRIDAY | 3:00 p.m.  FREE TIME

*Enjoy Waikiki, Honolulu and Oahu!!*
SATURDAY – October 27

Concurrent Sessions

<table>
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<tr>
<th>SATURDAY</th>
<th>8:00 a.m. – 8:55 a.m.</th>
<th>Regional Meetings</th>
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<td>Salon A</td>
<td>Kona Moku Ballroom</td>
<td>Asia and the Pacific</td>
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<tr>
<td>Salon B</td>
<td>Kona Moku Ballroom</td>
<td>Caribbean, Mexico, Central &amp; South America</td>
</tr>
<tr>
<td>Salon 1</td>
<td>Waikiki Ballroom</td>
<td>Canada</td>
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<td>Kou</td>
<td>Eastern United States</td>
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<tr>
<td>Honolulu</td>
<td>Europe, Africa, and Middle East</td>
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<tr>
<td>Salon 3</td>
<td>Waikiki Ballroom</td>
<td>Midwestern United States</td>
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<td>Milo I</td>
<td>Southeastern United States</td>
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<td>Milo III</td>
<td>Southwestern United States</td>
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<tr>
<td>Milo IV</td>
<td>Western United States</td>
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<tr>
<th>SATURDAY</th>
<th>9:00 a.m. – 10:45 a.m.</th>
<th>Saturday Morning Workshop</th>
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<tbody>
<tr>
<td>Salon A</td>
<td>Kona Moku Ballroom</td>
<td>Developing a Business Communication Scholarship of Teaching and Learning Research Question (105 minutes)</td>
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<td></td>
<td></td>
<td>Rebecca Pope-Ruark, Elon University, USA</td>
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<tr>
<td>Honolulu</td>
<td></td>
<td>Are you interested in conducting a Scholarship of Teaching and Learning project in your own classroom or program but don’t know where to start? During this session, we will work together to explore the questions we have about teaching and learning in our business communication classroom, and develop actionable research questions for future research projects.</td>
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<th>9:00 a.m. – 9:55 a.m.</th>
<th>Focus Group—invitation only</th>
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<td>Pearson (55 minutes)</td>
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<th>Communication skills for MBA graduates are as important as ever. Leadership communication and negotiation communication are intuitively necessary to any foundation of a general MBA program. This presentation focuses on the most important attributes and significance of leadership communication and negotiation communication in a general MBA curriculum, together with research on MBA programs on the topics of leadership communication and negotiation communication and the related communication skills.</th>
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<td>J. Keaton Grubbs, Tim Clipson, Stephen F. Austin State University, USA</td>
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<td>Salon 1</td>
<td>Waikiki Ballroom</td>
<td>Branding the University from the Inside-Out: From Identification to Policy</td>
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<td>Virginia Tech, USA</td>
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<td>Salon 2</td>
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<td>Content of the Business Communication Course in Hong Kong: Now and the Future</td>
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<td>Kevin Chu</td>
<td>Open University of Hong Kong, Hong Kong</td>
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<td>Kou</td>
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<td>Ethical and Linguistic Considerations for U.S. Companies Doing Business in India?: A Focus on Communication Challenges</td>
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<td>Anita Pandey</td>
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<td>Alicia Whitecavage</td>
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<td>Milo IV</td>
<td>Business Class to Business Career: How Can We Help Students Successfully Make the Transition?</td>
<td>While faculty hope graduation is the start of a successful career trajectory for our students, we often have doubts about their knowledge of appropriate professional behavior. Business schools need to offer graduates opportunities to develop these skills. We will discuss ways to provide these opportunities and how factors such as college resources, faculty buy-in, and student beliefs come into play.</td>
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<td>Marcia Metcalf</td>
<td>Northern Arizona University, USA</td>
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<td>Milo V</td>
<td>Do Your Clothes Match Your Position?</td>
<td>Our clothes determine 55% of the impression we make on people, and the right look can increase a person's salary by 22%. The purpose of this research is to investigate 300 business students’ perceptions of professional dress. Because what we wear makes a difference, business students need to understand the importance of appearance in their future success.</td>
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<td>Jean Sellers</td>
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<td>Stacey Smith</td>
<td>Fort Hays State University, USA</td>
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<td>9:30 a.m. – 9:55 a.m.**</td>
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<td>Salon B</td>
<td>Failing to Deliver: When High Expectations and Missed Targets Challenge Workplace Myths</td>
<td>Instead of beamng a generalized “how it is done” Business Communication course for all, Theatre Technique brings into the course an instructional method that helps each individual explore the realms of effective business communication in order to see where s/he fits and where s/he falters. The method then provides ample opportunities to practice, experiment and iron out defects using theatre techniques – visualizing the audience (the receiver), practicing the communication (the message) and rehearsing the performance (the medium). This ensures a better overall communication ability for students/executives who undergo this Technique.</td>
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<td>Jacob Rawlins</td>
<td>Iowa State University, USA</td>
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<td>Salon 1</td>
<td>Fractalizing the Rhetorical Situation: Teaching Genre and Activity Theory in Workplace Communication</td>
<td>The goal of this paper is to help you help your students think differently about workplace texts, whether e-mails, reports, Post-its(tm), organizational websites, Facebook pages, or Pinterest pinboards, using concepts from genre and activity theory. Students analyzed texts in the management of three enterprises: a scholarly journal, a literary festival, and a library’s electronic interface.</td>
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<td>Waikiki Ballroom</td>
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<td>Susan Hilligoss</td>
<td>Clemson University, USA</td>
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<td>Salon 2</td>
<td>Overseas Business Opportunities For the Traditional Japanese Crafts Industry - How to Reconstruct and Communicate Brand Strengths in Overseas Markets</td>
<td>With the advent of social network services, small regional companies have started to do business with overseas markets. This presentation, focusing on several traditional Japanese crafts companies, discusses the types of problems that have occurred in communicating with overseas customers and what cultural differences were taken into consideration when developing and communicating their products for overseas markets.</td>
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<tr>
<td>Misa Fujio</td>
<td>Toyo University, Japan</td>
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<tr>
<td>Kou</td>
<td>The California Homeowner Insurance Industry’s Emerging Communication Issues and Climate Change</td>
<td>The communication issues stemming from climate change shown by homeowner insurance companies in the state of California has been well documented and could transform the traditional approach of business communication. Little business communication analysis of the dynamics involved exists. This study examines the emerging communication issues involved in responding to climate change.</td>
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<td></td>
<td>Marcus Benniefield</td>
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<td></td>
<td>Michael McManus</td>
<td>California International Business University, USA</td>
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<tr>
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<td>See-Gyoon Park</td>
<td>Kunsan National University, Korea</td>
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### Salon 3
**Waikiki Ballroom**

**Trends in Corporate Mentoring Programs**

Sheila Porterfield  
Jackson State University, USA

Many business organizations have established formal corporate mentoring programs. Research indicates that mentoring programs are valued in the business environment for several reasons. Such programs are thought to play a major part in nurturing a company’s employees and retaining the employees. Further, research indicates that some businesses find that such programs make their organization more inviting to potential employees. Mentoring programs afford more experienced employees an opportunity to play a part in guiding the career development of employees with less experience. The expectation is that the more experienced employees will enhance the skills and competencies of the less experienced employees. This research will present some of the more recent trends in the area of formal corporate mentoring programs.

### Milo I
**Zombies Made Me Miss Class: Building Ethical Excuse-Making into Your Business Communication Classroom**

Matthew Search  
Oregon Institute of Technology, USA

As faculty, we’re often informed that our students’ work and attendance has been derailed by recalcitrant technology, incontinent pets, unreliable transport, relationship troubles ranging from farce to tragedy, and yes, even zombies. In this session, we’ll discuss ways to turn excuses into proposals and demands into plans, and sneak in an ethics lesson while we’re doing it.

### Milo III
**Best Practices for Integrating Social Media in the Business Curriculum**

Mary White  
Jackson State University, USA

Lisa Gueldenzoph Snyder  
North Carolina A&T University, USA

Social media is not just a mechanism for putting out information - a successful social media strategy leverages the listening power of these platforms. Attendees will learn how to best utilize and integrate the most effective social media platforms to engage current and potential clients. The authors will discuss best practices in integrating social media into the business curriculum.

### Milo IV
**The Utility of Short-Sightedness: Stakeholder Theory at the Center of Curriculum Design**

Ryan Sloan  
University of California, Berkeley, USA

With a stakeholder emphasis at the core of Business Communications course design, and utilizing business tensions ripped from the headlines as an engaging teaching tool, educators can frame critical thinking and complex interconnectedness as deeply practical business strategies.

### SATURDAY | 10:00 a.m. – 10:20 a.m.

**Coffee Break**

Co-sponsored by McGraw-Hill

### SATURDAY | 10:20 a.m. – 10:45 a.m.

**Salon B**  
**Kona Moku Ballroom**

**Collaboration or Fauxlaboration? Designing Group Projects that Inspire Genuine Teamwork**

Quinn Warnick  
Virginia Tech, USA

Professors keep assigning group projects, and students keep finding new ways to dismantle complex assignments into smaller components that can, in theory, be completed individually. How can we minimize this practice of “fauxlaboration” in our courses and create assignments that inspire authentic teamwork? This presentation offers practical suggestions for designing group projects that require genuine collaboration among business communication students.

**Salon 1**  
**Waikiki Ballroom**

**The Rhetoric of Time: Opportunities and Threats to Improving Business Writing in Organizations**

Paula Lentz  
University of Wisconsin-Eau Claire, USA

In a qualitative study of 80 MBA students, time is identified as both the largest barrier and best opportunity for writing well in the workplace. This study looks at employees’ rationalizations for writing or not writing well in the workplace. Implications for pedagogy are considered.
### Salon 2
**Waikiki Ballroom**

**Visual Communication Across Cultures: Theory, Lore, and Empiricism**

Eva Brumberger  
Arizona State University, USA

Two problematic assumptions underlie the treatment of visual communication as universal: 1) visual communication transcends cultural differences; and 2) the ability to read images is ubiquitous. Focusing on the first of these, this presentation examines the lore and scholarly literature on intercultural visual communication in order to identify directions for research that could strengthen business communication in a global environment.

### Kou

**Crisis Communication Failure: The Aftermath of the March 2011 Disaster in Japan**

Atsushi Hirasawa  
Yuji Nozue  
Chuo University, Japan

Successful crisis management requires the existence of proper crisis communication. Crisis communication failures exacerbated the problems following the March 2011 disaster in Japan, and there are some valuable lessons to be learned from them. Specifically we look at the lack of uniformity in information, and of delegation of authority, as chief culprits.

### Honolulu

**A Blueprint for Business Communication Management in Organizations**

Elizabeth Cieri  
PUC - São Paulo, Brazil  
Ana Lúcia Magalhães  
FATEC – Guaratinguetá, Brazil

Like any other activity in an organization, communication must be managed through policies, clear criteria, methods and goals. The concept of Organizational Communication Management uses as reference the classification of the communication flows in organizations as ascending, descending or horizontal. Each of these flows should be guided by specific rules and managed by professionals at management level, with appropriate profiles.

### Milo IV

**Milo V**

**To Tweet Or To Print?: Social Media as an Indispensable Subject in your Business Communication Course**

Janette Becerra  
University of Puerto Rico, USA

Social media has become a huge component of corporate identity. With a quick post or tweet, businesses can promote products and services, obtain instant feedback, and create an online community of brand fans and enthusiastic employees. This presentation explains why a Business Communication course should be teaching students how to use social media as a business communication strategy.

### SATURDAY | 10:50 a.m. – 11:45 a.m.

### Salon 1
**Waikiki Ballroom**

**Step Into Your Students’ Shoes (55 minutes)**

Michael Gedatus  
Anke Weekees  
McGraw-Hill, USA

Can technology provide a solution? Get hands on with McGraw-Hill’s newest technology developed for the Business Communication course. We will seek feedback on our efforts on how these tools can meet your course challenges. Your candid feedback will guide our future development of tools and services we will build for you and your students.

### Salon 3
**Waikiki Ballroom**

**Student YouTube Presentation Panel Discussion (55 minutes)**

Stacey Smith  
Jean Sellers  
James Ward  
Fort Hays State University, USA

To promote digital literacy, a YouTube team project was required of on-campus and online students in Business Communication in Spring 2012. Each student prepared a 3-5 minute video based upon their team report project. They were required to coordinate with the other members of their team to make the presentation as seamless as possible. The students’ feedback will be discussed.

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Remember to Follow Us on Twitter: #alohaABC
### SATURDAY | 10:50 a.m. – 11:15 a.m.

| Salon B Kona Moku Ballroom | **Subject-based Language Learning For Business Communication: The Impact of External Quality Assurance** | After more than twenty years of external quality assurance in higher education, interest is increasing concerning the impact of this activity on teaching and learning. Following a qualitative analysis of Languages for Specific Purposes (LSP) program evaluations, we present the main issues and the role external quality assurance plays, if any, in changing and improving LSP teaching and learning. |
| **Kou** | **Communication Strategies For Coping With Harassment on the Job: Perspectives From Female Blue-collar Workers** | This presentation highlights incidents of harassment experienced by female blue-collar workers and describes their different responses to it. The women’s creative communication strategies and techniques offer new insights into harassment and how it can be managed in the workplace. |
| **Honolulu** | **Artists as Grant Writers: Grant System and Genre Knowledge** | Artists in search of first-time grant funding may face significant challenges in acquiring grant writing skills and the necessary procedural and genre knowledge to write winning proposals. I explore how novice arts grant writers gain that knowledge and how the proposals they write differ from research and nonprofit grants. |
| **Milo I** | **Teaching Students to Navigate Corporate Politics When Communicating** | Solid corporate communication, for the individual, involves more than the ability to speak effectively and write well. Corporate politics, unspoken behavioral rules, and dynamic communication among internal levels and with the public - if misread and mishandled -- can stall a person’s career path. This session describes two politically-charged corporate communication assignments: a VP-to-VP written communication and a crisis-related verbal Q&A. |
| **Milo III** | **Using ‘Plain Language’ When It Matters Most: A Case Study in Higher Education** | We present a case study from higher education about the need for plain language when it matters most: communication from the Registrar to students about a failure to meet graduation requirements shortly before the end of the term. We provide a conceptual overview of the ‘plain language’ approach as well as recommendations for better written communication in high impact situations. |

### SATURDAY | 11:20 a.m. – 11:45 a.m.

<p>| Salon 2 Waikiki Ballroom | <strong>A Multi-Layered Analysis of Annual Reports by U.S. Listed Chinese Companies Through a Grounded Theory Lens</strong> | The presentation compares annual reports created by US-listed Chinese companies before China’s entry into the WTO and after. The researcher found such new features as improving corporate governance, showing social responsibility, and internationalizing in reports. |
| <strong>Kou</strong> | <strong>Greenwashing After The Gulf: Marketing BP’s “Sustainability” Message</strong> | Since 2010, BP has been working to create a greener image and change its perceived culture. As the “Official Carbon Offsetting Partner” for the 2012 Olympics, BP is marketing visible examples of its contrition and greener culture. This presentation analyzes BP’s messages to show that the language and science surrounding their efforts are flawed and provide strong examples of greenwashing. |</p>
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<td>Honolulu</td>
<td>What Is Responsible Global Business Communication? Teaching Ethics In An Ethno-Relative World</td>
<td>Do universal standards for ethical communication exist? This presentation considers both a philosophical issue (what standards can we use to judge our international communication?) and practical classroom concerns (how may we teach ethics in a relativistic context?).</td>
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<tr>
<td>Milo III</td>
<td>Peer Plagiarism: When Student Collaboration Becomes Collusion</td>
<td>Recent surveys of academic dishonesty in North American and British universities report unauthorized student collaboration as the most prevalent breach of academic integrity. This session discusses how to prevent this type of plagiarism and offers strategies for promoting ethical collaboration among our students. Participants are invited to join the discussion by sharing their strategies for fostering students' successful collaboration in preparing business writing assignments.</td>
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<td>Milo IV</td>
<td>What Should Be in the Curriculum For Business Majors?</td>
<td>This presentation examines the case of a small department which was set up for undergraduate business majors in 2000, but repeatedly changed its curriculum. The department is now designing the fourth curriculum. The presenter analyzes how these curricula were created but changed, and discusses what subjects/courses should be included in the curriculum for students pursuing business careers.</td>
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— Baylor University faculty

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All That Jazz: Collaboration and Innovation in Business Communication

Life is a lot like jazz...it’s best when you improvise. –George Gershwin

At this year’s conference, we’ll be thinking about the similarities between business communication and jazz. Jazz music is a collaborative endeavor in which players work on a common harmony in a using a myriad of instruments, techniques, and melodies, creating a unique experience each time. Jazz crosses generations for both musicians and listeners, appealing to both through its combination of structure and improvisation. From its roots in the 1920s (think Dixieland, ragtime, Louis Armstrong, Scott Joplin) to the experimentation of the 1950s and 1960s (think John Coltrane, Miles Davis, Thelonius Monk) to modern or neoclassicism of today (think Wynton and Branford Marselis, Harry Connick, Jr.), jazz music continues to evolve, adapt, and incorporate the culture and personalities that surround it.

Similarly, business communication evolves and adapts to suit the times. The communication landscape was transformed in the last century by the telephone, the fax machine, and e-mail. The current communication revolution, including telework, social media, cloud computing, and crowd-sourcing, has occurred even faster and has changed the face of business and education. As a result, businesses, educators, and our students are connecting to each other through multiple new forms of communication media that emphasize creativity, collaboration, and community. We invite you to submit a proposal or paper related to the topic of “Collaboration and Innovation in Business Communication” to present at the 2013 ABC annual convention in New Orleans.

Here are a few questions to help you frame your proposal or paper:

- Do current trends in communication media use challenge business communication differently than past technological advances? If so, what has been the impact on businesses and on our disciplinary practices?
- How are businesses preparing and training employees to meet the changes resulting from this communication revolution? Have our teaching practices adapted? If so, how?
- Which new communication technologies or channels have you found most promising for engaging our students, and what challenges have they presented for you in the classroom? How do we, as educators, stay updated?
- What has been the impact of these advances in communication technologies for those of us who teach online? What will the “classroom” of the future look like?
- In what ways, if any, has this revolution impacted the standards for business communication?
- How are businesses handling social media successes/failures/scandals/crises?
- What is the future of privacy?
- How has the job search changed for our students, who now have to understand such issues as online “branding”?
- Has the trend of student working groups/teams run its course or produced real innovation/collaboration?

Theme, as well as non-theme, papers are welcome. ABC members and non-members are invited to attend and to submit proposals for papers related to current issues, theory, research, practice, consulting, and teaching of business and professional communication.

Convention Location—Intercontinental, New Orleans 444 St. Charles Ave, New Orleans, LA 70130
www.intercontinental.com/neworleans

Contacts: Jennifer Veltsos or Sandra French, Program Co-chairs, at jennifer.veltsos@mnsu.edu or sfrench5@radford.edu,
 Submission Deadline: Monday, April 22, 2013
Please join us for an exciting conference in downtown Louisville, Kentucky, where you will have an opportunity to network with your ABC colleagues. The Brown Hotel, a historic Four Diamond property featuring classic English Renaissance architecture, is conveniently located only five minutes from the Louisville International Airport.

The rich history of horse racing in Kentucky dates back as early as 1783. Churchill Downs officially opened in Louisville in 1875, and became “Home of the Kentucky Derby,” a horse race that is often called, “The Fastest Two Minutes in Sports.”

While all proposals for the 2013 ABC SE/MW Conference will be considered, we especially invite you to submit a proposal or paper that reflects our conference theme, “Race to the Future.” This theme suggests a number of significant questions, including: What is the future of business communication pedagogy and practice? What are the implications for the recent and accelerated pace of message delivery systems? How have contemporary issues and technological advances reshaped legal and ethical perspectives? Will changes in the governance of higher education influence our teaching and scholarship? What is the vision for corporate partnerships of the future?

Additionally, we encourage research or position papers related to the following business communication topics:

- Communication and Technology
- Executive/Managerial Communication
- Global Communication Strategies
- Innovative Pedagogy
- Interpersonal Communication
- Legal and Ethical Issues
- Nonverbal Communication
- Organizational Communication
- Global Communication Strategies
- Nonverbal Communication
- Organizational Communication
- Paradigm Shifts in Communication

Proposal limit is 500 to 750 words; submit them using the ABC website: [http://www.businesscommunication.org](http://www.businesscommunication.org).

If applicable, papers or proposals should include a problem statement or purpose, methodology section, summary, implications for education and/or business, and a bibliography.

If you are submitting a completed paper, please submit your proposal online as indicated above, and then email the completed paper to Kathryn Rybka ([krybka@illinois.edu](mailto:krybka@illinois.edu)).

All submissions must be in Microsoft Word.

All personal and institutional identification should be removed from the body of the paper, as submissions will be reviewed anonymously.

A cover page with the following information is required: title, author(s); institution(s); address(es); email address(es) and phone number(s).

Previously presented (or accepted for presentation) or published (or under consideration) proposals/papers should not be submitted.

Proposal Deadline is 15 December; more info about submission available soon!!

For more information, contact Kathryn Rybka ([krybka@illinois.edu](mailto:krybka@illinois.edu)) or Teresa Sekine ([tsekine@purdue.edu](mailto:tsekine@purdue.edu)).

We look forward to receiving your proposals and papers!
The art of business communication, much like Zen, is best practiced when simple, clear and focused. This Zen-like philosophy of simplicity and efficiency has been successfully adapted to the business practices of many modern organizations. The impetus for this meeting is the exploration of the many novel business communication issues that we face in today’s globalizing economy.

— Naoki Kameda, Conference Chair
The 12th ABC Asia-Pacific Conference

Doshisha University
Kyoto, Japan - 2013

Association for Business Communication

The 12th ABC Asia-Pacific Conference

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Registration Fee

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CALL FOR PAPERS

THEMES

Topic may include, but are not limited to:
- The art of business communication:
  Simple, clear and focused forms of communication much like the practice of Zen
- Globalization and intercultural communication
- Business stakeholder communication
- Perspectives from the business world: Case studies from various industries
- Rhetoric: Traditional approaches of business communication
- The role of business schools and academic institutions

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