



Tuesday, 14 October

11:30am **General**
Executive Committee
Venue - Bayside Boardroom

Wednesday, 15 October

8am **General**
Conference Registration and Information Desk Open
Venue - Mezzanine
Organised by: Bethany Tisdale and Barbara Bolt

10am **Workshop**
Workshop
Venue - Regency D

Transforming Business Communication with AI: Practical Classroom Strategies
» [Paula Lentz](#) (University of Wisconsin, Eau Claire), Kristen Getchell (Babson College), Anke Weekes (McGraw Hill)

10am **Workshop**
Workshop
Venue - Regency F

Beyond Roleplay: Embodied Pedagogy and the Aikido Interaction Model in Intercultural Communication Training
» [Greet Angèle De Baets](#) (UCLouvain, Brussels)

11:30am **General**
ABC Board Meeting
Venue - Seaview A

1pm **Workshop**
Workshop
Venue - Regency D

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)

1pm **Workshop**
Workshop
Venue - Regency F

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)

3:30pm **Workshop**
Workshop
Venue - Regency D



Continued from **Wednesday, 15 October**

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

» Rose Helens-Hart (Ft. Hays State University), [Jenna Haugen](#) (University of North Carolina at Chapel Hill), Tracy Blasdel (Rockhurst University), Kelley O'Brien (University of North Carolina at Chapel Hill), Phillip Wagner (College of William and Mary)

3:30pm

Workshop
Workshop

Venue - Regency F

Can AI Pass My BCOM Class?

» [Sarah Moore](#) (The University of Texas at Dallas), Kathryn Lookadoo (The University of Texas at Dallas)

Thursday, 16 October

7am

General

Conference Registration and Information Desk Open

Venue - Mezzanine

Organised by: Barbara Bolt and Bethany Tisdale

7:15am

General

General Breakfast

Venue - Regency Ballroom

7:15am

General

Administrators' Leadership Breakfast

Venue - Regency F

Organised by: Clark Barwick

7:15am

General

First-Time Conference Attendee Breakfast

Venue - Beacon Rotunda

8:15am

General

Welcome and Presidential Remarks

Venue - Regency Ballroom

9am

Keynote

Keynote Address and Strategic Plan Kickoff

Venue - Regency Ballroom

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

» Abram Anders (Iowa State University)

10:15am

Panel

Group Panel

Venue - Regency E

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), Hailey Gillen Hoke (Weber State University)



Continued from **Thursday, 16 October**

10:15am **Workshop**
Workshop
Venue - Regency F

From Misunderstood to Masterful: Elevating your Organizational Communication
» Ed Paulson (DePaul University/ProChango LLC)

10:15am **Panel**
Group Panel
Venue - Beacon A

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)

10:15am **Oral**
Individual Presentations: Organizational Communication; Scholarship of Teaching and Learning
Venue - Seaview C
Organised by: Stephen Lind

Rethinking DEI: An Opportunity Disguised as a Problem
» Anish Dave (Georgia Southwestern State University)

Unlocking Potential: Multimodal Digital Learning for Enhanced Academic Communication in Business Schools
» Sandipan Das (UNC Chapel Hill)

Exploring Synthetic Concordance: The Role of Avatar-Learner Identity Match in Belonging and Knowledge Transfer
» Stephen Lind (University of Southern California), Veronica Guo (University of Southern California)

10:15am **Panel**
Group Panel
Venue - Shoreline A

Bridging Classroom and Community: Collaborative Approaches to Technical and Professional Writing
» Cheri Crenshaw (Utah Tech University), Florence Elizabeth Bacabac (Utah Tech University), Jim Haendiges (Utah Tech University)

11:30am **Oral**
Individual Presentations: Organizational Communication
Venue - Regency D
Organised by: Dacia Charlesworth

Career Disrupted: How Organizational Communication Derails Women's Career Paths — and How to Stop It
» Laura Nicole Miller (Assumption University), Karen McCullough (Fort Hays State University)

Humble Gratitude Expressions versus Self-Promoting Gratitude Expressions: Impacts on Perceived Likability, Sincerity, and Competence of Managers
» Peter Cardon (University of Southern California), Janna Wong (University of Southern California)

Rhetorical Reversals: How Tractor Supply Company Reframed DEI and Sustainability Using Enthymematic God/Devil Terms
» Dacia Charlesworth (Kelley School of Business, Indiana University)

11:30am **Panel**
Group Panel
Venue - Regency E



Continued from **Thursday, 16 October**

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)

11:30am

Workshop
Workshop

Venue - Regency F

The Power of Tangrams: Unlocking Teamwork Through Interactive Puzzles

» [Alex Bridgemohan](#) (University of Connecticut), [Chaeyeon Yim](#) (University of Connecticut)

11:30am

Oral
How Do You Teach Perspectives Beyond Your Own?

Venue - Beacon A

Organised by: 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)

11:30am

Oral
Individual Presentations: Innovative Instructional Methods

Venue - Seaview A

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

» [Jeanette Heidewald](#) (Kelley School of Business, Indiana University)

11:30am

Workshop
Career and Research Networking Session

Venue - Shoreline B

Career and Research Networking Session

» [Matt Baker](#) (Brigham Young University), [Rachel Dolechek](#) (Fort Hays State University), [Ashley Patriarca](#) (West Chester University)

12:30pm

General
Focus Group

Venue - Regency D

12:30pm

General
Committee Chairs Luncheon

Venue - Beacon Rotunda

1:45pm

Oral
Individual Presentations: Organizational Communication

Venue - Regency D

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

» [Christina Davidson](#) (University of Louisville)

1:45pm

Panel
Group Panel
Venue - Regency E



Continued from **Thursday, 16 October**

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

» [NaYoung Song](#) (University of Georgia), [Jim Pierpoint](#) (Bank of America), Yan Jin (University of Georgia)

1:45pm

Workshop
Workshop

Venue - Regency F

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)

1:45pm

Oral

Individual Presentations: Innovative Instructional Methods

Venue - Beacon A

Organised by: 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)

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)

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

» [Greet Angèle De Baets](#) (UCLouvain, Brussels)

1:45pm

Oral

Individual Presentations: Scholarship of Teaching and Learning

Venue - Seaview A

Organised by: Matari Gunter

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

» David Menachof (Florida Atlantic University), [Sarah Nielsen](#) (Florida Atlantic University)

From Insight to Impact: Educating for Creativity in Organizational Communication

» [Katie Grayson](#) (The University of Alabama)

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)

1:45pm

Oral

Three-Minute Research Pitch

Venue - Seaview C

Organised by: Sky Marsen

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

» [Polly Graham](#) (Kelley School of Business, Indiana University), Xin Chen (Kelley School of Business, Indiana University)

Faculty Workplace Relationships in Times of Change

» [Hailey Gillen Hoke](#) (Weber State University)

Untitling and Uncrediting in Academia: Have You Been Affected?

» [Virginia Hemby](#) (Middle Tennessee State University)



Continued from **Thursday, 16 October**

1:45pm

Panel

Group Panel

Venue - Shoreline A

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

» [Carl Follmer](#) (University of Iowa), Samantha Brown (University of Iowa), Sam Perkins (University of Iowa), Kevin Allardice (University of Iowa)

1:45pm

Panel

Group Panel

Venue - Shoreline B

The Uses and Abuses of Generative AI in the Workplace

» Sam DeKay (BNY Mellon Corporation [retired]), [Gina Genova](#) (University of California at Santa Barbara), [Paula Lentz](#) (University of Wisconsin at Eau Claire), [Ed Paulson](#) (DePaul University/ProChange)

3pm

Panel

Group Panel

Venue - Regency E

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), Geoffrey Clegg (Washington State University at Pullman), Seth Barrett (Kelley School of Business, Indiana University), Catherine Field (Purdue University)

3pm

Oral

My Favorite Assignment

Venue - Beacon A

Organised by: Andy Cavanaugh and Aaron Phillips

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

» [Aaron Phillips](#) (University of Utah)

Do You See What I See?

» [Sarah Clements](#) (University of Arkansas at Little Rock)

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), 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)



Continued from **Thursday, 16 October**

3pm **Oral**
Individual Presentations: Scholarship of Teaching and Learning
Venue - Seaview A
 Organised by: Ryan Murphy

Acquiring Eco-Sustainability Business Communication Skills Through Simulation: Student Insights on Motivating Change
 » [Marie Moreno](#) (Western Michigan University)

The Value of Business Communication in a Prison Education Program
 » [Barbara Shwom](#) (Northwestern University)

Transforming "I Agree" in End User License Agreements: Accessibility and Clarity in Complex Genres
 » [Ryan Murphy](#) (Central Michigan University)

3pm **Oral**
Individual Presentations: Future of Business Communication
Venue - Seaview C
 Organised by: Jacquelin Curry

Collaborative Persona Bots: How AI Assistants Improve Professional Writing Workflows
 » [Rachel Holmes](#) (Iowa State University)

Contextualizing Peer Review in Technological Evolution: Insights from Generative AI Review Assignments in Business Writing
 » [Shuwen Li](#) (Northwestern University)

Engaging Students in Business Communication Classes by Deploying Artificial Intelligence
 » [Jacquelin Curry](#) (California State University at Fresno), [Lynn Forsythe](#) (California State University at Fresno)

3pm **Panel**
Group Panel
Venue - Shoreline A

Labor-Based Grading, Equity, and Business Communication
 » [Aja Vasquez](#) (California State University at Fullerton), [Manya Wren](#) (California State University at Fullerton), [Selena Pang](#) (California State University at Fullerton), [Anita Kiannasr](#) (California State University at Fullerton)

4pm **Workshop**
McGraw Hill Focus Group
Venue - Shoreline B

5pm **Keynote**
Awards Celebration and Reception
Venue - Regency Ballroom

Friday, 17 October

7am **General**
Conference Registration and Information Desk Open
Venue - Mezzanine
 Organised by: Bethany Tisdale and Barbara Bolt



Continued from **Friday, 17 October**

7:15am **General**
Regional Meetings and Breakfast: Asia and the Pacific; Canada; Caribbean, Mexico, Central and South America; Europe, Africa, and Middle East
 Venue - Regency Ballroom

7:15am **General**
Regional Breakfast and Meeting: Eastern U.S.
 Venue - Regency E

7:15am **General**
Regional Breakfast and Meeting: Western U.S.
 Venue - Regency F

7:15am **General**
Regional Breakfast and Meeting: Southeastern U.S.
 Venue - Beacon A

7:15am **General**
Regional Breakfast and Meeting: Southwestern U.S.
 Venue - Beacon B

7:15am **General**
Regional Breakfast and Meeting: Midwestern U.S.
 Venue - Beacon Rotunda

9am **Oral**
2024 Award for Excellence in Communication Consulting Recipient
 Venue - Beacon A

SEPTA Business Writing Bootcamp
 » Jimmy Miller (Fox School of Business, Temple University)

9:45am **Oral**
Individual Presentations: Organizational Communication
 Venue - Regency D
 Organised by: Chris Lipp

The Conflict Quest: Reframing Organizational Conflict Through Archetypal Storytelling
 » [David Neumann](#) (Rochester Institute of Technology)

"Work's just work, right?": Work-Life Balance in Severance
 » [Hailey Gillen Hoke](#) (Weber State University)

Communicating Personal Power
 » [Chris Lipp](#) (A.B. Freeman School of Business, Tulane University)

9:45am **Panel**
Group Panel
 Venue - Regency E

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)



Continued from **Friday, 17 October**

9:45am **Workshop**
Workshop
Venue - Regency F

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

» [Dawn Wisher](#) (Kelley School of Business, Indiana University), Rebecca Butters (Kelley School of Business, Indiana University)

9:45am **Oral**
Individual Presentations: Interpersonal and Team Communication
Venue - Seaview B
Organised by: 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)

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

» [Abram Anders](#) (Iowa State University), Rachel Holmes (Iowa State University), Haley Greer (Iowa State University)

Trustworthiness in AI-Mediated Communication

» [Anthony Coman](#) (University of Florida), [Peter Cardon](#) (University of Southern California)

9:45am **Oral**
Individual Presentations: Visualization of Data and Information
Venue - Seaview C
Organised by: Paul Kimumwe

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

» [Jake Zucker](#) (University of Massachusetts Amherst (Isenberg School of Management))

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

» [Paul Kimumwe](#) (Iowa State University)

9:45am **Workshop**
Priscilla S. Rogers and C.R. Anderson Research Fund Panel
Venue - Shoreline A
Organised by: Sky Marsen

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

» [Sky Marsen](#) (Flinders University), [Jacob Rawlins](#) (Brigham Young University)

11am **Workshop**
Workshop
Venue - Regency D

Applying Corpus Linguistics to Teach Business Communication

» [Gail Flanagan](#) (University of Limerick)

11am **Panel**
Group Panel
Venue - Regency E

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), Matt Baker (Brigham Young University)



Continued from Friday, 17 October

11am

Oral

How Do You Teach Perspectives Beyond Your Own?

Venue - Beacon A

Organised by: 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), Ziwei Qi (Fort Hays State University), 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)

11am

Oral

Individual Presentations: Innovative Instructional Methods

Venue - Seaview A

Organised by: Carl Follmer

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

» [Miranda Rodak](#) (Kelley School of Business, Indiana University)

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)

11am

Oral

Individual Presentations: Interpersonal and Team Communication

Venue - Seaview B

Organised by: 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), [Binggong Wu](#) (University of Wisconsin at Parkside), Wei Ning (Jacksonville State University)

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)

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

» [Danica Schieber](#) (Sam Houston State University)

11am

Oral

Individual Presentations: Future of Business Communication

Venue - Seaview C

Organised by: Sarah Clark

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

» [Emma Lozon](#) (University of Michigan at Ann Arbor)



Continued from **Friday, 17 October**

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

» [Sarah Clark](#) (Kelley School of Business, Indiana University)

11am

Panel

Group Panel

Venue - Shoreline A

Supporting the Neurodiversity Represented in Our Students

» [Amy Newman](#) (Cornell University), Lance Cummings (University of North Carolina at Wilmington), [David Lennox](#) (Cornell University), [Ashley Patriarca](#) (West Chester University), [Phillip Wagner](#) (College of William and Mary)

12pm

General

ABC The Next Five Years: Drop-In Listening Session

Venue - Regency F

12pm

General

Pearson Focus Group

Venue - Seaview B

Organised by: Beth Kaufman

1:15pm

Oral

Individual Presentations: Organizational Communication

Venue - Regency D

Organised by: Elizabeth Tomlinson

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

» [Bryan Ruppert](#) (Seattle University), Michael Frank (Seattle University), [Julian Worn](#) (Seattle University)

Speaking Cyber: How Language Choice Shapes Public Perception of Cybersecurity

» [Sky Marsen](#) (Flinders University)

Bankruptcy Discourse: Managing Corporate Reputation Through Epideictic Rhetoric

» [Elizabeth Tomlinson](#) (University of South Florida)

1:15pm

Panel

Group Panel

Venue - Regency E

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), Tim Buchanan (Western Michigan University)

1:15pm

Panel

Group Panel

Venue - Beacon A

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)

1:15pm

Oral

Individual Presentations: Scholarship of Teaching and Learning

Venue - Seaview A

Organised by: Allison Byxbe



Continued from Friday, 17 October

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

» [Lindsay Clark](#) (Sam Houston State University), Ashly Smith (Sam Houston State University)

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

» [Allison Byxbe](#) (University of South Carolina)

1:15pm

Oral

Individual Presentations: Intercultural Communication

Venue - Seaview B

Organised by: 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)

Intercultural Business Communication: Multimedia Evaluations for Digital Natives

» [Apoorva Bharadwaj](#) (Indian Institute of Management at Calcutta)

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

» [Kristen Wilson](#) (Eastern Kentucky University), Julia Graham (Eastern Kentucky University), Kirby Easterling (Eastern Kentucky University)

1:15pm

Oral

Individual Presentations: Visualization of Data and Information; Social Media and Virtual Communication

Venue - Seaview C

Organised by: Seungcheol Austin Lee

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

» [Jane Strong](#) (University of Wisconsin at Eau Claire)

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

» [Seungcheol Austin Lee](#) (Texas Tech University), [Tristan Kim](#) (Portola High School), Ben Alfonsin (Texas Tech University)

1:15pm

Panel

Group Panel

Venue - Shoreline A

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 Gustafson](#) (Pennsylvania State University)

2:30pm

Oral

Individual Presentations: Organizational Communication

Venue - Regency D

Organised by: Ashly Smith

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

» [Geert Jacobs](#) (Ghent University)

Staging the Scene: How Backgrounds Influence Virtual Interview Outcomes

» [Emily Marett](#) (Mississippi State University)

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

» [Ashly Smith](#) (Sam Houston State University), M. Douglas Berg (Sam Houston State University)

2:30pm

Panel

Group Panel

Venue - Regency E



Continued from **Friday, 17 October**

Authentic Communication in a Time of Angst

» [Kristen Carioti](#) (Mount Mary University), Jennifer Kontny (Mount Mary University), Virginia Hemby (Middle Tennessee State University)

2:30pm

Panel

Group Panel

Venue - Regency F

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)

2:30pm

Oral

My Favorite Assignment

Venue - Beacon A

Organised by: Andy Cavanaugh and Phillip Wagner

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

» [Al 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](#) (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), Karen McCullough (Fort Hays State University)

Status Dynamics in Teams

» [Chris Lipp](#) (Tulane University)

Balancing Warm and Competent Nonverbal Communication

» [Georgi Rausch](#) (University of Utah), 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)

2:30pm

Oral

Individual Presentations: Scholarship of Teaching and Learning

Venue - Seaview A

Organised by: Melynda Conner



Continued from **Friday, 17 October**

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

» [McClain Watson](#) (The University of Texas at Dallas)

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

» [Reed Stratton](#) (University of Wisconsin at Stevens Point)

Incorporating Undergraduate Research in Business Communication Classes

» [Melynda Conner](#) (Austin Peay State University)

2:30pm

Oral

Individual Presentations: Intercultural Communication; Innovative Instructional Methods

Venue - Seaview B

Organised by: Kerry Mitchell

How Inclusive Organizational Practices Make a Difference

» [Kerry Mitchell](#) (University of Denver), [Melissa Akaka](#) (University of Denver)

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

» [Barbara Green](#) (Purdue Global)

2:30pm

Oral

Individual Presentations: Future of Business Communication

Venue - Seaview C

Organised by: 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)

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

» [Brad Stratton](#) (University of South Carolina)

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

» [Sean Trainor](#) (University of Florida)

2:30pm

Panel

Group Panel

Venue - Shoreline A

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

» [Mary Marcel](#) (Bentley University), [Katrin Fischer](#) (Brandeis University), [Rahul Divekar](#) (Bentley University), [Karen Smiley](#) (Independent Researcher and Ethicist)

3:45pm

General

ABC Committee and Special Interest Group (SIG) Showcase

Venue - Regency Foyer

4:30pm

General

Modern Language Association Liaison, National Communication Association Liaison, and International and Intercultural Business Communication Committees

Venue - Regency Ballroom

4:30pm

General

Research Committee

Venue - Regency D



Continued from **Friday, 17 October**

4:30pm **General**
Graduate Studies Committee
Venue - Regency E

4:30pm **General**
Academic Environment Committee
Venue - Regency F

4:30pm **General**
Community Perspectives and Practice Committee
Venue - Beacon A

4:30pm **General**
Teaching Committee
Venue - Beacon B

4:30pm **General**
Student Competition Committee
Venue - Seaview A

4:30pm **General**
Business Practices Committee
Venue - Seaview B

4:30pm **General**
Priscilla S. Rogers and C.R. Anderson Research Fund Committee
Venue - Seaview C

4:30pm **General**
Finance Committee
Venue - Shoreline A

4:30pm **General**
Proceedings Editorial Review Board
Venue - Shoreline B

Saturday, 18 October

7:30am **General**
General Breakfast
Venue - Regency Ballroom



Continued from **Saturday, 18 October**

7:30am **General**
SIG Breakfast and Interest Meeting: Visual/Film/Video Communication
Venue - Regency D

7:30am **General**
SIG Breakfast and Meeting: Rhetoric
Venue - Regency E

7:30am **General**
SIG Breakfast and Meeting: Consulting
Venue - Regency F

7:30am **General**
SIG Breakfast and Meeting: ABC Writing Circle
Venue - Beacon A

7:30am **General**
SIG Breakfast and Meeting: Generative AI and Teaching Business Communication
Venue - Beacon B

7:30am **General**
SIG Breakfast and Meeting: Business Communication Centers
Venue - Beacon Rotunda

8am **General**
Conference Registration and Information Desk Open
Venue - Mezzanine
Organised by: Bethany Tisdale and Barbara Bolt

8:30am **Workshop**
Workshop
Venue - Regency D

Developing Course Materials Using Plain Language: Innovation Through Simplification
» [Natalia Matveeva](#) (University of Houston at Downtown)

8:30am **Workshop**
Workshop
Venue - Regency E

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), Karen Raskopf (The University of Texas at Arlington), Nichole Santee (The University of Texas at Arlington), Gregory Wicklman (The University of Texas at Arlington)

8:30am **Workshop**
Workshop
Venue - Regency F



Continued from **Saturday, 18 October**

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

» [Emily Maret](#) (Mississippi State University)

8:30am

**Panel
Group Panel**

Venue - Beacon A

Rhetorical Shapeshifting: How Composition Classrooms Prepare the Professional Writer

» [Barbara Green](#) (Purdue Global), [January Pearson](#) (Purdue Global)

9:30am

Oral

Individual Presentations: Future of Business Communication

Venue - Beacon A

Organised by: Lamar Reinsch

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

» [Joe Hatfield](#) (University of Arkansas)

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

» [Lamar Reinsch](#) (Georgetown University), Jeanine Warisse Turner (Georgetown University)

10:45am

Oral

Individual Presentations: Organizational Communication

Venue - Regency D

Organised by: Barbara Green

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

» [Bolaito Abolade](#) (Iowa State University)

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

» [Barbara Green](#) (Tarleton State University)

10:45am

Oral

Individual Presentations: Innovative Instructional Methods

Venue - Regency E

Organised by: Minna Logemann

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

» [William Carney](#) (Cameron University)

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

» [Melika Nouri](#) (Embry-Riddle Aeronautical University)

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

» [Minna Logemann](#) (Baruch College, City University of New York)

10:45am

Oral

Individual Presentations: Ethics and Social Responsibility

Venue - Regency F

Organised by: 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)



Continued from **Saturday, 18 October**

The AI Influence: Ethical Perceptions in Technical and Business Communication

» [Timothy Ponce](#) (Texas State University), Amy Hodges (University of Texas at Arlington), Leslie Seawright (Missouri State University)

10:45am

Oral

My Favorite Assignment

Venue - Beacon A

Organised by: Andy Cavanaugh and Jessie Richards

Roll the Dice! Navigating Conflict with Different Communication Styles

» [Jessie Richards](#) (University of Utah)

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)

Becoming the Mentor You Wish You'd Had

» [Jennifer Cummings](#) (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](#) (UNC 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), 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)

Monday, 27 October

4:50am

General

Virtual Room 1 Opens

Stage - Virtual Room 1

5am

Keynote

VIRTUAL Welcome Remarks and 2024 Kitty O. Locker Outstanding Researcher Award Recipient

Stage - Virtual Room 1

The Discursive Negotiation of Sales Talk

» [Dorien Van De Mierop](#) (KU Leuven)

5:50am

General

Virtual Room 1 Opens

Stage - Virtual Room 1



Continued from **Monday, 27 October**

5:50am **General**
VIRTUAL Room 2 Opens
Stage - Virtual Room 2

6am **Oral**
VIRTUAL Individual Presentation
Stage - Virtual Room 1

"Like This to See What Else is in the Bag": Webcare Goals Across Industries
» [Ursula Lutzky](#) (Vienna University of Economics and Business)

6am **Panel**
VIRTUAL Group Panel
Stage - Virtual Room 2

Redesigning Jumbo Online Classes: Adapting Curriculum to Empower Student Pathways
» [Emily Dutton](#) (Kelley School of Business, Indiana University), Dawn Kutza (Kelley School of Business, Indiana University), Christi Walton (Kelley School of Business, Indiana University)

6:30am **Oral**
VIRTUAL Individual Presentation
Stage - Virtual Room 1

More Motion, More Engagement? Implied Motion Images and User Engagement on Instagram
» [Fabienne Bünzli](#) (University of St. Gallen), Wibke Weber (ZHAW Zurich University of Applied Sciences), Helmut Grabner (ZHAW Zurich University of Applied Sciences)

7am **Oral**
VIRTUAL My Favorite Assignment 1
Stage - Virtual Room 2
Organised by: Andy Cavanaugh

Analyzing Business Writing & Creating a Concise Presentation
» [Laura Barrett](#) (University of Kansas)

My Favorite Way to Assign Groups
» [Stephen Carradini](#) (Arizona State University)

Prompt as Pedagogy: Advancing Cognitive Complexity Through AI in Business Communication Classrooms
» [Shelley Spessard](#) (Westcliff University)

Using Virtual Teaming Techniques and the Generative AI Tool Yoodli to Develop Emotional Intelligence and Career Readiness Skills
» [Emily Dutton](#) (Kelley School of Business, Indiana University), Christi Walton (Kelley School of Business, Indiana University)

Pick Up Your Phone
» [Susan Luck](#) (Pfeiffer University)

Cover Letter Challenge: Make them want to read it
» [Jill Huang](#) (University of Illinois, Urbana-Champaign)

Walking Method Research: Embodied Inquiry and Multimodal Composition
» [Munira Mutmainna](#) (St. John's University)

Which? What? Why?: A Survey Research Presentation Project
» [Greg Rouault](#) (Hiroshima Shudo University)

Strategic Storytelling: Bridging Business Communication and Digital Marketing
» [Raihan Jamil](#) (Wayne State College)



Continued from **Monday, 27 October**

Collaborative Email Assignment: You're Sick! No, Really!

» [Alicia Clavell](#) (The University of Alabama at Birmingham)

7:50am

General

Virtual Room 1 Opens

Stage - Virtual Room 1

8am

Oral

VIRTUAL Individual Presentation

Stage - Virtual Room 1

What Students Say About AI Use—and What It Means for Our Teaching

» [Andrew Quagliata](#) (Cornell University)

8:30am

Oral

VIRTUAL Individual Presentation

Stage - Virtual Room 1

How Organizations Can Integrate A.I.-Generated Positive Communication into Recruitment Efforts for Gen Z Employees

» [Stephanie Smith](#) (Virginia Tech), Michael Strawser (University of Central Florida)

9am

General

VIRTUAL ABC The Next Five Years: Listening Session

Stage - Virtual Room 1

9:50am

General

Virtual Room 2 Opens

Stage - Virtual Room 2

10am

Panel

VIRTUAL Group Panel

Stage - Virtual Room 2

From Newsroom to Classroom: Leveraging Journalism Experience and Entman's Framing Theory in Business Communication Pedagogy

» Matari Gunter (Texas State University), [Lori Boyer](#) (University of North Carolina at Chapel Hill), Stephanie Mahin (University of North Carolina at Chapel Hill)

11am

Panel

VIRTUAL Group Panel

Stage - Virtual Room 2

Teaching & AI: Faculty Perspectives on Student Experiences, Ethics, and Expectations

» [Sarah Moore](#) (The University of Texas at Dallas), Kathryn Lookadoo (The University of Texas at Dallas), Marcy Orwig (University of Wisconsin-Eau Claire)

11:50am

General

Virtual Room 1 Opens

Stage - Virtual Room 1

12pm

Oral

VIRTUAL Individual Presentation

Stage - Virtual Room 1

Beyond Professionalism: Participatory Research to Revise How We Talk to Students About Being "Professional"

» [Nicole O'Connell](#) (University of Massachusetts Amherst)



Continued from **Monday, 27 October**

12:20pm **General**
Virtual Room 2 Opens
Stage - Virtual Room 2

12:30pm **Oral**
VIRTUAL Individual Presentation
Stage - Virtual Room 1

Navigating Silence: Why DEI Workplace Classes Struggle to Discuss Race
» [Lori Boyer](#) (University of North Carolina at Chapel Hill)

12:30pm **Oral**
VIRTUAL Individual Presentation
Stage - Virtual Room 2

Global Power Structures in Workplace Communication
» [Dorothy Hammond](#) (Carnegie Mellon University)

1pm **Oral**
VIRTUAL Individual Presentation
Stage - Virtual Room 2

Making Connections: Workplace Communication, AI, and Transformative Texts in a General Education Writing Course
» [Janel Bloch](#) (Northern Kentucky University), [Jeremy Rosselot-Merritt](#) (James Madison University)

2:20pm **General**
Virtual Room 1 Opens
Stage - Virtual Room 1

2:30pm **Oral**
VIRTUAL Individual Presentation
Stage - Virtual Room 1

Tell Me about Yourself: Teaching Audience-Focused Storytelling in Business Communication Courses
» [Sonja Mayrhofer](#) (University of Iowa)

3:50pm **General**
Virtual Room 1 Opens
Stage - Virtual Room 1

4pm **Oral**
VIRTUAL Individual Presentation
Stage - Virtual Room 1

HerBusiness Story: Narratives of U.S. Women Leaders of the Texas Panhandle
» [Leslie Ramos Salazar](#) (West Texas A&M University), [Elaina Cantrell Robinson](#) (West Texas A&M University), [Jillian Williamson Yarbrough](#) (West Texas A&M University)

4:30pm **Oral**
VIRTUAL Individual Presentation
Stage - Virtual Room 1

The State of Employment, Skill Strengths, and Challenges for Gen Z: How the Next Professional Generation is Performing at Work and Why it Matters
» [Lorelei Ortiz](#) (St. Edward's University), [Carol Portillo](#) (St. Edward's University), [Monica Hernandez](#) (Texas Lutheran University)



Continued from **Monday, 27 October**

5pm **Oral**
VIRTUAL Individual Presentation
Stage - Virtual Room 1

The Better Letters Association: Three Years that Shaped the Study of Business Communication
» Sam DeKay (BNY Mellon Corporation [retired])

Tuesday, 28 October

4am **Oral**
VIRTUAL Individual Presentation
Stage - Virtual Room 1

Recasting Gold: Radio Storytelling as a Cultural Transformation Strategy in Muthoot Finance's Sunehri Soch Campaign
» Pratibha Biswas (School of Management, Bennett University),
Debmalya Biswas (School of Management & Entrepreneurship, Shiv Nadar Institution of Eminence Deemed-to-be-University Delhi-NCR)

4am **Panel**
VIRTUAL Group Panel
Stage - Virtual Room 2

The Challenges and Research Trends in Asia and the Pacific: Diversity and Convergence of Research Foci in the Region
» Misa Fujio (Toyo University), Seiji Nomura (Tokyo Fuji University),
Yunxia Zhu (University of Queensland), Sky Marsen (Flinders University), Hadina Habil (Universiti Teknologi Malaysia)

4:30am **Oral**
VIRTUAL Individual Presentation
Stage - Virtual Room 1

"What Was Done Well?" and "What Needs Improvement?": The Role of Qualitative Peer Comments in Business Presentations Performance

» Sunitha T (Indian Institute of Management Visakhapatnam)

5am **Oral**
VIRTUAL Individual Presentation
Stage - Virtual Room 1

AI-Assisted Qualitative Method: Reflection on Workshop Design and Implementation
» Suwichit Chaidaroon (University of Melbourne)

5am **Oral**
VIRTUAL Individual Presentation
Stage - Virtual Room 2

Leveling Up Written Analysis and Communication: A Game-Based Strategy to Outmaneuver Generative AI
» Debmalya Biswas (School of Management & Entrepreneurship, Shiv Nadar Institution of Eminence Deemed-to-be-University Delhi-NCR)

5:50am **General**
Virtual Room 1 Opens
Stage - Virtual Room 1

5:50am **General**
Virtual Room 2 Opens
Stage - Virtual Room 2

6am **Oral**
VIRTUAL Individual Presentation
Stage - Virtual Room 1



Continued from **Tuesday, 28 October**

Unequal Representation? A Review of Business Fields in the ABDC Journal Quality List

» [Traci Austin](#) (Sam Houston State University)

6am

Panel

VIRTUAL Group Panel

Stage - Virtual Room 2

Integrating Data Analytics and Consumer Psychology for Small Business Success

» [Clara Fangfang Ma](#) (Carey Business School, Johns Hopkins University), [YiCheng Zhao](#) (School of Electronic and Information Engineering, South China University of Technology), [JINLIN XIAO](#) (Inception Consulting LLC)

6:30am

Oral

VIRTUAL Individual Presentation

Stage - Virtual Room 1

The Power of Persuasion: How Public Speaking Skills Influence Success in Federal Oral Presentations

» [Lisa Mundt](#) (George Mason University)

7am

Workshop

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

Stage - Virtual Room 2

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

» [Sky Marsen](#) (Flinders University), [Jacob Rawlins](#) (Brigham Young University)

7:20am

General

Virtual Room 1 Opens

Stage - Virtual Room 1

7:30am

Oral

VIRTUAL Individual Presentation

Stage - Virtual Room 1

Assessing the Impact of COVID-19 on Corporate Sustainability Discourse: A Diachronic CADS Analysis of Sustainability Reporting in the Cruise Line Industry

» [Walter Spezzano](#) (University of Palermo), [Carolyn Lusby](#) (Florida International University)

8am

Oral

VIRTUAL Individual Presentation

Stage - Virtual Room 1

Change, Innovation, and the Human Touch: Communication in the 21st Century Workplace

» [Slavica Kodish](#) (Southeast Missouri State University)

8am

Oral

VIRTUAL Research Committee Panel

Stage - Virtual Room 2

Mapping Institutional Response to Line of Duty Deaths (LODD)

» [Lauren Maher](#) (Texas Tech University)

Exploring Climate Change Impacts and the Business Continuity of a Coastal Area in Puerto Rico

» [Grisel Melendez](#) (University of Puerto Rico at Rio Piedras), [Amaly Santiago](#) (Northern Arizona University)

"Then the Rug Gets Pulled Out from Under You": The Initiation of The Workplace Bullying Bystander Experience

» [Jenilee Crutcher Williams](#) (Murray State University)



Continued from **Tuesday, 28 October**

10:20am **General**
Virtual Room 1 Opens
Stage - Virtual Room 1

10:30am **Oral**
VIRTUAL Individual Presentation
Stage - Virtual Room 1

Equity in an Inequitable Time: Using Procedural Assignments to Develop Workplace Conflict Learning in the Wake of DEI Erasures
» [Courtney Novosat](#) (Carnegie Mellon University)

10:50am **General**
Virtual Room 2 Opens
Stage - Virtual Room 2

11am **Oral**
VIRTUAL My Favorite Assignment 2
Stage - Virtual Room 2
Organised by: Andy Cavanaugh

Mind the Gap! Closing Ethical Blind Spots with Better Training
» [Brenda Jones](#) (Franklin University)

Negative Message Assignment
» [Veronica Rice McCray](#) (Western Michigan University)

Meeting Matters: A Framework for Teaching Professional Communication
» [Emily Goenner Munson](#) (St. Cloud State University)

AI as a Communication Coach: Empowering Students for Real-World Workplace Scenarios

» [Tatiana Andrienko-Genin](#) (Westcliff University)

Reworking the Genre Analysis in the Business Communication Classroom

» [Lindsey Kim](#) (University of South Carolina)

Experiential Learning Projects with Community Partners

» [Rachel Slivon](#) (University of Florida)

Trending Story Analysis

» [Beth Grbavcich](#) (UW-Superior)

Building Connections and Reflecting on Growth: A Class Spotify Playlist

» [Kimberley Williams](#) (University of North Carolina at Chapel Hill)

AI in Business Communication: Fact-Checking & Bias Awareness

» [Emil Towner](#) (St. Cloud State University), Heidi Everett (St. Cloud State University)

Designating the AI Agent: Group-Based Strategy for Teaching Negative Message Writing

» [Junhua Wang](#) (University of Minnesota)

"So Much Writing? I Thought This was an IT Class..."

» [Chris McKenna](#) (Stephen F. Austin State University)

11:50am **General**
Virtual Room 1 Opens
Stage - Virtual Room 1

12pm **Oral**
VIRTUAL Individual Presentation
Stage - Virtual Room 1



Continued from **Tuesday, 28 October**

AI Course Policy Co-Creation

» [Mina Richards](#) (California State University Los Angeles)

12pm

Oral

VIRTUAL How Do You Teach Perspectives Beyond Your Own?

Stage - Virtual Room 2

Organised by: Sarah Moore and Clark Barwick

Embodying Different Points of View: Innovating the Film Analysis Team Project

» [Evelyn Plummer](#) (Seton Hall University)

"It's a Roll with Butter!": Using Non-English Idioms to Explore Linguistic Diversity and Clear Communication

» [Colleen Coyne](#) (Framingham State University)

Global Business Communication Students Connect, Communicate, and Inspire

» [Alicia Clavell](#) (The University of Alabama at Birmingham)

Rethinking Organizational Approaches to Diversity, Equity, and Inclusion

» [Funmilayo Ogunsanwo](#) (Georgia State University)

Examining Stereotypes through Labels

» [Wenli Yuan](#) (Kean University)

Fostering Critical Perspectives beyond Class through Multimodal Walking Methodology

» [Munira Mutmainna](#) (St. John's University)

Walking in Their Boots: A Role-Playing Experience in Inuit Seal Hunting and Cultural Perspectives

» [Lauren Donovan](#) (Delaware County Community College)

12:30pm

Oral

VIRTUAL Individual Presentation

Stage - Virtual Room 1

Community Grant Writing and Open Educational Resources (OER)

» [Taylor Clement](#) (University of Louisiana at Lafayette)

1pm

Oral

VIRTUAL Individual Presentation

Stage - Virtual Room 2

Exploring the Role of Generative AI Chatbots in Supporting Student Inquiries

» [Kimberley Williams](#) (University of North Carolina at Chapel Hill)

1:20pm

General

Virtual Room 1 Opens

Stage - Virtual Room 1

1:30pm

Oral

VIRTUAL Individual Presentation

Stage - Virtual Room 1

How a Forgetful Know-It-All Became the Best Balanced GPT Assistant

» [Bobby Winsler](#) (University of Florida)

2pm

Oral

VIRTUAL Individual Presentation

Stage - Virtual Room 1

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

» [Junhua Wang](#) (University of Minnesota Duluth)



Continued from **Tuesday, 28 October**

3:20pm **General**
Virtual Room 1 Opens
Stage - Virtual Room 1

3:30pm **Oral**
VIRTUAL Individual Presentation
Stage - Virtual Room 1

Discussion Skills and Organizational Adaptation: Role of Facilitation Skills
» [Atsuko Kaneko](#) (Meiji University)

4pm **Oral**
VIRTUAL Individual Presentation
Stage - Virtual Room 1

"Don't Ban It; Teach It": A Pilot Study on the Effects of Detailed AI-Related Instruction in a Business Communication Course
» [Emily Deleu](#) (Carnegie Mellon University), [Beth Walter](#) (Carnegie Mellon University), Michael Melville (Carnegie Mellon University)

4:30pm **Oral**
VIRTUAL Individual Presentation
Stage - Virtual Room 1

Show Me Your Work! B-Comm Rubrics for Analyzing, Composing, and Evaluating (ACE) Students' AI-Generated Content
» [Lisa Gueldenzoph Snyder](#) (North Carolina Agricultural and Technical State University)