

## Program Schedule

### March 31, 2012 (Saturday) Paper Presentation & Plenary Sessions

Time	Program				
8:00-9:00	Registration	Orbis Hall Main Entrance Lobby (3 <sup>rd</sup> floor)			
9:00-10:35	Paper Presentation I	Session 1 (Orbis 306)	Session 2 (Orbis 307)	Session 3 (Orbis 308)	Session 4 (Orbis 309)
		Cross-Cultural Communication	Internal Stakeholder Communication	Industry-Specific Communication	Teaching Business Communication
10:35-10:50	Coffee Break	Orbis Hall Main Entrance Lobby (3 <sup>rd</sup> floor)			
10:50-12:00	Paper Presentation II	Communication in Global Business	External Stakeholder Communication	Trust in Communication	Information Technology in Communication
12:00-13:00	Lunch	Purunsol Cafeteria (B1)			
13:00-14:10	Paper Presentation III	Communication and Rhetoric	Issues in Business Communication	Empathic Communication	Social Media in Communication
14:15-15:00	Plenary II	Communicating with Internal and External Stakeholders in Business • AshaKaul (Professor, Indian Institute of Management)			
15:00-15:25		Towards Business Communication by Empathy • Hyejung Chang (Professor, Kyung Hee University)			
15:25-15:45	Coffee Break	Orbis 111 Entrance Lobby			
15:45-16:10	Plenary III	Rhetoric and Speech Education in Korean Business Communication • Sang Cheol Lee (Professor, SungKyunKwanUniversity)			
16:10-16:35		Issues of Business Communication in Korea • JihyeonJeon (Professor, Ewha Woman's University)			
16:40-17:40	Round Table	Towards Business Communication Education & Research in Asia-Pacific Region			
17:40-18:00	Closing Ceremony	Closing Remarks with Lucky Draw, Paper Competition Awards			
18:00-20:00	Reception	Kairos Square			

### The 11<sup>th</sup> Asia-Pacific Conference Committee

- Conference Chair : Yung-Ho Suh (Dean, KHUSM)
- Organizing Chair : Hyejung Chang (Associate Dean, KHUSM)
- Program Chair : Yong-Seung Park (Professor, KHUSM)
- Workshop Chair : Kyoung Jun Lee (Professor, KHUSM)
- Committee Member : Sung-Eun Kim (Professor, KHUSM), Shin Eui Park (Professor, KHUSM), Jae Hong Park (Professor, KHUSM), Louise Patterson (Professor, KHUSM)
- Admin Staff : Hong Gyu Kim (Chief Officer, Administration Office of KHUSM), Wang-Rhin La (Vice Director, Office of General Affairs, KHU), Beom Su Ko (Division Chief, Office of International Affairs, KHU), Hee Jun Han (Conference Assistant, KHUSM), Arum Park (Conference Assistant, KHUSM), Sae Bom Lee (Conference Assistant, KHUSM)

ABC Asia-Pacific 2012

## The 11<sup>th</sup> Asia-Pacific Conference of Association for Business Communication

March 29-31, 2012

Orbis Hall, Kyung Hee University  
Seoul, Korea



School of Management, Kyung Hee University

Hoegi1, Dongdaemoon, Seoul 130-701, Korea

Tel: 82-2-961-0511~4, Fax: 82-2-961-0515, E-mail: abc@khu.ac.kr



**KYUNG HEE UNIVERSITY**  
**SCHOOL OF MANAGEMENT**

School of Management, Kyung Hee University  
Korean Association for Business Communication





# > Welcome

## Welcome to the 11<sup>th</sup> AsiaP acific Conference of Association for Business Communication

The conference is co-organized and run by the School of Management, Kyung Hee University (KHSUM) and Korean Association for Business Communication (KABC). The basic goal of the Conference is for experts, professionals, and academicians to share their ideas and experiences in the field of business communication. Conference sessions cover many insightful and new issues across emerging globalized industries and schools.

In particular, this year's conference focuses on empathic communication in a diverse and global landscape. A new paradigm is sweeping society, its organizations and its business environment. We are moving from an economy and a society built upon the logical, linear, and computer-like capabilities into a totally new economy and a society built upon inventive, empathic, and big picture capabilities.

In this emerging paradigm, terms like empathy, compassion, trust, and culture have acquired a critical relevance to the understanding of the nature of contemporary business. Instead of mechanistic monitoring and control paradigm of an industrial age, a humanity-based paradigm for a post-industrial age has been emerging. Consequently, for the 21st century, we require an accompanying new paradigm of business communication paradigm which incorporates an empathic dimension, where such competencies as identifying with and understanding relevant business stakeholder's circumstances, feelings, and motives, has become even more critical.

We believe this year's AsiaP acific Conference of ABC will provide participants with valuable opportunities to stimulate further discussion on the future of business communications in this exciting age of global consciousness.

"Towards Empathic Communication: Emerging Role of Business Communication in the Age of Global Consciousness"

ABC AsiaP acific 2012

### Program Schedule

#### March 29, 2012 (Thursday) Pre-Conference Workshop

Time	Program	
8:30-9:30	Registration / Orbis 111 Entrance Lobby	
9:30-12:45	BC in Academy (in English) Orbis 423	BC in Practice (in Korean) Orbis 111
	Publishing Business Communication Research in SSCI Journals • James Barker (Professor, Dalhousie University & Editor in Chief, Management Communication Quarterly)	Managing the System, Leading the People • Yeomsoon Choi (CEO, Dale Carnegie Training)
12:45-14:00	Lunch / Orbis 151	
14:00-17:15	Gender Communication • Asha Kaul (Professor, Indian Institute of Management)	Social Media Based Business Communication • Ji Sun Lee (Professor, Sookmyung Women's University) • Kyoung Jun Lee (Professor, Kyung Hee University)

### Program Schedule

#### March 30, 2012 (Friday) Opening Ceremony & Industry Visit

Time	Program	
8:00-9:00	Registration	Orbis 111 Entrance Lobby
9:00-9:40	Opening Ceremony	• <b>Opening Remark</b> Yung-Ho Su h (Dean, School of Management, Kyung Hee University)
		• <b>Welcoming Remark</b> Bertha Du-Babcock (Vice President, The Asia-Pacific Region, ABC)
		• <b>Congratulatory Remarks</b> Hiromitsu Hayashida (President, ABC) Jung-Man Kim (Vice President, Kyung Hee University)
9:40-10:25	Keynote Speech	Business Communication in the Age of Global Consciousness: Directions for Thought Leadership • James Barker (Professor, Dalhousie University & Editor in Chief, Management Communication Quarterly)
10:25-10:40	Coffee Break	Orbis 111 Entrance Lobby
10:40-11:10	Plenary I	Preconditions for Effective Communications • Taesik Ahn (Professor, Seoul National University)
11:10-11:40		Global Training and Developing International Managers • Shuming Zhao (Dean, School of Business, Nanjing University)
11:40-12:10		Building an Iconic Brand - Connecting Humanity • Jinlong Wang (President, Starbucks Asia-Pacific)
12:10-12:15	Photo	Kairos Square
12:15-13:15	Lunch	Orbis 151
14:00-15:30	Industry & Cultural Visit	LG Display Co. Ltd. in Paju
16:00-17:00		Observatory in Korea Demilitarized Zone (DMZ)
17:00-18:30		Gallery and Museum in Heyri ArtVally
18:30-20:30	Dinner	Korean Traditional Restaurant in Heyri ArtVally