

Business and Professional Communication Quarterly

Newsletter, June 2023

In this newsletter, you will find news, announcements, upcoming conferences, and a summary of the articles found in this month's issue.

Announcements

Call for Submissions: Special Issue: Perspectives on Artificial Intelligence in Business Communication

Special Issue Editors:

Dr. Carolin Fleischmann, Professor of International Business, Rosenheim Technical University of Applied Sciences

Dr. Kristen Getchell, Associate Professor of Business Communication, Babson College

Organizations are rapidly adopting Artificial Intelligence (AI) technologies, such as Machine Learning, Natural Language Processing or Computer Vision. Business communication teaching and practice are adapting to this new environment, which offers many benefits but also presents challenges and ethical dilemmas. In 2022, *BPCQ* published an article by Kristen M. Getchell, Stephen Carradini, Peter W. Cardon, Carolin Fleischmann, Haibing MA, Jolanta Aritz, and James Stapp titled "Artificial Intelligence in Business Communication: The Changing Landscape of Research and Teaching" which provided an overview of the ways in which AI technologies are affecting the practice of business communication. This special issue builds on the work of Getchell et al. (2022), and encourages the further study of AI in business communication with the goal of building knowledge for scholars, teachers, and practitioners.

Possible topics can include, but are not limited to the following:

- The transformation of business communication as a result of AI
- The use of AI to make business communication more efficient and effective
- Challenges of AI adoption in the workplace or limitations of new AI technologies for communicating to a business audience
- The implementation of AI tools in the workplace
- AI, collaboration, and management
- Psychological impacts of AI in business communication
- Ethical or legal implications of AI adoption
- Teaching AI-enabled business communication in higher education

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- AI for Business Writing/ Augmented Writing (including ChatGPT and similar applications)
- AI tools assessment

This special issue of *BPCQ* welcomes contributions from academic and practitioner authors from business communication and related fields. We value all rigorous research approaches and methods. Each study should clearly discuss implications for business communication teaching and/or practice.

Timeline:

Full paper submissions:	December 1st, 2023
Peer Review:	December 2023/ January 2024
Decisions:	February/March 2024
Revisions:	April 2024
Final Decision:	June 2024
Final manuscripts to <i>BPCQ</i> :	August-October 2024

Please submit full manuscripts to <https://mc.manuscriptcentral.com/bcq> selecting “Special Issue” as the article type.

Call for Submissions for New Features

BPCQ is looking for

- Guest editorials on topics of relevance to business communication pedagogy and instruction and corporate training.
- Features on trends in teaching and technology.
- Book reviews of texts on business communication pedagogy, teaching, and instruction as well as corporate training.
- “Spotlight on Thought Leaders” articles that review the contributions of thought leaders in business communication pedagogy and research and corporate training.
- Literature reviews of topics relevant to business communication technology and instruction and corporate training research.

If you wish to submit one of these features, please contact *BPCQ* Editor Robyn Walker at rcwalker@usc.edu with a short proposal that summarizes your idea.

Upcoming Conferences

The **2023 ABC Annual International Conference: Reaching New Heights: The Future of Business Communication** will be held October 25-28 in Denver, CO. The virtual conference will be held October 18-20. For more information, please visit

<https://www.businesscommunication.org/p/cm/ld/fid=1456>

The **2024 ABC Western Conference** will be held March 6-8, 2024 at the University of Arizona in Tucson. Submissions are open until October 27, 2023 and early-bird registration extends to the same date. For more information, visit

<https://www.businesscommunication.org/p/cm/ld/fid=1672>

The **2024 ABC Southwestern U.S./FBD Regional Conference** will be held April 10-13, 2024 in Galveston, Texas. For more information, visit

<https://www.businesscommunication.org/p/cm/ld/fid=1578>

The **2024 ABC Annual International Conference** has been assigned a tentative date of June 18-21, 2024 in Seoul, South Korea. The 89th Annual International Conference will be the association's first in Asia and is being co-sponsored by ABC's local partner, the Korean Association for Business Communication (KABC). More information can be found at

<https://www.businesscommunication.org/p/cm/ld/fid=821>

BPCQ Notes

BPCQ's current average time from submission to first decision is 50 days. Its average time from submission to final decision is 105 days.

Scopus CiteScore 1.900 Arts and Humanities (miscellaneous) 143 out of 376, Business and International Management 224 of 423, Business, Management and Accounting (miscellaneous) 73 of 144, Economics, Econometrics and Finance (miscellaneous) 73 of 189

SCImago Journal Rank (SJR) 0.409 Arts and Humanities (miscellaneous) 152 of 495, Business and International Management 187 of 406, Business, Management and Accounting (miscellaneous) 153 of 319, Economics, Econometrics and Finance (miscellaneous) 134 of 404

Featured Articles for June 2023

Perpetuating Perceptions: Understanding “Chaining” of a Training Narrative beyond the Classroom

Robin Mathis and Philip Aust



Workplace learning initiatives are influenced by perceptions, and negative perceptions hinder organizational innovation and productivity. This exploratory study presents an argument that messages shared among trainees regarding their training experiences shape such perceptions. The application of Symbolic Convergence Theory reveals two discursive narratives explaining trainees' perceptions that are foundational for a desired rhetorical vision of training efforts. The findings reveal practical implications for teaching applied communication and instruction in the workplace training classroom. Further,

exploring “backstage” workplace communication, such as gossip, opinions, and perceptions, sheds light on the intersection of communication, human resource development, and vision construction.



Developing Self-efficacy in Public Speaking Using Video and Digital Oratory on YouTube

Daneshwar Sharma

Digital communication and digital oratory have become an integral part of today's workplace. This research discusses an innovative assessment tool that uses digital oratory and digital video along with YouTube to create opportunities for students to develop self-efficacy in digital oratory and public speaking. The measurement of the effectiveness through a survey questionnaire displays that the assessment tool met its learning objectives. The assessment tool fostered self-efficacy in digital oratory and improved digital communication knowledge and skills. The article also discusses the challenges and recommendations for implementing this assessment tool in various contexts.



Empathy Competencies and Behaviors in Professional Communication Interactions: Self Versus Client Assessments

Melissa Fuller, Menno de Jong, Elanor Kamans, Marca Wolfensberger, and Mark van Vuuren

Empathy is an important competence for communication professionals. This article investigates two aspects of empathy in an educational setting: the validity of self versus other assessments and the manifestation of empathy in communicative behaviors. Communication students were given a mediating role in discussions with two clients and their empathy was measured using self-ratings and client assessments. Videos of highest- and lowest-rated students were analyzed to identify empathy-related behaviors. No correlation was found between self-rated empathy and clients' assessments. Several verbal and nonverbal behaviors corresponded to empathy: body language, an “other”-orientation in asking questions, paraphrasing, and a solution orientation.



Feature on Teaching and Technology: Teaching MBA Students Business Report Writing Using Social Media Technologies

Payal Mehra



Data-driven decision making has now moved beyond its traditional domains—operations research, business economics, computer sciences, and business statistics—to “softer subjects,” such as human resource management, organization behavior, and business communication. In this context, teaching with technology encourages students to systematically apply domain knowledge to communicate across a wide variety of stakeholders. In the era of multimodal forms of communication and multiple data sources, management students must be analytical when writing compelling reports and giving persuasive presentations. They should be well versed in using both quantitative and qualitative techniques for report writing and presentation. Drawing on authentic user-generated comments on social media, this article presents two case studies on (a) crisis

communication by 30 CEOs and (b) culture shock experienced by foreign tourists sojourning in India, China, and the United Arab Emirates, to demonstrate how master’s in business administration (MBA) students could derive insights from the online comments to make strategic decisions for organizational benefit and make reports based on those findings. The article asserts that this could help to cultivate a data-analytic mindset among the students by

preparing them to communicate small (and big) data-driven analysis to relevant stakeholders. It attempts to suggest ways to develop MBA students' ability to analyze their potential audiences as well as to generate meaningful insights from the available information on social media websites. Finally, it hopes to nudge business communication instructors to embrace multidisciplinary perspectives for planning a technology-based business communication assignment involving the social media landscape. Instructors can not only use the two case studies to illustrate ways to integrate technology with teaching but also create their own mini cases to improve the decision-making, report-writing, and business report presentation skills of their students.

My Favorite Assignment: A Sunrise of Classroom Tested Pedagogy

D. Joel Whalen and Charles Drehmer



This article offers readers 11 classroom teaching innovations presented at the 2022 Association for Business Communication's (ABC's) Annual International Conference. Sessions were held online and on-site in Tampa, Florida, USA. Readers will find unique developments in teaching techniques—all designed to enhance students' communication skill building. The new ideas featured here include personal and professional development, oral communication, analysis, and critical thinking. Additional assignment support materials—instructions to students, stimulus materials, slides, grading rubrics, frequently asked questions, and sample

student projects—are posted on the ABC and DePaul University Center for Sales Leadership websites:

<https://www.businesscommunication.org/page/assignments> and <https://salesleadershipcenter.com/research/business-professional-communication-quarterly-my-favorite-assignment>



Book Review: *The Conflict Management Skills for Leaders Reader*

Robyn C. Walker

Upcoming Articles for September 2023

Professionals' Understanding of Accessibility Regarding Business Communication Materials

Stephanie Kelly, Sherrie Drye, and Thelma Woodard

The Challenges and Opportunities of AI-Assisted Writing: Developing AI Literacy

Peter Cardon, Carolin Fleischmann, Jolanta Aritz, Minna Logemann, and Jeanette Heidewald

Managing in Writing: Recommendations from Textual Patterns in Managers' Email Communication

Dorota Molek-Winiarska and Katarzyna Molek-Kozakowska

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Memes as Instructional Tools for Experiential Information Processing in Public Speaking Courses

Daneshwar Sharma

Feature on Teaching: Bringing an Entrepreneurial Lens to the Business Communication Course

Elizabeth Tomlinson

My Favorite Assignment: Sharing Teaching Innovations with a Porpoise Pod's Coordination, Speed, and Grace

D. Joel Whalen and Charles Drehmer

Book Review: Interpersonal Skills for Group Collaboration

Yujie Huang

BPCQ Editorial Review Board

Each newsletter profiles a selection of board members for our readers.



Janel Bloch is a professor at Northern Kentucky University, Department of English. She received her PhD from Iowa State University. Bloch's teaching and research interests include workplace communication, especially as it relates to organizational change, leadership, and policies; editing; proposal writing; scholarship of teaching and learning; and scholarship of application. Her most current work relates to the scholarship of teaching and learning with recent publications appearing in *Business & Professional Communication Quarterly* and the *Journal of Management Education*. Bloch is currently working on a project related to organizational change and strategic planning, which will likely relate back to her dissertation, which focused on communications in mergers and acquisitions.

Vidhi Chaudhri is an associate professor in the Department of Media and Communication at Erasmus University, Rotterdam where she teaches in the International Bachelor in Communication and Media (IBCoM) and Master in Media and Business (M&B) programs and supervises MA theses. Her teaching and research interests span a variety of topics in organizational communication and public relations, including corporate social responsibility (CSR), crisis communication and corporate reputation, social-mediated corporate communication, organizational rhetoric, and digital activism. Driven by her interest in bridging academic and industry, her approach to teaching and research combines conceptual knowledge with an applied perspective. Chaudhri has a doctorate in organizational



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communication from Purdue University. Her work is published in such journals as *Management Communication Quarterly*, *Public Relations Review*, *The Journal of Corporate Citizenship*, *International Journal of Business Communication*, and *Corporate Communication: A International Journal*, among others. Most recently, she is co-author of *Corporate Communication through Social Media: Strategies for Managing Reputation* (published by SAGE). A native of India, Chaudhri studied history at Delhi University and worked as a public relations consultant with 20:20 MEDIA (now 2020 MSL) and as a voice-over specialist at India's national television network.



Benjamin Garner is an independent filmmaker and an associate professor of Business at the University of North Georgia in the Greater Atlanta area. Garner produces documentary films on food, marketing, tourism, and environmental topics. His films have aired locally and have been distributed at the national level. His research on local food focuses on consumer behavior and buyer-seller relationships at farmers' markets. His latest research projects explore wine tourism and ways businesses build brand authenticity. Garner also films corporate video ads for web and social media and helps companies develop soft skills training videos.

Geert Jacobs is a Professor of Language for Specific Purposes in the Department of Linguistics at Ghent University, Belgium. He received a PhD in Linguistics from the University of Antwerp in 1997 with a dissertation on the Metapragmatics of Press Releases. He is the co-founder and head of the international NewsTalk&Text research group (www.ntt.ugent.be), which brings together researchers from all over Europe in the field of media discourse studies. He has published widely in international peer-reviewed journals in the fields of business communication, journalism and linguistic pragmatics. He is currently teaching Business Communication and English for Specific Purposes in various bachelor's and post-graduate programs at Ghent University. He's also an external lecturer at the Università della Svizzera italiana in Lugano. He has served as president of ABC as well as vice president of Europe, Africa, and Middle East.



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Contact Editor-in-Chief Robyn Walker at rcwalker@usc.edu with news or announcements that you would like included in the next newsletter.

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BPCQ is a publication of



Fostering Excellence in Business Communication

The Association for Business Communication (ABC) is an international, interdisciplinary organization committed to advancing business communication research, education, and practice.