ABC

ASSOCIATION FOR BUSINESS COMMUNICATION

Celebrating 90 Years | 1935 - 2025

Gateway to Transformation

ABC 2025

ENACTING CHANGE & ENCOURAGING INNOVATION

Long Beach, California

2025 Annual International Conference

OCTOBER 15-18

CONNECT THROUGH THE FACEBOOK GROUP!

To stay up-to-date on the conference, share photos, and connect with each other, request to join our members-only Facebook group called "Association for Business Communication."

https://tinyurl.com/ShareABC

POST ON LINKEDIN!

Remember to post about your conference experience on LinkedIn.

https://www.linkedin.com/company/association-for-business-communication

EXPLORE LONG BEACH:

Learn more about Long Beach by visiting:

www.visitlongbeach.com/2025-abc-international-conference/

CONFERENCE AGENDA:

Registered attendees may log into the Conference Agenda, which includes onsite and virtual programming at:

event.abc2025.exordo.com/

INTERNET ACCESS:

- Choose the "Hyatt_Meeting" network.
- Enter password (case sensitive): **abc2025**

Very special thanks to ABC Member Kristen Wilson for this year's conference logo and program cover.

Dear ABC Colleagues and Friends,

Welcome to ABC's 90th Annual International Conference. This year we look forward to enacting change and encouraging innovation in the business communication field. Long Beach is a dynamic location for us as we look back on our successes and move forward to a promising future. This year's sessions include presentations, panels, and workshops, as well as many opportunities to gather with friends and colleagues and expand your network.

90th Anniversary Programming: We'll be looking to the future during this year's conference, as well as celebrating ABC's history. Abram Anders's keynote speech, "Foundation to Frontier: How Business Communication Research Can Drive Technological Innovation," will give members a thought-provoking framework as we shape our next five-year strategic plan. Friday afternoon, a drop-in listening session offers the opportunity for members to share their ideas with ABC leadership. Be sure to complete the ABC Scavenger Hunt sheet and learn about ABC history throughout the conference. The first 150 attendees to turn in a completed sheet will receive a prize.
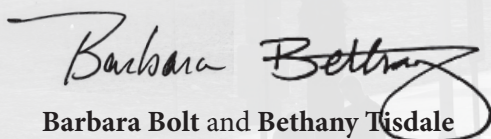
Committee and SIG Showcase: On Friday afternoon, don't miss the opportunity to learn about ABC Committees and Special Interest Groups (SIGs). Being a part of committees and SIGs is a valuable perk of your ABC membership. By engaging directly with the leaders of these important groups, you will learn which align best with your interests and goals. Committee meetings will directly follow the showcase. SIGs will meet over breakfast on Saturday. See more details on the Meetings at a Glance page.

Workshops: Included in your conference registration are interactive workshops. These hands-on sessions do not require pre-registration and are scheduled throughout the conference. Two-hour workshops are offered Wednesday and Saturday, while 1-hour workshops occur concurrently with other sessions on Thursday and Friday.

Long Beach: During your downtime at the conference, enjoy our proximity to Long Beach attractions. The Aquarium of the Pacific is just across the street, and the Queen Mary, Museum of Latin American Art, and Long Beach Museum of Art are a short drive away. The Belmont Shore neighborhood along 2nd Street and Shoreline Village across from the conference venue are two shopping and dining destinations you may wish to explore.

Thank you for joining us at this special conference celebrating the 90th anniversary of our professional home. May we all find our own Gateway to Transformation in Long Beach.

Best,

Barbara Bolt and **Bethany Tisdale**
ABC Conference Co-Chairs

Welcome to the 2025 ABC Annual International Conference in Spectactular Long Beach, California!

We are very excited you are here. The breathtaking and vibrant Pacific Coast serves as an appropriate backdrop for this year's conference theme, "Gateway to Transformation: Enacting Change and Encouraging Innovation." Our hotel is in the heart of Long Beach and its central location offers you easy access to all the area has to offer.

Please extend a lavish thank you to our conference co-chairs, Barbara Bolt and Bethany Tisdale, who have worked incredibly hard to create a robust program that will challenge you to consider the field of business communication in contemporary and meaningful ways. There are workshops and panel presentations scheduled throughout the conference, along with a generous offering of general sessions. To engage even more deeply with our association, be sure to attend committee and Special Interest Group (SIG) meetings, join your regional breakfast meeting and take advantage of the many networking opportunities and so much more available to you at this year's ABC conference.

We gather this week to learn, share and strive to become more relevant researchers, educators and consultants. I encourage you to make the most of your conference experience and connect with known colleagues as well as attendees you're meeting for the first time. We are here to gain new knowledge from and to support each other as we continue to explore our dynamically evolving discipline.

Best wishes on your ongoing professional journey to "Enact Change and Encourage Innovation" in the field of business communication.

Warm regards,

Kathryn

Kathryn M. Rybka
Executive Director

Photo credit: Long Beach Convention & Visitors Bureau

Welcome First-time Attendees!

Thank you for joining us for ABC's 90th Annual International Conference. This year, we celebrate the theme, "Gateway to Transformation: Enacting Change and Encouraging Innovation," and delve into the diverse aspects of business communication. Throughout the week, you'll have the opportunity to engage in a dynamic lineup of presentations, panels, workshops, and networking events.

Be sure to take advantage of the First-time Conference Attendee Breakfast on Thursday at 7:15 a.m. in the Beacon Rotunda, where ABC's leaders will share remarks and advice on making the most of your conference experience and ABC membership. You'll also receive a free copy of *The Business Communication Profession: Essays on the Journeys of Leading Teacher-Scholars,* 1st Edition, edited by Janis Forman.

Don't forget that your on-site conference registration also includes complementary access to the virtual conference on Monday, October 27 and Tuesday, October 28. You may view the full schedule for both the in-person and virtual sessions on the conference registration site.

Finally, take time from the conference to enjoy all that Long Beach has to offer! Stop by the Registration and Information table on the Mezzanine level with questions or to say hello. We look forward to meeting you!

Photo credit: Long Beach Convention & Visitors Bureau

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Greet Angèle De Baets
UCLouvain, Brussels

The Association for Business Communication is governed by a Board of Directors composed of six Directors at Large, nine Regional Vice Presidents, and the Executive Committee comprised of the President, Vice President, Past President, and Executive Director of the Association.

AGENDA AT A GLANCE

Wednesday, October 15

10:00 a.m.	**Workshops**
11:30 a.m.	**ABC Board Meeting**
1:00 p.m.	**Workshops**
3:30 p.m.	**Workshops**

Thursday, October 16

7:15 a.m.	**Breakfast in Regency Ballroom**
7:15 a.m.	**First-Time Conference Attendee Breakfast in Beacon Rotunda**
7:15 a.m.	**Administrators' Leadership Breakfast in Regency F**
8:15 a.m.	**Welcome and Presidential Remarks in Regency Ballroom**
9:00 a.m.	**Keynote Address and Strategic Plan Kickoff in Regency Ballroom**
10:15 a.m.	**Session One**
11:30 a.m.	**Session Two**
12:30 p.m.	**Committee Chairs Luncheon in Beacon Rotunda**
1:45 p.m.	**Session Three**
3:00 p.m.	**Session Four**
5:00 p.m.	**ABC Awards Celebration and Reception in Regency Ballroom**

Friday, October 17

7:15 a.m.	**Regional Meetings and Breakfast**
8:30 a.m.	**2024 Meada Gibbs Outstanding Teacher-Scholar Award Presentation**
9:00 a.m.	**2024 Award for Excellence in Communication Consulting Presentation**
9:45 a.m.	**Session Five**
11:00 a.m.	**Session Six**
12:00 p.m.	**ABC The Next Five Years: Drop-In Listening Session in Regency F**
1:15 p.m.	**Session Seven**
2:30 p.m.	**Session Eight**
3:45 p.m.	**ABC Committee and Special Interest Group Showcase in Regency Foyer**
4:30 p.m.	**Committee Meetings**

Saturday, October 18

7:30 a.m.	**Special Interest Group Meetings and Breakfast**
8:30 a.m.	**Session Nine**
9:30 a.m.	**Session Ten**
10:45 a.m.	**Session Eleven**

MEETINGS AT A GLANCE

Wednesday, October 15

11:30 a.m. - 4:00 p.m. **ABC Board Meeting** **SEAVIEW A**

Friday, October 17

7:15 a.m. - 8:15 a.m. **Regional Meetings and Breakfast**

Asia and the Pacific	**REGENCY BALLROOM**
Canada	**REGENCY BALLROOM**
Caribbean, Mexico, Central and South America	**REGENCY BALLROOM**
Europe, Africa, and Middle East	**REGENCY BALLROOM**
Eastern U.S.	**REGENCY E**
Midwestern U.S.	**BEACON ROTUNDA**
Southeastern U.S.	**BEACON A**
Southwestern U.S.	**BEACON B**
Western U.S.	**REGENCY F**

4:30 p.m. - 5:30 p.m. **Committee Meetings**

Academic Environment	**REGENCY F**
Business Practice	**SEAVIEW B**
Community Perspectives and Practice	**BEACON A**
Finance	**SHORELINE A**
Graduate Studies	**REGENCY E**
International and Intercultural	**REGENCY BALLROOM**
MLA Liaison	**REGENCY BALLROOM**
NCA Liaison	**REGENCY BALLROOM**
Priscilla S. Rogers and C.R. Anderson Research Fund	**SEAVIEW C**
Proceedings Editorial Review Board	**SHORELINE B**
Research	**REGENCY D**
Student Competition	**SEAVIEW A**
Teaching	**BEACON B**

Saturday, October 18

7:30 a.m. - 8:15 a.m. **Special Interest Group Meetings and Breakfast**

Consulting	**REGENCY F**
Business Communication Centers	**BEACON ROTUNDA**
Generative AI and Teaching Business Communication	**BEACON B**
Rhetoric	**REGENCY E**
Writing Circle	**BEACON A**
Visual/Film/Video Communication	**REGENCY D**

ABC

Association for Business Communication

An international, interdisciplinary organization committed to advancing business communication research, education and practice.

Benefits of being an ABC member include:

- Annual international and regional conferences
- Award and grant opportunities for you and your students
- Access to a rich depository of online archives and teaching materials
- 20+ Committees and Special Interest Groups
- Two journals: *Business and Professional Communication Quarterly* and *International Journal of Business Communication*

**To learn more about our ABC community, please visit:
www.businesscommunication.org**

A special membership rate is available to all students.

For assistance, contact: abc@businesscommunication.org

8:00 a.m. - 4:00 p.m.   MEZZANINE

Conference Registration and Information Desk Open

10:00 a.m. - 12:00 p.m.   REGENCY D

WORKSHOP

Transforming Business Communication with AI: Practical Classroom Strategies

Paula Lentz, University of Wisconsin, Eau Claire
Co-Author: **Kristen Getchell,** Babson College
Co-Author: **Anke Weekes,** McGraw Hill

This workshop explores AI's role within a problem-solving framework for teaching business communication. Participants will learn to integrate AI tools for idea generation, audience analysis, drafting, and ethical considerations. Key takeaways include practical classroom applications, personalized student learning, and strategies for preparing students for an AI-powered workplace.

10:00 a.m. - 12:00 p.m.   REGENCY F

WORKSHOP

Beyond Roleplay: Embodied Pedagogy and the Aikido Interaction Model in Intercultural Communication Training

Greet Angèle De Baets, UCLouvain, Brussels

This workshop presents an embodied alternative to roleplay, using the aikido interaction model to explore communication challenges through movement. Participants engage in somatic exercises, real-life scenarios, and group work to develop self-, other-, and context-awareness. The method supports effective, appropriate, and ethical communication across intercultural and professional contexts.

11:30 a.m. - 4:00 p.m.   SEAVIEW A

ABC Board Meeting

WEDNESDAY

WORKSHOP

How to Direct AI to Provide Students with Unlimited Rounds of Rapid, Rubric-Aligned, and Reliably-Detailed Constructive Feedback

Kenny MacKenzie, Independent Researcher (Collaborating with the University of Iowa)
Carl Follmer, University of Iowa

Feedback dramatically accelerates learning but traditionally requires extensive instructor effort. This workshop will guide you step-by-step through directing AI to provide students with access to detailed, rubric-aligned feedback in seconds. Bring your laptop, assignment instructions, evaluation rubrics, and student drafts, and leave ready to transform student outcomes with iterative learning.

WORKSHOP

From Classrooms to the World: Mastering International Teaching and Learning Strategies

Angela Perry, Kelley School of Business, Indiana University
Hua Wang, Cornell University
Jie Wang, University of Illinois, Chicago
Jeanette Heidewald, Kelley School of Business, Indiana University
Sara Mangat, University of Pennsylvania
Christina Iluzada, Baylor University
Xin Chen, Kelley School of Business, Indiana University
Josh Ford, Kelley School of Business, Indiana University
Ben Ale-Ebrahim, Kelley School of Business, Indiana University

This workshop equips educators with strategies for intercultural communication and collaboration, including COIL methodologies, global study tours, and international partnerships. Attendees will explore practical approaches and benefits of fostering global classrooms, enhancing cross-cultural competencies, and creating inclusive, globally aware educational environments through interactive discussions and real-world examples.

| 3:30 p.m. - 5:30 p.m. | REGENCY D |

WORKSHOP

Enhancing Faculty Careers through Consulting: Identity, Rewards, and Strategies

Jenna Haugen, University of North Carolina at Chapel Hill
Co-Author: **Rose Helens-Hart,** Fort Hays State University
Co-Author: **Tracy Blasdel,** Rockhurst University
Co-Author: **Kelley O'Brien,** University of North Carolina at Chapel Hill
Co-Author: **Phillip Wagner,** College of William and Mary

This discussion-based workshop explores how faculty consulting influences career identity and enhances professional satisfaction. Participants will discuss the intrinsic rewards associated with consulting including meaningful work, professional development, and teaching improvement. We will introduce a framework of faculty consultant archetypes and focus on strategies for integrating consulting into faculty careers.

| 3:30 p.m. - 5:30 p.m. | REGENCY F |

WORKSHOP

Can AI Pass My BCOM Class?

Sarah Moore, The University of Texas at Dallas
Co-Author: **Kathryn Lookadoo,** The University of Texas at Dallas

Can AI pass your class? This hands-on workshop explores AI's ability to pass a business communication class and offers strategies for designing assessments that foster critical thinking and originality. Participants will consider whether AI can pass their classes and how they can implement a framework for redesign and continuous improvement.

Photo credit: Long Beach Convention & Visitors Bureau

THURSDAY

7:00 a.m. - 4:30 p.m.	MEZZANINE

Conference Registration and Information Desk Open

7:15 a.m. - 8:00 a.m.	BEACON ROTUNDA

First-Time Conference Attendee Breakfast

Join ABC President Patricia Harms and ABC Executive Director Kathryn Rybka to learn how to make the most of ABC and of your conference experience.

7:15 a.m. - 8:00 a.m.	REGENCY F

Session Chair: Clark Barwick

Administrators' Leadership Breakfast

Are you a department chair, program director, dean, or other administrator? At this networking event, you will have the opportunity to interact with others in leadership positions in business communication and related fields. Administrators will meet each other and share information about common aspects of their jobs, such as curriculum design, hiring, promotion, and salary setting.

7:15 a.m. - 8:00 a.m.	REGENCY BALLROOM

General Breakfast

8:15 a.m. - 8:45 a.m.	REGENCY BALLROOM

Welcome and Presidential Remarks

Join ABC President Patricia Harms and ABC Executive Director Kathryn Rybka as we kick off the 2025 ABC Annual International Conference.

KEYNOTE ADDRESS AND STRATEGIC PLAN KICKOFF

Dr. Abram Anders

Iowa State University

Foundation to Frontier: How Business Communication Research Can Drive Technological Innovation

For decades, business communication researchers have investigated the fundamental processes that enable human collaboration, influence, and leadership. This keynote traces how scholarly inquiry into communication processes and skill development, organizational communication, and rhetorical effectiveness has evolved to meet each technological shift—from email to social media to artificial intelligence. Drawing from my own research journey spanning communication pedagogy, human-centered innovation, and AI integration, I demonstrate how our discipline's core questions remain vital while our methods and applications expand. The presentation explores how business communication research provides essential frameworks for understanding human-AI collaboration, with particular attention to emerging concepts like context engineering that bridge our traditional expertise with new technological capabilities. Participants will gain perspective on strategic research directions that can enhance our discipline's impact in shaping how organizations and individuals navigate an AI-enhanced future.

Dr. Abram Anders is the Jonathan Wickert Professor of Innovation and Associate Director of the Student Innovation Center at Iowa State University. He leads development of the AI Innovation Studio and created the pioneering course "Artificial Intelligence and Writing." His research on technological innovation, communication, and education appears in leading journals including *Computers & Education*, *International Journal of Business Communication*, and *Business and Professional Communication Quarterly*. The Association for Business Communication has recognized his work with multiple awards including the *2022 Outstanding Article in the International Journal of Business Communication Award*. See more at abramanders.com.

THURSDAY

GROUP PANEL

Policy Meets Pedagogy: Exploring the Impact of State Legislation on Business Communication Classrooms

Sarah Clark, Kelley School of Business, Indiana University

Emily Dutton, Kelley School of Business, Indiana University

Joseph Morgan, Kelley School of Business, Indiana University

Angela Perry, Kelley School of Business, Indiana University

Chris Thomas, Kelley School of Business, Indiana University

This panel explores the pedagogical impacts of new legislation mandating intellectual diversity and neutrality in Indiana higher education on business communication courses. Using their own communication and professional skills courses as examples, five panelists will discuss concrete adjustments in curriculum design, assignment structures, classroom discussions, and assessment methods.

GROUP PANEL

The Gateway to Transformation – A Systems Thinking Mindset: An Exploration of How To Leverage AI & What Makes Us Human

Mikelle Barberi-Weil, Weber State University

Co-Author: **Hailey Gillen Hoke,** Weber State University

Panelists will discuss systems thinking strategies for balancing technological advancements with human-centered pedagogy, share examples of how AI can amplify (rather than replace) the human elements of communication instruction, and invite participants to reimagine with renewed enthusiasm business communication classrooms as spaces of AI and human collaboration.

WORKSHOP

From Misunderstood to Masterful: Elevating your Organizational Communication

Ed Paulson, DePaul University/ProChango LLC

Why do smart messages still get misunderstood? Most training skips the crucial first step: choosing the right media. This workshop introduces the Paulson Media Matching Method—a strategic approach to aligning message, audience, and delivery media. Walk away with practical tools that will change the way you communicate forever.

PRESENTATIONS • Organizational Communication; Scholarship of Teaching and Learning

Session Chair: Stephen Lind

Rethinking DEI: An Opportunity Disguised as a Problem

Anish Dave, Georgia Southwestern State University

DEI initiatives are under a closer scrutiny than before as the new administration has issued several directives aimed at eliminating these policies. In this presentation, I examine published DEI discourses of 20 companies, both those following the administration's demands and those maintaining their position. I draw implications for business communication.

Unlocking Potential: Multimodal Digital Learning for Enhanced Academic Communication in Business Schools

Sandipan Das, University of North Carolina at Chapel Hill

The rapid digitization of education offers opportunities to enhance accessibility for students with disabilities in graduate programs. This study explores how AI-powered Speech-to-Text, visual aids, and haptic feedback improve academic communication. Through faculty insights and AI interventions, it evaluates scalable strategies to foster inclusive, data-driven, and accessible learning environments.

Exploring Synthetic Concordance: The Role of Avatar-Learner Identity Match in Belonging and Knowledge Transfer

Stephen Lind, University of Southern California
Co-Author: **Veronica Guo,** University of Southern California

This session presents findings from a mixed-methods study testing whether learners respond differently to instructional avatars that match their race or gender. It explores how perceived visual demographic concordance influences knowledge transfer, belonging, and avatar preference among MBA students and working professionals.

GROUP PANEL

Bridging Classroom and Community: Collaborative Approaches to Technical and Professional Writing

Cheri Crenshaw, Utah Tech University
Co-Author: **Florence Elizabeth Bacabac,** Utah Tech University
Co-Author: **Jim Haendiges,** Utah Tech University

This panel explores innovative technical and professional writing assignments that connect students with real-world audiences. Presenters discuss community-engaged instruction, collaborative complaint letters, and corporate partnerships that enhance learning. These approaches foster civic responsibility, professional communication, and audience awareness, demonstrating how writing impacts businesses, nonprofits, and public resources beyond the classroom.

THURSDAY

How Do You Teach Perspectives Beyond Your Own?

Session Chairs: Sarah Moore and Clark Barwick

Navigating Cultural Identities in Accelerated Online Learning

Brenda Jones, Franklin University

Culture, Values, and Context (CVC): An Activity to Explore Cultural Dimensions through Role Play

Yuxiang Du, University of Virginia

An Update and Extension of the "Desert Island" Activity

Hailey Gillen Hoke, Weber State University

Photo credit: Long Beach Convention & Visitors Bureau

PRESENTATIONS • Organizational Communication

Session Chair: Dacia Charlesworth

Career Disrupted: How Organizational Communication Derails Women's Career Paths — and How to Stop It

Karen McCullough, Fort Hays State University
Co-Author: **Laura Nicole Miller,** Assumption University

This session presents preliminary findings from a study on how organizational communication contributes to women's career disruptions. Drawing on insights from interviews with mid-career women, educators will gain strategies for helping their students recognize and challenge the conscious and unconscious communication patterns that have historically hindered women's career advancement.

Humble Gratitude Expressions versus Self-Promoting Gratitude Expressions: Impacts on Perceived Likability, Sincerity, and Competence of Managers

Peter Cardon, University of Southern California
Co-Author: **Janna Wong,** University of Southern California

This study of 1,200 professionals addressed how leaders' likability, sincerity, and competence are perceived when they offer humble thanks or self-promoting thanks. We discuss the results and what it means for how managers should publicly thank their employees.

Rhetorical Reversals: How Tractor Supply Company Reframed DEI and Sustainability Using Enthymematic God/Devil Terms

Dacia Charlesworth, Kelley School of Business, Indiana University

This rhetorical analysis examines how Tractor Supply Company rapidly shifted its ideological positioning through strategic language. Applying Weaver's ultimate terms theory, I reveal how enthymematic arguments transformed former corporate values into ideological liabilities, demonstrating how organizations navigate cultural polarization while preserving market-based legitimacy across competing stakeholder worldviews.

ABC

1935-2025

ABC was originally called "The Association of College Teachers of Business Writing" in the 1930s, but the name was quickly changed to "The American Business Writing Association."

THURSDAY

GROUP PANEL

Charting New Paths: Inaugural Course Coordinators' Experiences in Curriculum Implementation and Faculty Engagement

Polly Graham, Kelley School of Business, Indiana University
Paige Land, Kelley School of Business, Indiana University
Emily Dutton, Kelley School of Business, Indiana University
Alexa Frank, Kelley School of Business, Indiana University

To support a recent curriculum update, we implemented a course coordination model across five core courses. Coordinators led curriculum implementation, ensured alignment, provided faculty support, and fostered community. This structure addressed challenges of consistency, communication, and student outcomes across 70 faculty members, enhancing instructional quality and promoting equitable learning environments.

WORKSHOP

The Power of Tangrams: Unlocking Teamwork Through Interactive Puzzles

Alex Bridgemohan, University of Connecticut
Chaeyeon Yim, University of Connecticut

This workshop introduces innovative methods to enhance client sessions by fostering teamwork, communication, and problem-solving skills. Using Tangram puzzles, participants engage in a collaborative exercise where one individual directs others, highlighting key principles of clear communication, trust-building, and dynamic team interaction in real-world scenarios.

PRESENTATIONS • Innovative Instructional Methods

The AI-Enhanced Business Writer: Teaching Students to Write, Revise, and Manage with AI

Jeanette Heidewald, Kelley School of Business, Indiana University

With GenAI transforming business writing, faculty must rethink how we teach students to manage AI-assisted communication. This session explores AI's role in research, ideation, drafting, revision, design, and teamwork, offering practical classroom applications. Faculty are encouraged to offer personal insights to deepen our shared understanding of AI in business writing.

A Rhetorical Prompting Framework to Enhance Generative AI's Competency in Generating Effective Business Communication Messages

Photo credit: Long Beach Convention & Visitors Bureau

THURSDAY

Career and Research Networking Session

> **Matt Baker,** Brigham Young University
>
> **Rachel Dolechek,** Fort Hays State University
>
> **Ashley Patriarca,** West Chester University

> This speed-networking panel, sponsored by the Graduate Studies Committee, enables graduate students/job seekers/early-career professionals to speak with established business communication teacher-scholars in a rapid-fire, one-on-one setting. Graduate students/job seekers/early-career professionals seeking job market advice or networking opportunities will particularly benefit from this opportunity.

12:30 p.m. - 1:30 p.m. BEACON ROTUNDA

Committee Chairs Luncheon

> *By invitation only.*

Photo credit: Long Beach Convention & Visitors Bureau

PRESENTATIONS • Innovative Instructional Methods

Session Chair: Greet Angèle De Baets

Collaborative Online International Learning Programs: The Mediating Role of Cultural Intelligence for Business Skill Development

Christina Iluzada, Baylor University

Mudita Sinha, Christ University

Seth Frei, Texas State University

How does virtual teamwork shape students' business skills? This session explores COIL's impact on cultural intelligence, adaptability, and professional growth—plus how CQ and expectations influence development. Gain insights to better prepare your students for global business communication!

Using Self-Reflection in the Professional Communication Classroom to Navigate Frustration Tolerance, Develop Grit, and Embrace "The Learning Space"

Jenn Martinsen, University of South Carolina

This presentation discusses how incorporating self-reflection activities within the Professional Communication classroom can help students develop a greater tolerance for the frustration inherent to the learning process. By cultivating these strategies now, students will carry them into an ever-changing workplace.

From Embodied Practice to Linguistic System: Aikido's Role in Intercultural Business Communication Training

Greet Angèle De Baets, UCLouvain, Brussels

This paper proposes to analyze aikido as a social system of embodied and contextual meaning-making. Future analysis through linguistic theories would enhance the understanding of aikido and enrich linguistic theories. This bidirectional benefit could provide deeper insights into the usefulness of aikido for developing intercultural business communication competence.

⊕**ABC**

1935-2025

The first ABC Annual Convention to have over 100 attendees was held in 1959 in Los Angeles, CA.

THURSDAY

PRESENTATIONS • Organizational Communication

Communicating AI Strategy: A Case Study of AI Governance and AI Literacy Initiatives in a Mid-Sized Organization

Christina Davidson, University of Louisville

This session will present a case study concerning AI governance and literacy initiatives within a mid-sized organization. The discussion will include an analysis of AI policy development, employee training initiatives, organizational communication, and AI governance strategy. The findings offer practical insights for similar organizations navigating AI complexities.

GROUP PANEL

Navigating News-triggered Business Communication Challenges: Strategic Management of Media-Driven Brand Risk

NaYoung Song, University of Georgia
Jim Pierpoint, Bank of America
Co-Author: **Yan Jin,** University of Georgia

This proposal introduces a framework for managing media volatility and brand perceptions in rapid news dissemination, through social media. It aims to shift business communication from reactive to proactive, optimizing strategic positioning to manage risk and crises—the study focuses on the U.S. financial sector, analyzing news impact on brand perceptions.

WORKSHOP

We Hope This Workshop Finds You Well: Helping Students See the Value They Add to AI Output in Workplace Messages

Bryan Ruppert, Seattle University
Lorenzo Caltagirone, Seattle University

This workshop is for instructors looking to integrate AI into business communication courses. Participants will leave with a learning outcome, a group task for a single class session, and a team-based midterm—tools that help students see how their strategic thinking adds value to AI-generated messages in real-world workplace settings.

PRESENTATIONS • Scholarship of Teaching and Learning

Session Chair: Matari Gunter

Graduate Students' Perceptions of Communication Skills Across the Curriculum and Workplace

Sarah Nielsen, Florida Atlantic University
Co-Author: **David Menachof,** Florida Atlantic University

This presentation describes a research study that determines the efficacy of a graduate business communications course that requires students to submit exemplary professional papers and oral presentations from core courses to graduate; student perceptions of their proficiency in communication skills in graduate courses and in their workplace will be shared.

From Insight to Impact: Educating for Creativity in Organizational Communication

Katie Grayson, The University of Alabama

This proposal explores creativity as a core competency in organizational communication, with a focus on how pedagogy can cultivate it. Drawing from neuroscience and communication theory, it highlights strategies like experiential learning and reflective practice to enhance innovation, adaptability, and clarity in communication across organizational contexts.

The Impact of Business and Career Podcasts on Student Learning: Implications for Business Communication Classes

Matari Gunter, Texas State University
Peter Cardon, University of Southern California

We report survey results from 336 business students about podcast listening. Business students say podcasts help them think more creatively, communicate more effectively, and make better career decisions. We explain how storytelling in these podcasts may accelerate learning, build confidence and creativity, and model aspects of effective business communication.

THURSDAY

Three-Minute Research Pitch • Sponsored by the ABC Research Committee

Session Chair: Sky Marsen

Evaluating Curricular Innovation in Business Communication: Faculty and Student Perspectives on a Pilot Program

Polly Graham, Kelley School of Business, Indiana University
Co-Author: **Xin Chen,** Kelley School of Business, Indiana University

Faculty Workplace Relationships in Times of Change

Hailey Gillen Hoke, Weber State University

Untitling and Uncredentialing in Academia: Have You Been Affected?

Virginia Hemby, Middle Tennessee State University

GROUP PANEL

Reimagining Curricula: The Impact of Scenario-Driven Business Communication Courses

Carl Follmer, University of Iowa
Co-Author: **Samantha Brown,** University of Iowa
Co-Author: **Sam Perkins,** University of Iowa
Co-Author: **Kevin Allardice,** University of Iowa

In this panel, business communication faculty discuss two narrative-driven curricula, a professional journey for undergraduates and a corporate AI mission for MBA students and explore the benefits of this approach for student outcomes. This design enables direct application of communication concepts to business use cases.

GROUP PANEL

The Uses and Abuses of Generative AI in the Workplace

Gina Genova, University of California at Santa Barbara
Paula Lentz, University of Wisconsin at Eau Claire
Ed Paulson, DePaul University/ProChango LLC
Co-Author: **Sam DeKay,** BNY Mellon Corporation [retired]

This panel, sponsored by the ABC Business Practices Committee, focuses upon AI as a tool within actual workplaces. Presenters will describe how AI is used profitably to perform significant functions in work environments. In addition, panelists will discuss real-world abuses of this technology and the negative effects of these abuses.

My Favorite Assignment

Session Chair: Andy Cavanaugh

Do You See What I See?

> **Sarah Clements,** University of Arkansas at Little Rock

Professional Pivot Points: Linking Creativity, Adaptability, and Professional Success

> **Aaron Phillips,** University of Utah

Informational Interview Assignment: Connecting Education to Career Aspirations—Empowering Discovery

> **Lenka Beranova,** Kelley School of Business, Indiana University Bloomington

Welcome to the Team! First Assignment, First Day: Students Write as Hiring Managers

> **Megan Hill,** Isenberg School of Management, University of Massachusetts at Amherst

Teaching Argumentation Through Active Learning

> **Ana Lucia Magalhaes,** State of Sao Paulo Technological College
> *Co-Author:* **Carlos Lima,** Education Department - Government of the State of Sao Paulo

Executive Empathy Interview

> **Reed Stratton,** University of Wisconsin at Stevens Point

Data Headlines: Crafting Compelling Narratives in a Flash!

> **Rebecca Butters,** Kelley School of Business, Indiana University

AI-Powered Newsroom Challenge: A Guided, AI-Assisted Team Press Release Writing Practice

> **Yuxiang Du,** University of Virginia

The Persuasion Game: Business Communication Meets The Traitors

> **Samantha Dine,** Grand Valley State University

Enhancing Persuasive Communication through AI-Integrated Writer's Workshop

> **Xin Chen,** Kelley School of Business, Indiana University

THURSDAY

GROUP PANEL

Gen Z's Soft Skills Problem: Teaching the Social Media Generation to Communicate

Melissa Geil, University of North Carolina at Chapel Hill

Bridget Kurtenbach, University of Wisconsin at Eau Claire

Co-Author: **Geoffrey Clegg,** Washington State University at Pullman

Co-Author: **Seth Barrett,** Kelley School of Business, Indiana University

Co-Author: **Catherine Field,** Purdue University

In a widely circulated and discussed article in Fortune Magazine, surveyed employers characterized Gen Z as "unprofessional, disorganized, and having poor communication skills." Our roundtable showcases five educators' approaches to teaching soft skills to Gen Z. Topics include interpersonal communication, networking, professionalism, and intergenerational communication.

PRESENTATIONS • Scholarship of Teaching and Learning

Session Chair: Ryan Murphy

Acquiring Eco-Sustainability Business Communication Skills Through Simulation: Student Insights on Motivating Change

Marie Moreno, Western Michigan University

Businesspeople are increasingly tasked with communicating environmental sustainability initiatives. Business decisions that impact the planet would be too hazardous to experiment with, therefore, computer-based simulations empower students to explore risk-free complex decisions. This presentation will provide results on an experiment and best practices in integrating simulations into business communication curricula.

The Value of Business Communication in a Prison Education Program

Barbara Shwom, Northwestern University

Increasingly, colleges and universities are offering credit-bearing courses to incarcerated students. This presentation makes a case for including business communication courses in prison education programs—whether or not the incarcerated students are working toward a business degree and whether or not the students will ever be released from prison.

Transforming "I Agree" in End User License Agreements: Accessibility and Clarity in Complex Genres

Ryan Murphy, Central Michigan University

Ever clicked "I agree" without reading? This session reveals how business communication principles can transform confusing legal jargon in End User License Agreements (EULAs) into clear, accessible messages. Discover engaging classroom strategies using generative AI and infographics, empowering students to interpret, communicate, and creatively redesign crucial consumer information.

3:00 p.m. - 4:00 p.m. • Session Four   SEAVIEW C

PRESENTATIONS • Future of Business Communication

Session Chair: Jacquelin Curry

Collaborative Persona Bots: How AI Assistants Improve Professional Writing Workflows

Rachel Holmes, Iowa State University

AI assistants built to emulate key stakeholders can streamline content creation, simulate realistic conversations, and preempt concerns prior to engaging with human stakeholders. This presentation demonstrates how the Collaborative Persona Bots augment writing workflows to both deliver high-quality outputs and build workplace trust and relationships within business communication.

Contextualizing Peer Review in Technological Evolution: Insights from Generative AI Review Assignments in Business Writing

Shuwen Li, Northwestern University

This presentation shares findings from a prototype of gen AI review assignments developed in a business writing class and discusses how gen AI review can facilitate social interaction, aligning with Kenneth Bruffee's vision of collaborative learning pedagogy.

Engaging Students in Business Communication Classes by Deploying Artificial Intelligence

Jacquelin Curry, California State University at Fresno
Lynn Forsythe, California State University at Fresno

Artificial intelligence (AI) is rapidly transforming business communication education. This presentation will examine academic integrity challenges, ethical considerations, and classroom strategies for easily integrating AI. It will provide practical exercises and guidelines for AI disclosure. This information will equip students with the critical AI literacy necessary for their future careers.

3:00 p.m. - 4:00 p.m. • Session Four   SHORELINE A

GROUP PANEL

Labor-Based Grading, Equity, and Business Communication

Aja Vasquez, California State University at Fullerton
Anita Kiannasr, California State University at Fullerton
Selena Pang, California State University at Fullerton
Manya Wren, California State University at Fullerton

The purpose of this panel is to discuss the outcomes of a large-scale LBG adaptation in business communication. Faculty members who took part in the LBG program will present the background, analysis, findings, course identification, curriculum revision, development and communication of grades, and overall do's and don'ts.

THURSDAY

| 5:00 p.m. - 8:00 p.m. | REGENCY BALLROOM |

Awards Celebration and Reception

All registered attendees are encouraged to attend the Presidential Awards and Reception. After the announcement of ABC award recipients, celebrate and network while enjoying food and drink with your colleagues. To learn more about ABC's awards, visit businesscommunication.org/awards.

Photo credit: Long Beach Convention & Visitors Bureau

| 7:00 a.m. - 4:30 p.m. | MEZZANINE |

Conference Registration and Information Desk Open

| 7:15 a.m. - 8:15 a.m. | |

Regional Meetings and Breakfast

Asia and the Pacific . . . .**REGENCY BALLROOM**

Canada . . . .**REGENCY BALLROOM**

Caribbean, Mexico, Central and South America . . . .**REGENCY BALLROOM**

Europe, Africa, and Middle East . . . .**REGENCY BALLROOM**

United States

- **Eastern** . . . . **REGENCY E**
  Connecticut
  Delaware
  Maine
  Maryland
  Massachusetts
  New Hampshire
  New Jersey
  New York
  Pennsylvania
  Rhode Island
  Vermont
  Washington, D.C.

- **Midwestern** . . . . **BEACON ROTUNDA**
  Illinois
  Indiana
  Iowa
  Kansas
  Michigan
  Minnesota
  Missouri
  Nebraska
  North Dakota
  Ohio
  South Dakota
  Wisconsin

- **Southeastern** . . . . **BEACON A**
  Alabama
  Florida
  Georgia
  Kentucky
  Mississippi
  North Carolina
  South Carolina
  Tennessee
  Virginia
  West Virginia

- **Southwestern** . . . . **BEACON B**
  Arkansas
  Louisiana
  New Mexico
  Oklahoma
  Texas

- **Western** . . . . **REGENCY F**
  Alaska
  Arizona
  California
  Colorado
  Hawaii
  Idaho
  Montana
  Nevada
  Oregon
  Utah
  Washington
  Wyoming

| 7:15 a.m. - 8:15 a.m. | REGENCY BALLROOM |

General Breakfast

FRIDAY

FEATURED SPEAKER

Valerie Creelman

Sobey School of Business, Saint Mary's University

2024 Meada Gibbs Outstanding Teacher-Scholar Award Recipient

Sponsored by a Special Friend of ABC

What's So Small About Small Talk? Creating Gateways for Relational Talk in Business Communication

Small talk is no small matter when it comes to building trust and rapport when working with our students and colleagues, and yet it remains a frequently overlooked aspect of interpersonal communication teaching. Drawing from my research and teaching practices in the areas of rhetoric, discourse, and social interaction, this presentation explores how we can reframe and integrate relational communication into our business communication curriculum to support students' interpersonal fluency and workplace success.

For Valerie, conversations she cares passionately about are where teaching and learning begin. Working at the intersection of applied linguistics, rhetoric, and business communication, Valerie's interests and research focus on social interaction in customer webcare and service encounters, workplace discourse, crisis communication, negative news messaging, interpersonal communication, impression management, and visual rhetoric.

In addition to *BPCQ,* Valerie's work appears in a variety of publications such as *Discourse, Context and Media, Digital Business Discourse* (Palgrave); *Advertising, Consumer Culture, and Canadian Society* (OUP); and *Rhetorical Theory and Praxis in the Business Communication Classroom* (Routledge), to name just a few.

A multi-award-winning educator and researcher committed to serving ABC and the service of teaching, she has been recognized for her teaching excellence, contributions to the discipline, and educational leadership both within and beyond her business school.

FEATURED SPEAKER

Jimmy Miller

Fox School of Business, Temple University

2024 Award for Excellence in Communication Consulting Recipient

Award Sponsored by the Association for Professional Communication Consultants and ABC

SEPTA Business Writing Bootcamp

I'll be presenting the story of "Southeastern Pennsylvania Transportation Authority Business Writing Bootcamp," which won the 2024 ABC/APCC Excellence in Communications Consulting - Excellence in Training - Award. The project is a 16-hour intensive business writing bootcamp for a regional transportation authority's middle managers.

Jimmy P. Miller is the director of the Business Communication Center and a non-tenure track associate professor of practice (Business Communication) at the Fox School of Business at Temple University. Jimmy received his undergraduate degree in English with a concentration in journalism from the University of Delaware in 1996 and spent a decade as a newspaper reporter and editor in South Carolina and Pennsylvania. In 2005, he moved to Ireland and got a Ph.D. in early and medieval Celtic languages and literature ("Celtic Civilisation by Research"). He lives in the suburbs of Philadelphia and has 15 children (well, three, actually, but from his perspective, they each count as five. On a good day. On a bad day, more).

FRIDAY

SHORELINE A

Priscilla S. Rogers and C.R. Anderson Research Fund Panel

Sky Marsen, Flinders University
Co-Author: **Jacob Rawlins,** Brigham Young University

The panel is an information session organized by the Rogers and Anderson Fund Committee and aims to discuss the Fund's purview and requirements. It will be useful for attendees who want to know more about ABC's funding opportunities for business communication research.

REGENCY D

PRESENTATIONS • Organizational Communication
Session Chair: Chris Lipp

The Conflict Quest: Reframing Organizational Conflict Through Archetypal Storytelling

David Neumann, Rochester Institute of Technology

This session will introduce a narrative-based framework for reframing organizational conflict as a transformational quest. Using archetypal elements like heroes, adversaries, and obstacles, participants learn to view organizational tensions as story-driven journeys. Attendees will gain tools to guide reflection, perspective-shifting, and support conflict resolution through storytelling.

"Work's just work, right?": Work-Life Balance in *Severance*

Hailey Gillen Hoke, Weber State University

This paper analyzes the series *Severance* through the lens of organizational communication concepts of work-life balance and workplace relationships. In *Severance*, employees undergo a controversial procedure, surgically separating their work and home lives, providing a unique narrative to analyze concepts of work-life balance and workplace relationships for research and teaching.

Communicating Personal Power

Chris Lipp, A.B. Freeman School of Business, Tulane University

Power posing is the crust of communicating power, not the heart of it. Verbal language is what separates high-status leaders from low-status subordinates. This talk will present the latest research on how power is conveyed through our thoughts and words.

GROUP PANEL

The Rhetoric of Work: Evolving Communication Around Hiring, Retention, and Diversity

Samantha Dine, Grand Valley State University

Thomas Discenna, Oakland University

Kylie Jacobsen, Grand Valley State University

Justin Lambert, Florida International University

From hiring to retention, corporate rhetoric plays an enormous role in cultivating a productive and healthy workforce. This panel examines how contemporary rhetoric associated with hiring, promotion, wellness, and diversity policy influences and responds to current market conditions, technological advancements, and cultural movements. (Rhetoric SIG Sponsored Panel)

WORKSHOP

Speak Up!: A Faculty Workshop on Coaching Graduate Communication for the Job Market

Dawn Wisher, Kelley School of Business, Indiana University

Co-Author: **Rebecca Butters,** Kelley School of Business, Indiana University

Join us for a dynamic workshop exploring communication strategies to prepare students for today's job market. Using AI tools, improvisation, and interactive worksheets, we'll share methods that build adaptability, authenticity, and confidence—with demonstrated impact among international students. You'll leave with creative ideas and materials to use at your institution.

ABC

1935-2025

At the ABC 39th Annual International Convention, 1974 in Houston, Texas, the program included a demonstration by Lilian Feinberg of Iowa State University on how to use cassette tapes to teach Business Communication.

FRIDAY

PRESENTATIONS • Interpersonal and Team Communication

Session Chair: Anthony Coman

Skill Retainment in the AI Age: From Classroom Learning to Real-World Success

Deidre Kelly, Kelley School of Business, Indiana University

Xin Chen, Kelley School of Business, Indiana University

Most business writing faculty never know how much they taught sticks with students and how often students apply these skills to other settings. The researchers conducted a mixed methods study to examine 40 sophomore-level business writing students' skill retention and learning transfer in post-course study abroad recommendation requests.

Bridging the Imagination Gap: Using AI-Assisted Creative Collaboration Techniques to Promote Innovation

Abram Anders, Iowa State University

Co-Author: **Rachel Holmes,** Iowa State University

Co-Author: **Haley Greer,** Iowa State University

This presentation examines how AI-assisted creative collaboration techniques can promote applied AI innovation through case-based inspiration, interdisciplinary teamwork, and creative self-efficacy development. Drawing from our Applied AI Challenge at Iowa State University, we offer evidence-based frameworks for implementing human-centered AI collaboration in organizational and educational contexts.

Trustworthiness in AI-Mediated Communication

Anthony Coman, University of Florida

Peter Cardon, University of Southern California

In a survey of 1100 professionals, we found trustworthiness to be at stake in all AI-mediated workplace communication. We present the results of our survey, focusing especially on qualitative responses, providing insight into how AI-mediated communication is received. Lastly, we present guidelines for using AI-mediated communication effectively in the workplace.

ABC

1935-2025

In 1985, our organization changed its name to Association for Business Communication.

9:45 a.m. - 10:45 a.m. • Session Five   **SEAVIEW C**

PRESENTATIONS • Visualization of Data and Information

Session Chair: Paul Kimumwe

Iconic and Concrete: Using Poetry and Cartooning Pedagogy to Improve Student Slides [No Artistic Ability Required!]

Jake Zucker, Isenberg School of Management, University of Massachusetts at Amherst

Borrowing pedagogy and theory from poetry and cartooning, this presentation introduces a lesson plan to help students choose appropriate non-text elements for slide decks. The presenter will offer methodology to guide communicators on where—and where not—to place these non-text elements on the screen, enhancing clarity and engagement in presentations.

Integrating Universal Design and Multimodality in the Production of Usable Data Visualizations

Paul Kimumwe, Iowa State University

This presentation explores integrating universal design principles and multimodalities in the design and decision-making process to produce visual data displays that are accessible by different users, irrespective of their abilities and disabilities and preferred means of exploration—visual, aural, sensory/touch—without the need for adaptation or specialized design.

11:00 a.m. - 12:00 p.m. • Session Six   **BEACON A**

How Do You Teach Perspectives Beyond Your Own?

Session Chairs: Sarah Moore and Clark Barwick

Advancing Health Equity Perspectives: A Service-Learning and Case-Study Approach in Business Communication

Rachel Dolechek, Fort Hays State University
Co-Author: **Ziwei Qi,** Fort Hays State University
Co-Author: **Naishuo Sun,** Fort Hays State University

More than Words: Storytelling as a Tool

Kerry Mitchell, University of Denver

Similarities and a Difference Activity for all Modalities

Melynda Conner, Austin Peay State University

Making Reader Copies & Accessibility Copies

Ruby Nancy, University of Minnesota at Duluth

Overcoming Resistance: A Persona-Based Activity for Teaching Empathy, Critical Thinking, and Audience Analysis

Dacia Charlesworth, Kelley School of Business, Indiana University

Nurturing Lifelong Learning through Emotionally Attuned and Inclusive Spaces

Lenka Beranova, Kelley School of Business, Indiana University Bloomington

FRIDAY

11:00 a.m. - 12:00 p.m. • Session Six   REGENCY E

GROUP PANEL

Emerging Trends in Business and Professional Communication: A Panel Sponsored by the ABC Graduate Studies Committee

Amber Hedquist, Arizona State University

Yogita Maharaj, Texas Tech University

Cornelius Suom-Kogle, Michigan Technological University

Co-Author: **Matt Baker,** Brigham Young University

Graduate students engage in field-expanding research projects. This panel highlights three: a usability study employing invitational rhetoric to examine user experiences on a digital platform, a case study of AI chatbots examining their ethical implications, and a qualitative textual analysis of insurance claim letters that reimagines claims as ethical-engagement sites.

11:00 a.m. - 12:00 p.m. • Session Six   REGENCY D

WORKSHOP

Applying Corpus Linguistics to Teach Business Communication

Gail Flanagan, University of Limerick

This workshop will introduce business communication educators to the methodology of corpus linguistics. Participants will gain an understanding of how to navigate existing business corpora and deploy real world language data in their teaching. This workshop will also discuss opportunities for collaboration on the creation of new business corpora.

ABC

1935-2025

ABC's Annual Convention has not always been held in October. For the first 40 years of ABC, the convention was typically held in December.

11:00 a.m. - 12:00 p.m. • Session Six   **SEAVIEW A**

PRESENTATIONS • Innovative Instructional Methods

Session Chair: Carl Follmer

From Consumers to Supervisors: Transforming How Students Engage with GenAI Through Active-Learning

Miranda Rodak, Kelley School of Business, Indiana University

This session introduces "Hire AI," a metaphor-driven, modular instructional framework that coaches students to "hire," manage, and reflect on generative AI assistants. Through experiential learning, students build rhetorical awareness, AI literacy, and professional writing skills while exploring the ethics and implications of human–AI collaboration in business communication.

Good and Plenty: Using AI to Accelerate Student Development with Rapid, Relevant, Constructive Feedback

Kenny MacKenzie, Independent Researcher [Collaborating with the University of Iowa]
Carl Follmer, University of Iowa

Constructive feedback accelerates learning but demands significant instructor effort. This session explores practical approaches to delivering rapid and abundant relevant feedback—enhancing skill development. It contrasts this with the risks of student reliance on AI-generated answers, equipping educators with strategies for effective AI integration in writing instruction.

Photo credit: Long Beach Convention & Visitors Bureau

FRIDAY

PRESENTATIONS • Interpersonal and Team Communication

Session Chair: Danica Schieber

The Power of Words: How Peer Motivating Language Fosters Work Engagement Through Gratitude Across Cultures

Doreen Hanke, McNeese State University

Albi Alikaj, Jacksonville State University

Bingqing Wu, University of Wisconsin at Parkside

Co-Author: **Wei Ning,** Jacksonville State University

This study examines whether peer motivating language cultivates employee engagement through gratitude. It also seeks to discover the impact of personal cultural orientation (individualism vs. collectivism) as a moderator. The results will provide a better understanding of how peer motivating language use as a communication strategy can improve employee attitudes.

RIFF Before You Present: Using ChatGPT to Build Improvisational Agility in PowerPoint Karaoke

Heather Philip, The University of Texas at Arlington

Kevin Carr, The University of Texas at Arlington

Many students fear extemporaneous speaking, yet real-world communication often requires thinking on your feet. This presentation introduces RIFF, a four-step model using ChatGPT to build improvisational fluency through PowerPoint Karaoke—helping students approach unscripted speaking with structure, confidence, and creativity in high-pressure, audience-centered contexts.

Thank You for Coming to My Talk Today: Student Presentations for Senior Living Residents

Danica Schieber, Sam Houston State University

Helping our students prepare for professional presentations in a sophomore level class can be a challenge. This project gives students the chance to practice a real presentation and face their anxiety, while having a supportive audience. This presentation will highlight students' experiences giving a persuasive presentation to senior living residents.

ABC

1935-2025

The 1968 convention in Chicago was purposefully held at the same time as the Democratic National Convention in order to learn about political communication. At the DNC, Hubert Humphrey was nominated. He ultimately lost the presidential race to Richard Nixon.

11:00 a.m. - 12:00 p.m. • Session Six SEAVIEW C

PRESENTATIONS • Future of Business Communication

Session Chair: Sarah Clark

Gentle Public Speaking Pedagogy: A Humanistic Approach to Teaching Speaking Skills

Emma Lozon, University of Michigan at Ann Arbor

This presentation explores how to tailor public speaking pedagogy toward generations that experience higher rates of mental health challenges. Current approaches may exacerbate speaking anxiety by upholding inaccessible standards. Broadening definitions of public speaking efficacy, adapting assessment practices, and leveraging wellness tools can help facilitate inclusive teaching.

Reverse Engineering Successful Ideas: Using Popular Brands to Cultivate Student Innovation

Sarah Clark, Kelley School of Business, Indiana University

This session introduces an innovative instructional method where students reverse engineer successful ideas like McDonald's Happy Meal before developing their own. Through a structured framework, participants will experience how this approach transforms traditional ideation, enhances analytical skills, and creates more market-relevant proposals. The interactive session will provide adaptable materials.

11:00 a.m. - 12:00 p.m. • Session Six SHORELINE A

GROUP PANEL

Supporting the Neurodiversity Represented in Our Students

Amy Newman, Cornell University
David Lennox, Cornell University
Ashley Patriarca, West Chester University
Phillip Wagner, College of William and Mary
Co-Author: **Lance Cummings,** University of North Carolina at Wilmington

"Make better eye contact!" "Sound more natural!" Traditional business communication guidance may perpetuate unrealistic norms and challenge our neurodivergent students. Our panel will discuss trends in neurodiversity and provide suggestions for adjusting course content and grading practices, encouraging self-advocacy, leveraging AI support, and preparing students for the job market.

FRIDAY

12:00 p.m. - 1:00 p.m. REGENCY F

ABC The Next Five Years: Drop-in Listening Session

What would you like to see ABC accomplish as an organization over the next five years? In what ways can ABC continue to serve our members' needs? What will it look like for ABC to continue to be the leading academic organization in the discipline of business communication? If you are someone who values strategic thinking or are looking forward to leadership positions in ABC, please join us in this session.

1:15 p.m. - 2:15 p.m. • Session Seven REGENCY D

PRESENTATIONS • Organizational Communication

Session Chair: Elizabeth Tomlinson

The Bad News of Surprise and the Surprise of Bad News: EPS and Revenue Announcements in Earnings Calls

Bryan Ruppert, Seattle University
Julian Worn, Seattle University
Co-Author: **Michael Frank,** Seattle University

Which variable(s) tend to drive the location of financial indicators in earnings calls? We examine the location of EPS and revenue announcements across the S&P 1500 over a five-year period to identify evidence of the relative importance placed on receiver affect and receiver knowledge in frontloading or buffering these indicators.

Speaking Cyber: How Language Choice Shapes Public Perception of Cybersecurity

Sky Marsen, Flinders University

The presentation will discuss a crowdsourcing study that used a survey and crisis communication theory to examine the role figurative language, such as metaphor, plays in public perception of cybersecurity. It will identify some common challenges in cybersecurity communication and sketch a path forward for organizations.

Bankruptcy Discourse: Managing Corporate Reputation Through Epideictic Rhetoric

Elizabeth Tomlinson, University of South Florida

This research presentation delineates linguistic strategies used in corporate bankruptcy announcements, analyzing 63 cases from 2005-2025. It examines how companies and CEOs use epideictic rhetoric to manage blame and address customer concerns, offering insights into the broader applications of epideictic rhetoric for business communication.

1:15 p.m. - 2:15 p.m. • Session Seven   **REGENCY E**

GROUP PANEL

Teaching the FRAME Model to Enhance Business Communication through the Art of Asking Effective Questions

Beth Ernst, Western Michigan University
Shauna Waltmire, Western Michigan University
Co-Author: **Tim Buchanan,** Western Michigan University

This session explores an innovative approach employed by educators at Western Michigan University to teach college students the art of formulating effective questions through the FRAME model. We will discuss how this instructional methodology teaches communication skills, inspires self-directed learning, and prepares students to navigate complex challenges in any environment.

1:15 p.m. - 2:15 p.m. • Session Seven   **BEACON A**

GROUP PANEL

Think Before You Click: Teaching Students How to Use AI Ethically, Critically, Creatively, and Cautiously

Ryan Sheets, University of Arkansas
Katie Gerst, Temple University
Minna Logemann, Baruch College, City University of New York

Business communication instructors from various institutions model how they are teaching students how to use GenAI in their business communication courses. This panel provides several innovative instructional methods and contributes to the discussion regarding how these tools complement our curriculum, foster student learning, and affect skill development.

1:15 p.m. - 2:15 p.m. • Session Seven   **REGENCY F**

WORKSHOP

Say it Simply: Transformative Techniques for Effective Student Communication

Kirsten Prange, Kelley School of Business, Indiana University

Students are bombarded with information and capturing their attention is a challenge. Do you feel like your words, whether written or spoken, are falling into a void? Streamline and modernize your communication to maximize student understanding and empower thoughtful questioning. Learn how brevity can transform your teaching and enhance student engagement.

FRIDAY

PRESENTATIONS • Scholarship of Teaching and Learning

Session Chair: Allison Byxbe

Leveraging LMS AI and Other Tools to Adapt Improvisational Techniques for Online Learning

Lindsay Clark, Sam Houston State University

Co-Author: **Ashly Smith,** Sam Houston State University

While improvisational interventions can be used in face-to-face courses to enhance students' communication skills, adaptability, and confidence, this presentation shares ways to leverage LMS tools, including AI, to adapt such activities for online courses. We examine the impact on skill development, offering insights into AI-driven strategies for online learning environments.

The Results Are In: Pedagogical Innovation & Student Engagement with Generative AI

Allison Byxbe, University of South Carolina

This session shares results from a GenAI-integrated professional communication course, highlighting how structured, ethical implementation affected student attitudes, digital literacy, and critical thinking. Pre- and post-semester surveys revealed increased confidence, engagement, and professional relevance. Attendees will gain a replicable framework for using GenAI to support innovation while maintaining academic integrity.

PRESENTATIONS • Intercultural Communication

Session Chair: Kristen Wilson

The Ethics of Sustainable Communication: A Case Study of Coca-Cola's Strategic Ambiguity Discourse

Roberto Echevarria-Marin, University of Puerto Rico at Rio Piedras

Sustainable communication guides ethical practices (Ditlevsen & Johansen, 2024). Environmental degradation shows the urgency of eco-friendly actions. This qualitative paper investigates whether the Coca-Cola Company's practices harmonize with its ethical claims and address stakeholders' concerns. It shows how sustainable ethical communication enables ethical behavior and restores social legitimacy.

Intercultural Business Communication: Multimedia Evaluations for Digital Natives

Apoorva Bharadwaj, Indian Institute of Management at Calcutta

This 'teaching and learning' scholarly article presents 10 multimedia evaluations designed to stimulate interest in intercultural business communication theories in young students of management schools so that these digital natives can learn through application-based audio-visual tools skills to become culturally competent corporate leaders keeping themselves updated with progressive cultural dynamism.

ProfessionY'allism: Perceived Image and Credibility of Southern and Appalachian Accents

Kristen Wilson, Eastern Kentucky University
Co-Author: **Julia Graham,** Eastern Kentucky University
Co-Author: **Kirby Easterling,** Eastern Kentucky University

This study explores how Southern and Appalachian accents influence perceived credibility, professionalism, and competence in workplace contexts. Using video vignettes varying by accent, age, and gender, it aims to reveal implicit biases in listener evaluations and inform communication education to better prepare students with regional accents for professional success.

ABC

1935-2025

In 2014, ABC began referring to our annual conventions as conferences.

FRIDAY

1:15 p.m. - 2:15 p.m. • Session Seven — SEAVIEW C

PRESENTATIONS • Visualization of Data and Information; Social Media and Virtual Communication

Session Chair: Seungcheol Austin Lee

Weaving a Narrative: How Apparel Brands Use Data Visualization for Responsibility Reporting

Jane Strong, University of Wisconsin at Eau Claire

Corporate image struggles have long plagued the apparel industry. Like other sectors under scrutiny, fashion firms use responsibility reporting as a tool to manage their corporate image. This multimodal content analysis examines data visualizations within those reports to uncover visual strategies that shape public perceptions.

Doctors on TikTok: Misinformation Debunking Strategies and Their Impact on Engagement

Seungcheol Austin Lee, Texas Tech University
Tristan Kim, Portola High School
Co-Author: **Ben Alfonsin,** Texas Tech University

This study analyzes how doctors on TikTok use emotional appeals, credibility cues, and attention-grabbing tactics to debunk misinformation. By examining audience engagement, we aim to understand how strategic communication in short-form videos can combat health misinformation and offer insights for businesses navigating similar challenges in the digital communication landscape.

1:15 p.m. - 2:15 p.m. • Session Seven — SHORELINE A

GROUP PANEL

Going Global: Designing Impactful Study Abroad Programs for Business Communication

Nancy Mahon, Pennsylvania State University
Rita Owens, Boston College
Kathryn Rybka, Association for Business Communication
Duane "Andy" Gustafson, Pennsylvania State University

Discover how study abroad programs enrich education, foster intercultural competence, and build valued skills for the global market. Join four experienced faculty panelists for valuable insights and practical advice on designing impactful study abroad courses that provide high-value experiences to create lasting benefits for students and educators alike.

Photo credit: Airin Life at Unsplash

FRIDAY

My Favorite Assignment
Session Chair: Andy Cavanaugh

Becoming the Mentor You Wish You'd Had
   Jennifer Cummings, University of Utah

Socratic AI 2.0
   Phillip Wagner, College of William and Mary

Digital Sabbatical: Time for a Tech Time Out
   Matari Gunter, Texas State University

"The Student Union Needs an Automated Boba Kiosk:" Practicing Audience Adaptation in Class
   AJ Jung, University of Florida

Communication Artifact
   Sara Mangat, University of Pennsylvania

A Picture Book Activity That Always Works
   Michael Morrone, Kelley School of Business, Indiana University

The Good, The Bad, and the Ugly: Strong Chart Design through Intentional Failure
   Jake Zucker, Isenberg School of Management,University of Massachusetts at Amherst

Writing Effective Business Letters to International Audiences
   Yingqin Liu, Cameron University

Communicating with Strangers: Expanding Communication Competence through Research, Reflection, and Real-World Interaction
   David Neumann, Rochester Institute of Technology

Communicating Sustainability: Research, Insights, and Action
   Jie Wang, University of Illinois at Chicago

Enhancing Resume Success: Leveraging AI to Optimize ATS Compatibility
   Rachel Dolechek, Fort Hays State University
   Co-Author: **Karen McCullough,** Fort Hays State University

Status Dynamics in Teams
   Chris Lipp, A.B. Freeman School of Business, Tulane University

Balancing Warm and Competent Nonverbal Communication
   Georgi Rausch, University of Utah
   Co-Author: **Kathryn Canas,** University of Utah

The Counterargument Game: A Spin on Persuasive Writing
   Heidi Schultz, University of North Carolina at Chapel Hill
   Patty Harms, University of North Carolina at Chapel Hill

2:30 p.m. - 3:30 p.m. • Session Eight   REGENCY D

PRESENTATIONS • Organizational Communication

Session Chair: Ashly Smith

Image Repair during On-line Press Conferences: How Video-Stimulated Recall Interviews Can Help Learners Understand Crisis Communication

Geert Jacobs, Ghent University

This contribution deals with video-stimulated recall interviews as a tool for feedback and reflection in business communication and LSP pedagogy. Drawing on the single case of a crisis communication class, I focus on how image repair strategies are foregrounded as learners reflect on selected extracts from simulated press conferences.

Staging the Scene: How Backgrounds Influence Virtual Interview Outcomes

Emily Marett, Mississippi State University

We teach students what to *say* in an interview, but how should they stage their video interview background? This session explores current research examining what happens when video interview backgrounds signal identity information to employers, and whether that information damages the employer's perception of the job candidate.

Identifying Communication Skill Expectations: An Analysis of Job Ads for Managers, Engineers, Technical Writers, and Construction Laborers

Ashly Smith, Sam Houston State University
Co-Author: **M. Douglas Berg,** Sam Houston State University

Considering the common belief that job ads expect applicants to have "effective communication skills," this presentation reports the results of a comparative analysis of specific communication skill terms in 965 ads across four Standard Occupation Classification codes, improving understanding of how specific employers may be when identifying desired communication skills.

2:30 p.m. - 3:30 p.m. • Session Eight   REGENCY E

GROUP PANEL
Authentic Communication in a Time of Angst

Kristen Carioti, Mount Mary University
Co-Author: **Jennifer Kontny,** Mount Mary University
Co-Author: **Virginia Hemby,** Middle Tennessee State University

Business communication courses need updated content to address the workplace concerns emerging in this angsty cultural moment. Participants will leave with three mini lessons that move students toward a more authentic communication practice by taking on topics including workplace ghosting, enacting civility across platforms, and communicating *through* anxiety.

FRIDAY

PRESENTATIONS • Scholarship of Teaching and Learning

Session Chair: Melynda Conner

Oracy and the Renewed Value of Oral Communication Education in a GenAI World

McClain Watson, The University of Texas at Dallas

Anxieties about generative AI have soured many BCOM faculty on the centrality of writing instruction in our courses. In this presentation, I review the recently-reinvigorated concept of oracy and describe how an enhanced attention to oral communication instruction can be a fruitful growth area for the future of our field.

The Clicker WILL Fail: Training Students to Leverage Presentation Mishaps through Improvisational Comedy Techniques

Reed Stratton, University of Wisconsin at Stevens Point

Though the literature acknowledges the value of contextualized, "real-world" business presentation skills, there is limited pedagogical research on preparing students for mishaps that plague many presentations in context. This session introduces the "Murphy's Law Simulation." In the MLS, instructors intentionally cause mishaps and students leverage them using improvisational comedy techniques.

Incorporating Undergraduate Research in Business Communication Classes

Melynda Conner, Austin Peay State University

This presentation shares an example of an undergraduate research project that can be incorporated into any business communication course across modalities. The class-contained four-part scaffolded research project promotes student skills in critical thinking, quantitative literacy, library research, and business writing. Knowledge gained, lessons learned, and future directions will be shared.

ABC

1935-2025

In the 1990s, ABC began to expand beyond the North American continent, adding the Europe and Asia-Pacific regions. In 1997, the Asia-Pacific region organized its first conference in New Zealand.

PRESENTATIONS • Intercultural Communication; Innovative Instructional Methods

Session Chair: Kerry Mitchell

How Inclusive Organizational Practices Make a Difference

Kerry Mitchell, University of Denver

Co-Author: **Melissa Akaka,** University of Denver

While organizations strive to create inclusive environments, understanding how it is being reframed, discussed, and implemented presents an ongoing challenge. Through 30-minute structured discussions, participants share insights on defining and discussing inclusion, and real-world experiences.

Meet Your Reader (Before They Meet Your Text): Persona-Building as Persuasive Writing Rhetorical Invention

Barbara Green, Purdue Global

This session explores how user experience (UX) design-inspired persona creation transforms abstract audience theory into concrete rhetorical practice. By guiding students through research, synthesis, and application phases, this methodology helps novice writers visualize and understand their readers' needs, resulting in more effective persuasive writing for both academic and professional contexts.

Photo credit: Long Beach Convention & Visitors Bureau

FRIDAY

2:30 p.m. - 3:30 p.m. • Session Eight   SEAVIEW C

PRESENTATIONS • Future of Business Communication

Session Chair: Sean Trainor

Anthropomorphizing Artificial Intelligence: A Corpus Study of Mental Verbs Used with AI and ChatGPT

Jenny Aune, Iowa State University

Matt Baker, Brigham Young University

Jo Mackiewicz, Iowa State University

Jordan Smith, University of Northern Colorado

Business and professional communication scholars have grappled with the task of conceptualizing how people write *with* generative AI. We present results of how people write *about* generative AI. In addition, we discuss possible implications of assigning human characteristics to generative AI in our writing.

Reimagining the Foundational Undergraduate Business Communication Course as an AI-Integrated Workshop

Brad Stratton, University of South Carolina

GenAI brings new threats to academic integrity, business ethics, and the environment. At the same time, employers expect our business graduates to be AI literate on day one. This presentation explores how we might create AI-centered business communication courses that balance these concerns while protecting core course objectives.

What if AI's Future is Defined by Stagnation, not Progress?

Sean Trainor, University of Florida

For years, the business communication community has been planning for a future shaped by generative AI tools that continue to improve. What does our field's future look like if it's defined, not by ever-improving AI tools, but instead by stagnant ones?

2:30 p.m. - 3:30 p.m. • Session Eight   SHORELINE A

GROUP PANEL

AI in the Office: Users, Uses, and Ethical Awareness

Mary Marcel, Bentley University

Katrin Fischer, Brandeis University

Rahul Divekar, Bentley University

Co-Author: **Karen Smiley,** Independent Researcher and Ethicist

AI use involves core ethical concerns over unethical data sourcing, bias, environmental impacts, and labor issues. This panel explores these ethical issues, and reports findings from user interviews and survey results on how people are using AI at work and their awareness of these ethical concerns.

2:30 p.m. - 3:30 p.m. • Session Eight REGENCY F

GROUP PANEL

Legislative Limits and Transformative Responses: Educator Innovation in Politicized Contexts

>**Dacia Charlesworth,** Kelley School of Business, Indiana University
>
>**Deidre Kelly,** Kelley School of Business, Indiana University
>
>**Xin Chen,** Kelley School of Business, Indiana University
>
>**Sarah Moore,** The University of Texas at Dallas
>
>This interactive panel features educators from Indiana and Texas navigating the challenges of restrictive legislation such as SEA 202 and SB 17/18. Panelists share innovative, values-driven strategies to uphold inclusive pedagogy while addressing compliance, professional risk, and institutional pressures in increasingly politicized teaching environments, providing actionable frameworks attendees can adapt.

3:45 p.m. - 4:30 p.m. REGENCY FOYER

ABC Committee and Special Interest Group (SIG) Showcase

4:30 p.m. - 5:30 p.m.

MEETINGS • ABC Committees

Academic Environment . . . . **REGENCY F**

Business Practices . . . . **SEAVIEW B**

Priscilla S. Rogers and C.R. Anderson Research Fund . . . . **SEAVIEW C**

Community Perspectives and Practice . . . . **BEACON A**

Finance . . . . **SHORELINE A**

Graduate Studies . . . . **REGENCY E**

Modern Language Association Liaison . . . . **REGENCY BALLROOM**

National Communication Association Liaison . . . . **REGENCY BALLROOM**

International and Intercultural Business Communication . . . . **REGENCY BALLROOM**

Research . . . . **REGENCY D**

Student Competition . . . . **SEAVIEW A**

Teaching . . . . **BEACON B**

Proceedings Editorial Review Board . . . . **SHORELINE B**

SATURDAY

7:30 a.m. - 8:15 a.m.

Special Interest Group Meetings and Breakfast

ABC Writing Circle . . . . **BEACON A**

Business Communication Centers . . . . **BEACON ROTUNDA**

Consulting . . . . **REGENCY F**

Generative AI and Teaching Business Communication . . . . **BEACON B**

Rhetoric . . . . **REGENCY E**

Visual/Film/Video Communication . . . . **REGENCY D**

7:30 a.m. - 8:15 a.m.   REGENCY BALLROOM

General Breakfast

8:00 a.m. - 12:00 p.m.   MEZZANINE

Conference Registration and Information Desk Open

8:30 a.m. - 9:30 am. • Session Nine   BEACON A

GROUP PANEL

Rhetorical Shapeshifting: How Composition Classrooms Prepare the Professional Writer

> **Barbara Green,** Purdue Global
> **January Pearson,** Purdue Global

> This session showcases the integration of professional writing within academic frameworks through three approaches: emotional distancing, organizational voice development, and visual rhetoric. Presenters demonstrate how composition curricula can simultaneously develop scholarly rigor and workplace communication skills, creating seamless transitions between academic and professional writing contexts.

8:30 a.m. - 10:30 am.   REGENCY D

WORKSHOP

Developing Course Materials Using Plain Language: Innovation Through Simplification

> **Natalia Matveeva,** University of Houston-Downtown

> Instructors continuously innovate to respond to the needs of business communication students with differing learning styles. This workshop focuses on the use of plain language in developing easy-to-read course materials. Plain language increases the readability, accessibility, and usability of assignments, handouts, and presentations to improve learning outcomes and retention.

WORKSHOP

From Copy-Paste to CAPE: Reclaiming the Learning Process in the Age of AI

Heather Philip, The University of Texas at Arlington

Kevin Carr, The University of Texas at Arlington

Co-Author: **Karen Raskopf,** The University of Texas at Arlington

Co-Author: **Nichole Santee,** The University of Texas at Arlington

Co-Author: **Gregory Wicklman,** The University of Texas at Arlington

Students increasingly rely on AI tools like ChatGPT to produce uncritical, copy-paste assignments. This workshop introduces CAPE, a framework that transforms AI use into an opportunity for developing critical thinking, audience awareness, and iterative learning. Participants will explore strategies for teaching and assessing meaningful, process-focused AI collaboration.

Photo credit: Long Beach Convention & Visitors Bureau

SATURDAY

WORKSHOP

Keeping Learning Active in the Large Lecture Hall: Adapting Collaborative Writing Exercises To Work in Large Classes

Emily Marett, Mississippi State University

Are you struggling to adapt active learning exercises to work in your large lecture hall course? Tired of relying on Kahoot and class polling software? Attendees will participate in collaborative writing exercises like gallery walks, sentence stems, and four corners that have been creatively adapted to work in large courses.

PRESENTATIONS • Future of Business Communication

Session Chair: Lamar Reinsch

How Organizational Rhetoric Shapes Business-Centered Public Memory in Corporate Museums

Joe Hatfield, University of Arkansas

This presentation examines how organizational rhetoric shapes business-centered public memory in corporate museums. I analyze the Walmart Museum and the Johnson & Johnson Museum. I identify four rhetorical strategies present across these spaces, showing how corporate museums leverage public memory to enhance brand identity and improve consumer sentiment.

If I Can Code One, So Can You: Empowering Business Communication Educators to Design, Develop, and Deploy AI-Enabled Tools

Heidi Schultz, University of North Carolina at Chapel Hill

What happens when a business communication professor with no coding background tries to create an AI-enabled educational tool? This session shares the creative detours, practical lessons, and surprising possibilities uncovered along the way, offering fellow educators a roadmap to design, develop, and deploy their own AI-enabled tools--no software experience required.

What You See is What You Get (and Send): The Video Future of Business Communication

Lamar Reinsch, Georgetown University
Co-Author: **Jeanine Warisse Turner,** Georgetown University

Recent papers have noted the growing role of recorded moving images ("recorded video" or "film") in business communication. This presentation, first, reports data concerning the various ways in which recorded video is being used. Then, second, it discusses some implications of this development for the professional communication classroom.

My Favorite Assignment

Session Chair: Andy Cavanaugh

From Crowdsourced Data to Structured Arguments: Using Digital Collaboration to Teach the Minto Pyramid and the CEAC Formula

> **Dacia Charlesworth,** Kelley School of Business, Indiana University

Roll the Dice! Navigating Conflict with Different Communication Styles

> **Jessie Richards,** University of Utah

Persuasive Communication: Two Truths and a Lie!

> **Sarah Nielsen,** Florida Atlantic University

Promotion Letter

> **Allison Byxbe,** University of South Carolina

Going Up: Proposing a Business Challenge via Elevator Pitch

> **Jenna Haugen,** University of North Carolina at Chapel Hill

Team Presentation Activity: Persuasion Practice

> **Melynda Conner,** Austin Peay State University

Embodied Empathy: Role-Playing Cultural and Gendered Realities in the Intercultural Communication Classroom

> **Stephanie Medden,** Bentley University

Executive MBA Crisis Communication Plan

> **Elizabeth Malson-Huddle,** University of Wisconsin at Madison
> *Co-Author:* **Liam Kane-Grade,** University of Wisconsin at Madison

Tell It, But Spell It

> **Michael Walker,** Jacksonville State University

Seize the Chance and Ask the Expert

> **Marlies Whitehouse,** Zurich University of Applied Sciences

SATURDAY

PRESENTATIONS • Organizational Communication

Session Chair: Barbara Green

Bridging the Gap: Adaptation Strategies of Recent College Graduates in the Professional Workplace

Bolatito Abolade, Iowa State University

Recent college graduates often struggle when starting new jobs. This presentation explores the strategies recent graduates used to adapt to organizational culture. It suggests ways business and professional communication courses can better prepare students to minimize culture shock and ease their transition.

The Artful Ask: Email's Hidden Curriculum for Workplace Advancement

Barbara Green, Tarleton State University

This session examines how teaching strategic help-seeking email composition promotes essential professional competencies often overlooked in composition curricula. Through contextual analysis, strategic formulation, and reflective iteration, instructors can transform routine assistance requests into powerful workplace skills bridging academic and professional writing while developing students' communication efficacy and front-loading workplace advancement.
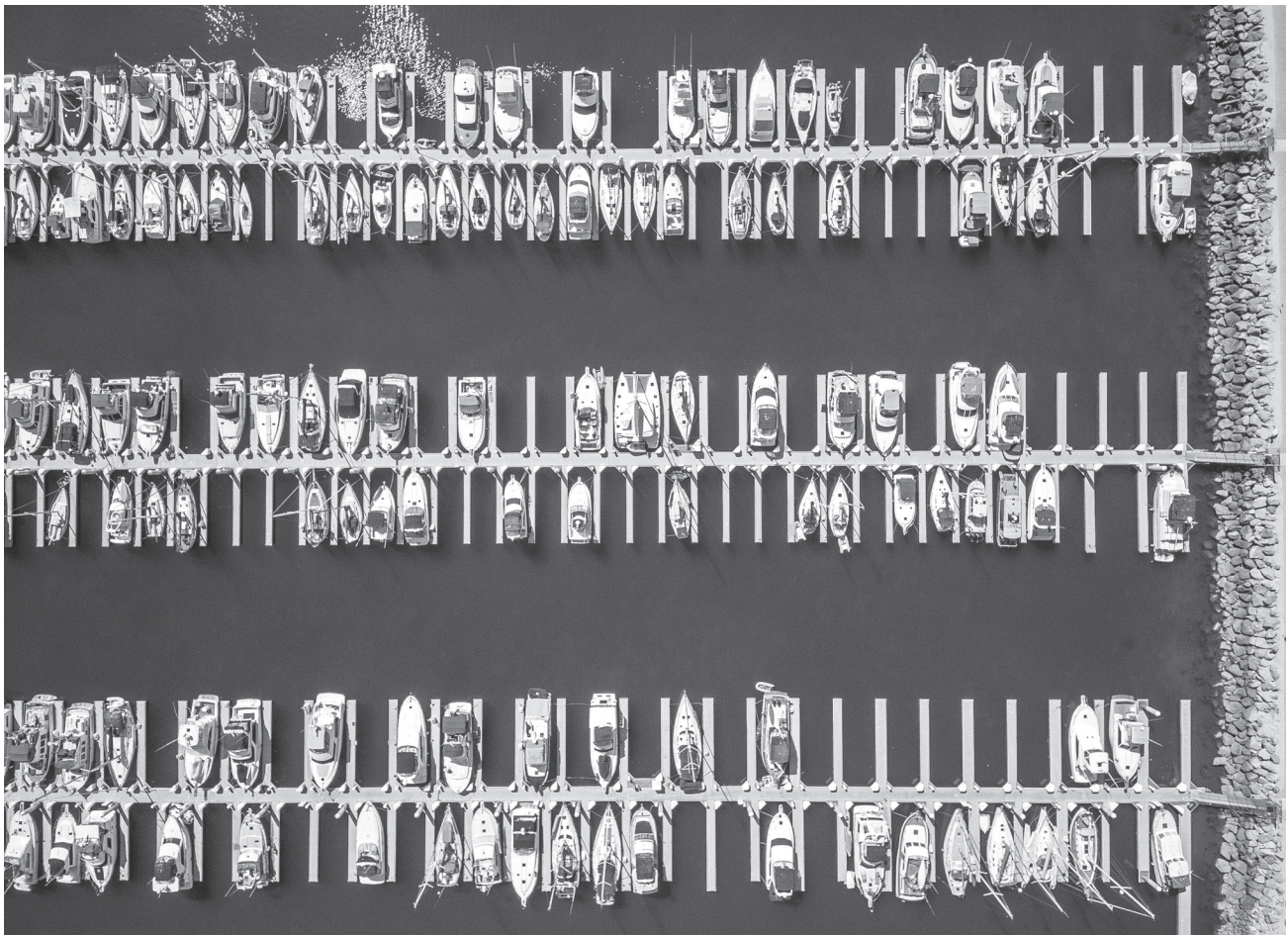
Photo credit: Long Beach Convention & Visitors Bureau

10:45 a.m. - 11:45 a.m. • Session Eleven   REGENCY E

PRESENTATIONS • Innovative Instructional Methods

Session Chair: Minna Logemann

"Wear It Proudly": Public-Private Partnerships in the Creation and Marketing of Badges and Microcredentials

William Carney, Cameron University

This presentation tells the story of a humanities department at a small public university that established partnerships with local businesses, nonprofits, and the US Army to bolster sagging enrollment and save one of its programs. The presentation will offer some practical advice on creating and marketing such a program.

Innovative Practices in Teaching Business Communication: A Report on a Cross-Campus Collaboration to Facilitate Transfer of Learning

Melika Nouri, Embry-Riddle Aeronautical University

In this presentation, I report on the results of my collaboration with STEM faculties to include discipline-specific, real-life examples, scenarios, and tasks in teaching business communication. These situated examples and tasks provide students with opportunities for integrating various literacies that come into play in their future professions.

Soft Skills, Smart Tech: Building Creative, Collaborative, and AI-Literate Students

Minna Logemann, Baruch College, City University of New York

The workplace is digitized and AI infused while the sought-after competences are soft skills: Creativity, Critical thinking, Collaboration and Communication ("4C"). This paper explores an online class where students engage in real-time virtual teamwork to learn collective creativity and AI literacy: creative prompting, ethical and critical assessment of machine-generated content.

⊕ABC
1935-2025

In 2020 and 2021, the ABC annual conference was held virtually. We pivoted to our hybrid format in 2022 and have held both an in-person and virtual conference every year since then.

SATURDAY

PRESENTATIONS • Ethics and Social Responsibility

Session Chair: Timothy Ponce

"Don't Let it Sit": Getting Students to See the Big Picture in Gen AI Usage and Argumentative Papers

Isaac Ewuoso, Iowa State University

This presentation is grounded in a qualitative research study on Gen AI usage among students at a large research university. It concludes by discussing the ethical and pedagogical considerations of incorporating Gen AI into research-based assignments in business communication courses, emphasizing strategies that balance creativity and innovation with academic integrity.

The AI Influence: Ethical Perceptions in Technical and Business Communication

Timothy Ponce, Texas State University
Co-Author: **Amy Hodges,** University of Texas at Arlington
Co-Author: **Leslie Seawright,** Missouri State University

This study replicates Dragga's 1996 ethics survey with AI-integrated scenarios to examine how artificial intelligence influences ethical judgments in professional communication. Early findings show context-specific shifts in perception. This presentation explores implications for pedagogy and practice, offering insight into how AI complicates long-standing frameworks of ethical reasoning in the field.

ABC

1935-2025

Attendees of ABC conferences have faced some terrible weather! Due to Hurricane Katrina, the 2005 ABC Annual International Conference was moved from New Orleans to Irvine, California. When the conference was in Honolulu in 2012, we had a tsunami warning. In 2017, when ABC was held in Dublin, Hurricane Ophelia hit the island (the worst storm to hit Ireland in 50 years). And in 2022, we nearly had to cancel our conference in Tampa due to Hurricane Ian.

Thank You to our 90th ABC Annual International Conference Proposal Reviewers!

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ATTENDEES

ATTENDEES

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PACIFIC

HARBOR
A B C

MEN

WOMEN

SHORELINE
A B

SERVICE CORRIDOR

CORRIDOR

SEAVIEW BALLROOM
A B C

RAINBOW LAGOON

SEAVIEW FOYER & ROTUNDA

ELEVATOR

ESCALATORS TO LOBBY

TO HOTEL TOWER

BAYSIDE BOARDROOM

PATIO DINING

POOL DECK

POOL

WHIRLPOOL

FIRE PIT
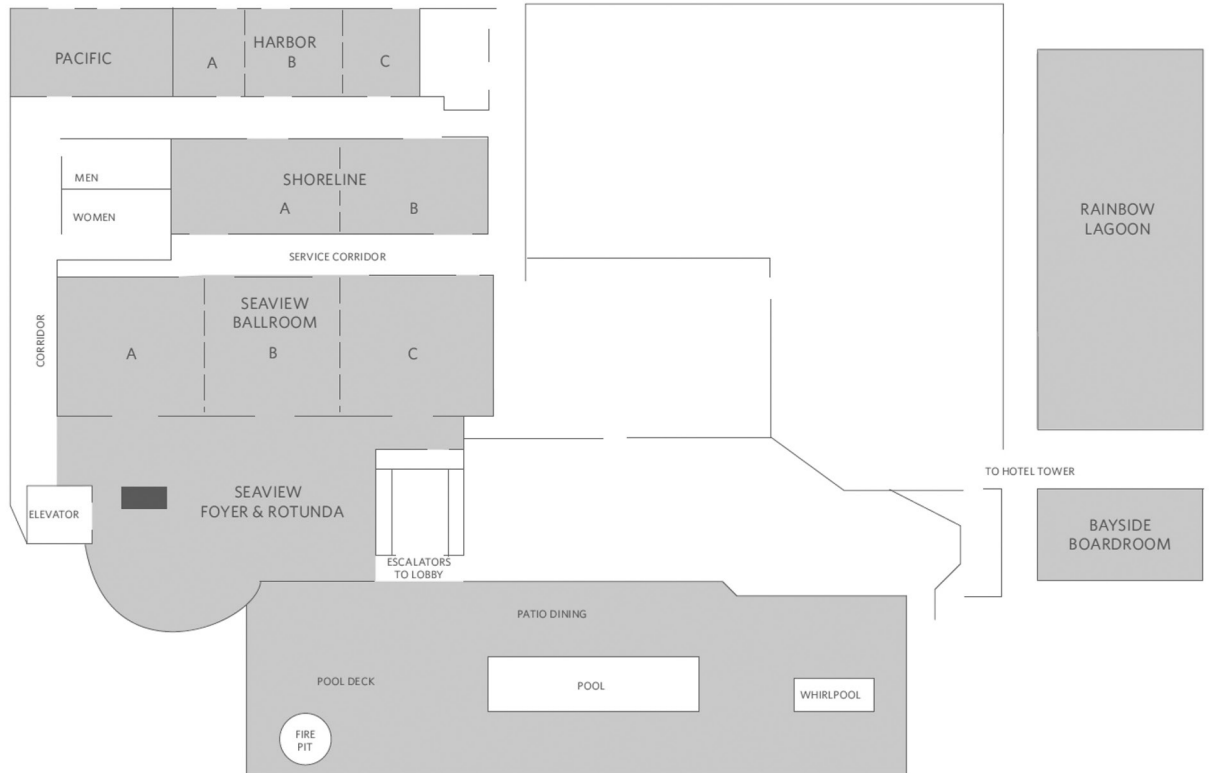
FLOOR PLAN: UPPER LEVEL- FOURTH FLOOR

FREIGHT ELEVATOR

REGENCY BALLROOM
A C D B H E F

REGENCY FOYER

COAT ROOM/ OFFICE

WOMEN

MEN

STAIRS

ELEVATOR

STAIRS & ESCALATOR

BEACON BALLROOM
A B

BEACON ROTUNDA

ABC
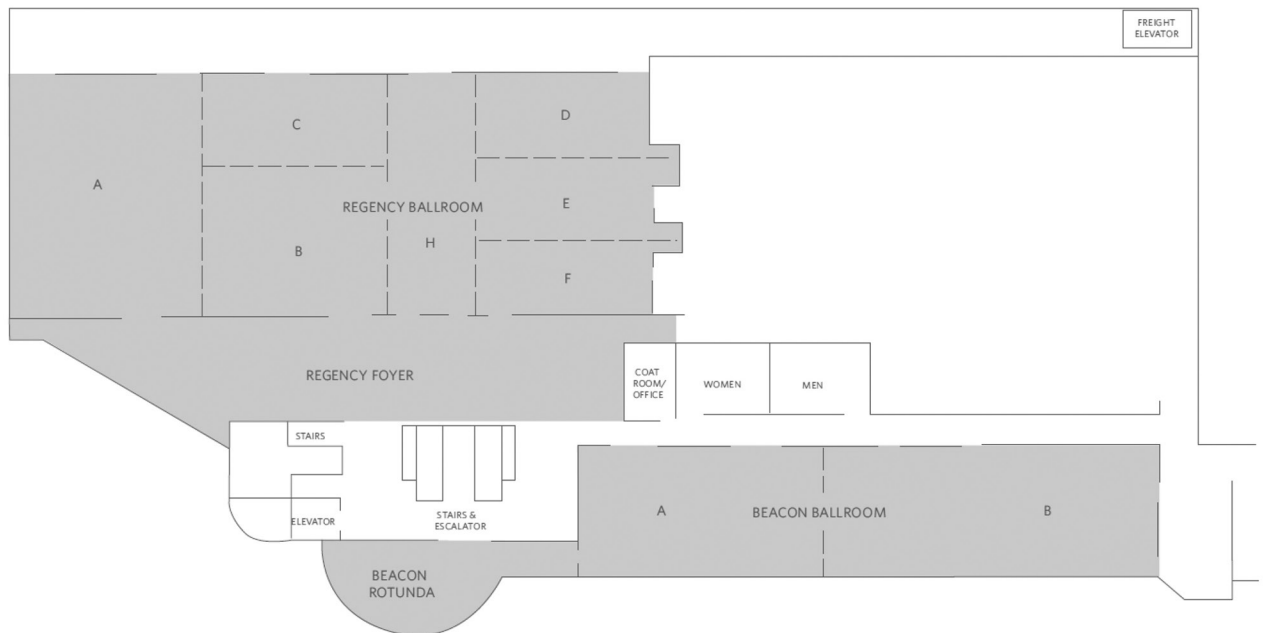
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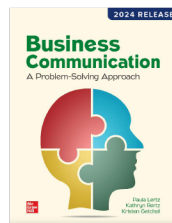
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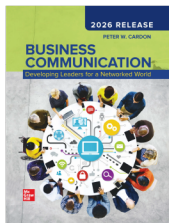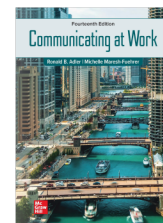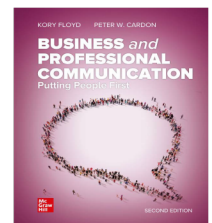
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Mackiewicz
Aune**

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Rentz
Getchell**

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Harms**

**Adler
Maresh-
Fuehrer**

**Floyd
Cardon**

AI Tools Transforming Student Success

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Students can highlight specific text and request alternative explanations, simplified language, or a quick quiz to test their knowledge.

SmartBook with AI Reader
SmartBook continually adapts to pinpoint a student's knowledge gaps, and focuses learning on concepts requiring additional review.

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