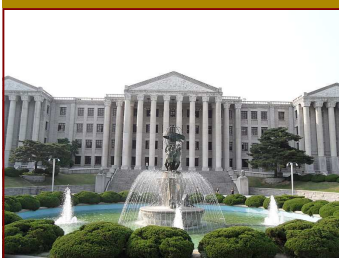


**The 11th Asia-Pacific Conference of the Association for Business Communication 2012**  
**Seoul, South Korea**  
**March 29-31, 2012**



**Welcome to ABC Asia-Pacific 2012!**

It is our pleasure to invite you to submit your proposals and completed paper, or a case report to the Association for Business Communication's Asia-Pacific Region Conference. The conference will be hosted by Kyung Hee University in Seoul, Korea on March 29-31, 2012. We would like to express our appreciation for your significant contributions and great interest in the 11<sup>th</sup> ABC Asia-Pacific Region Conference 2012. For details, visit the conference website, <http://www.businesscommunication.org/conventions/> or <http://www.kabc.kr> (will be opened in mid-October).

**Conference Theme: Towards Empathic Communication: Emerging Role of Business Communication in the Age of Global Consciousness**

A new paradigm is sweeping the society, organizations and the business environment. We are moving from an economy and a society built on the logical, linear, computer like capabilities into totally new economy and society built on inventive, empathic, 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 industrial age business frame, humane trust based paradigm of post-industrial age of management is emerging. Consequently, in this 21<sup>st</sup> century we need accompanying new paradigm of business communication that incorporates the empathic dimension of communication processes. Identifying with and understanding relevant business stakeholder's circumstances, feelings, and motives are critical competencies in this increasingly global business communication environment. We believe a lot of exciting new challenges are ahead of us as researchers and practitioners in the field of business and management communication, and we can make our field into more meaningful manner in this coming new age. We are pleased to announce this call for proposals / papers to deepen our dialogue on this important topic.

Topics may include, but are not limited to:

- Empathic communication: Changing concepts of business communication in the 21<sup>st</sup> century environment
  - ◆ Business ethics in communication
  - ◆ Business/professional communication in new media contexts
  - ◆ Trust in communication
  - ◆ New technology (e.g. Social Network Service) and business communication
- Globalization and intercultural communication
  - ◆ Intercultural communication issues in mergers
  - ◆ International communication in the era of global consciousness
  - ◆ Intercultural marketing and branding
- Business stakeholder communication
  - ◆ Public relations and consumer behaviors in intercultural contexts
  - ◆ Communication with internal stakeholders: Employee voice, horizontal and vertical communication
  - ◆ Communication with external stakeholders: Customers, business partners, investors, society, ecological environment

**Important Dates**

**Abstract Submission:**  
**By Jan 31, 2012**

**Notice of Acceptance:**  
**By Feb 29, 2012**

**Full Paper Submission:**  
**By Feb 29, 2012**

**Early Registration**  
**Before Feb 29, 2012**

## Hotels

Close to KHU range:  
KRW 160,000 - 70,000  
(US 150 - 60)  
For international attendees,  
please contact the  
organizing committee for  
more information  
([abc@khu.ac.kr](mailto:abc@khu.ac.kr))

## Registration information

### Early Registration

#### ABC member

Regular: KRW 150,000  
(USD 140)

Student: KRW 75,000  
(USD 70)

#### Non-ABC member

Regular: KRW 200,000  
(USD 180)

Student: KRW 100,000  
(USD 90)

### After Feb 29, 2012

#### ABC member

Regular: KRW 170,000  
(USD 160)

Student: KRW 85,000  
(USD 80)

#### Non-ABC member

Regular: KRW 220,000  
(USD 200)

Student: KRW 110,000  
(USD 100)

### Conference Chair:

Prof. Suh, Yung-Ho  
[suhy@khu.ac.kr](mailto:suhy@khu.ac.kr)

### Organizing Chair:

Prof. Chang, Hyejung  
[hjchang@khu.ac.kr](mailto:hjchang@khu.ac.kr)

### Program Chair:

Prof. Park, Yong-Seung  
[yspark@khu.ac.kr](mailto:yspark@khu.ac.kr)

### Workshop Chair:

Prof. Lee, Kyung Jun  
[klee@khu.ac.kr](mailto:klee@khu.ac.kr)

- Perspective from business world: Business cases from various industries
  - ◆ Emerging communication issues in healthcare industry, finance industry, arts & culture industry, information technology industry, etc.
- Rhetoric: Traditional approach of business communication
  - ◆ Persuasive and rhetorical communication praxis
  - ◆ Decision-making and negotiation
  - ◆ Crisis communication management
- Role of (international) business communication courses in business school
  - ◆ Teaching stakeholder perspective of business communication
  - ◆ Teaching business/professional communication Balancing left-brainers and right-brainers
  - ◆ Professional training
  - ◆ UN Principles for Responsible Management Education (PRME)

## Guidelines for Submission

1. Proposal format: Please use the following format when submitting a proposal to ABC Asia-Pacific 2012.
  - A. Title
  - B. Author(s): Please list authors in the order in which you would like to list the names on the final proceeding. To assure efficient communications, please place an asterisk (\*) next to the name of the author who will be responsible for all correspondence. For all authors, please supply the following:
    - Name (as you would like it to appear)
    - Institutional Affiliation
    - Complete mailing address
    - Telephone number(s)
    - Email address(s)
  - C. Proposal / Summary of the paper (300~500 words) explaining the purpose, rationale, the research methodology used, and the key findings of the study
  - D. Keywords: Please list 5-7 keywords of the study.
  - E. Other Considerations
    1. The preferred format is Microsoft Word.
    2. The final abstract is recommended to be presented in no more than 2 pages in length including figures and tables (single-spaced, 10 pt. font, 1 inch margins).
2. Proposal / paper submission: Please submit your proposal on-line by **January 31, 2012**
  - Online submission through the EasyChair link at <http://www.easychair.org/conferences/> or
  - E-mail submission at [abc@khu.ac.kr](mailto:abc@khu.ac.kr) and cc to [enbertha@cityu.edu.hk](mailto:enbertha@cityu.edu.hk)
3. Review of proposals/ papers: Your proposal will be peer reviewed and you will be informed of the result via email by the end of February, 2012.
4. Full paper submission (optional): For accepted proposals, authors are encouraged to submit their full paper for paper competition and potential journal publication. The 3-4 winners of competition will be awarded with a certificate and a prize recognizing their accomplishment. The winning papers will also have the potential to be published in (K)ABC's Journals. Therefore, submitted papers should not have been previously published or be under consideration for publication elsewhere.

### Conference correspondence:

If you need further information, please feel free to contact us. Please send all conference correspondence to [abc@khu.ac.kr](mailto:abc@khu.ac.kr) and cc to [enbertha@cityu.edu.hk](mailto:enbertha@cityu.edu.hk)

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