

Association for Business Communication

2025 Annual International Conference

Virtual Schedule

Please note: **all times are listed in PDT.**

Monday, 27th October 2025

5:00am PDT

Virtual Room 1

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

Join ABC President Patricia Harms and ABC Executive Director Kathryn Rybka as we kick off the 2025 ABC Virtual Annual Conference. Their remarks will be followed by a presentation by Dorien Van De Mieroop, the 2024 winner of the Kitty O. Locker Outstanding Researcher Award, sponsored by Amy Newman and McGraw Hill.

The Discursive Negotiation of Sales Talk

Dorien Van De Mieroop (KU Leuven)

Abstract

Marketing-oriented experimental research has shown that the establishment of salespeople's expertise can be crucial for the success of sales transactions. Yet, how this happens in real life, remains largely uninvestigated. In this presentation, I aim to open this black box by means of discourse-analytical work on authentic sales talk recordings.

Monday, 27th October 2025

6:00am PDT

Virtual Room 2

Group Panel

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)

Abstract

Innovative redesign of a jumbo online course integrates psychological safety, emotional intelligence, virtual teaming, GenerativeAI, and career readiness, empowering students to navigate their own pathway.

Monday, 27th October 2025

6:00am PDT

Virtual Room 1

Individual Presentation

"Like This to See What Else is in the Bag": Webcare Goals Across Industries

Ursula Lutzky (Vienna University of Economics and Business)

Abstract

This study addresses a gap in webcare research by studying industry-specific differences between US companies' approach to interacting with stakeholders online and linking them to the specific organizational goals of webcare. It aims to contribute new understanding about the different functions of webcare and their use in different industries.

Monday, 27th October 2025

6:30am PDT

Virtual Room 1

Individual Presentation

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)

Abstract

This study explores how motion density—the number of actions shown in an image—affects user engagement on social media. A content analysis of 7,142 Instagram posts from top global brands indicates that images depicting multiple simultaneous actions are associated with lower user engagement than those showing only one action.

Monday, 27th October 2025

7:00am PDT

Virtual Room 2

My Favorite Assignment

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)

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

Alicia Clavell (The University of Alabama at Birmingham)

Monday, 27th October 2025

8:00am PDT

Virtual Room 1

Individual Presentation

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

Andrew Quagliata (Cornell University)

Abstract

How are students using AI in their writing, and how honest are their reports? This session presents data on student self-reporting of AI use across multiple semesters, highlighting trends and the impact of policy clarity and penalties on transparency. Attendees will learn strategies for addressing AI use in their courses.

Monday, 27th October 2025

8:30am PDT

Virtual Room 1

Individual Presentation

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)

Abstract

This study explores how positive communication in AI-generated recruitment messaging influences Generation Z (Gen Z) job seekers, focusing on anticipatory socialization and perceptions of organizational fit. As AI becomes more integrated into human resource functions, understanding how it can be ethically and effectively applied in recruitment becomes essential.

Monday, 27th October 2025

9:00am PDT

*Virtual Room 1***ABC The Next Five Years: 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.

Monday, 27th October 2025

10:00am PDT

*Virtual Room 2***Group Panel****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)

Abstract

This panel features former TV and print journalists, now business communication educators, who explore how their newsroom experiences enrich teaching and scholarship. Integrating Entman's framing theory, panelists use their extensive reporting backgrounds to enhance approaches to teaching storytelling, persuasive messaging, and strategic communication in the business classroom.

Monday, 27th October 2025

11:00am PDT

*Virtual Room 2***Group Panel****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)

Abstract

AI is transforming business communication, from writing and presentations to collaboration and ethical decision-making. In this interactive faculty panel, instructors and participants will share student-centered insights into how different student demographics use AI in the business communication classroom.

Monday, 27th October 2025

12:00pm PDT

Virtual Room 1

Individual Presentation

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

Nicole O'Connell (University of Massachusetts Amherst)

Abstract

BPC is connected to professional development, but career resources may uphold oppressive professionalism standards. Taking up Bennett's (2024) call for professional communicators to partner with career services, this presentation discusses a participatory design project that revises language around professionalism in career resources to empower students.

Monday, 27th October 2025

12:30pm PDT

Virtual Room 1

Individual Presentation

Navigating Silence: Why DEI Workplace Classes Struggle to Discuss Race

Lori Boyer (University of North Carolina at Chapel Hill)

Abstract

This paper explores why students in a workplace diversity and inclusion elective avoided discussions of racial and ethnic issues, though they were comfortable discussing gender, age, and disability. The paper outlines strategies to navigate this reluctance and offers recommendations to foster open discussions on race and ethnicity.

Monday, 27th October 2025

12:30pm PDT

Virtual Room 2

Individual Presentation

Global Power Structures in Workplace Communication

Dorothy Hammond (Carnegie Mellon University)

Abstract

This study examines how macrostructures (e.g., neoliberal globalization) shape the workplace communication experiences of highly-skilled immigrant professionals in American tech companies. Through interviews with 17 Africans, findings illustrate how historical power structures persist in seemingly neutral professional communication, fundamentally shaping workplace interactions.

Monday, 27th October 2025

1:00pm PDT

Virtual Room 2

Individual Presentation

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)

Abstract

This presentation discusses how workplace communication formed the basis for a general education writing course connected to “transformative” literary texts. By grounding such courses in workplace communication and the effective use of AI, business communication faculty can contribute to student success and also further their own transdisciplinary professional development.

Monday, 27th October 2025

2:30pm PDT

Virtual Room 1

Individual Presentation

Tell Me about Yourself: Teaching Audience-Focused Storytelling in Business Communication Courses

Sonja Mayrhofer (University of Iowa)

Abstract

During this presentation, a business communication faculty member will discuss how audience-focused storytelling can help students tailor their job-related communication more effectively towards the needs of professional audiences through rhetorical positioning.

Monday, 27th October 2025

4:00pm PDT

Virtual Room 1

Individual Presentation

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)

Abstract

This study examined the experiences of women in leadership positions in businesses from the Texas Panhandle, U.S. Drawing from the frameworks of social identity of leadership and social capital theory, we analyzed 30 semi-structured interviews using qualitative methods. Findings reveal insights to women’s gendered leadership experiences in achieving economic success.

Monday, 27th October 2025

4:30pm PDT

Virtual Room 1

Individual Presentation

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)

Abstract

Explores Gen Z professionals, their skill strengths and deficiencies, and what drives their professional behavior. Answers how this generation is performing at work and why it matters. Implications and takeaways are included about Gen Z's career outlook and job readiness, and how universities can prepare GenZ for the professional world.

Monday, 27th October 2025

5:00pm PDT

Virtual Room 1

Individual Presentation

The Better Letters Association: Three Years that Shaped the Study of Business Communication

Sam DeKay (BNY Mellon Corporation [retired])

Abstract

The organization that has now become ABC emerged from a previous association of business communication professionals, the Better Letters Association (BLA). This presentation discusses the history of the BLA and how ABC has been shaped—both positively and negatively—by its predecessor.

Tuesday, 28th October 2025

4:00am PDT

Virtual Room 2

Group Panel

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)

Abstract

Asia and the Pacific region lie in a diverse and complex global business communication environment. Since each country has a traditional and distinct culture in business practices or negotiation styles, it is difficult to grasp the full scope. This panel will explore research trends and common challenges in this region.

Tuesday, 28th October 2025

4:00am PDT

Virtual Room 1

Individual Presentation

Recasting Gold: Radio Storytelling as a Cultural Transformation Strategy in Muthoot Finance's Sunehri Soch Campaign

Pratibha Pratibha (School of Management, Bennett University), Debmalya Biswas (School of Management & Entrepreneurship, Shiv Nadar Institution of Eminence Deemed-to-be-University Delhi-NCR)

Abstract

The paper examines how a branded radio-storytelling campaign can become a catalyst for cultural change in financial behavior. It focuses on Muthoot Finance's Sunehri Soch campaign, which enlists actress brand ambassador, Madhuri Dixit, as narrator to share real-life success stories of women who used gold loans to achieve personal ambitions.

Tuesday, 28th October 2025

4:30am PDT

Virtual Room 1

Individual Presentation

"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)

Abstract

This study explores the role of qualitative peer feedback in evaluating business presentations in large classrooms. Despite weak correlations between quantitative peer scores and instructor assessments, qualitative comments provided valuable insights into student performance. Findings highlight the importance of integrating both types of feedback to enhance learning in large-class settings.

Tuesday, 28th October 2025

5:00am PDT

Virtual Room 1

Individual Presentation

AI-Assisted Qualitative Method: Reflection on Workshop Design and Implementation

Suwichit Chaidaroon (University of Melbourne)

Abstract

This paper takes a scholarly teaching approach in reflecting upon the author's experience in designing and implementing a workshop on AI-assisted qualitative research. Informed by Brookfield's reflective practices, the author develops a typology of AI-assisted qualitative research that will enhance rigor and trustworthiness. Implications for business communication will be provided.

Tuesday, 28th October 2025

5:00am PDT

Virtual Room 2

Individual Presentation

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)

Abstract

The paper presents an innovative pedagogical approach that turns a potential threat – students' misuse of generative-AI – into a gateway for instructional transformation. It addresses integrity concerns in the ChatGPT era by harnessing a historical narrative video game in a major project in a Written Analysis and Communication course.

Tuesday, 28th October 2025

6:00am PDT

Virtual Room 2

Group Panel

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), William Gong (Data Analyst, Inception Consulting LLC), JINLIN XIAO (Inception Consulting LLC)

Abstract

In this panel, we discuss the results of a study that uses website hosting data to inform design and prompt consumer purchasing. We discuss the implications of our study findings for small-to-medium-sized enterprises, and how integrating data analytics, user design, and consumer psychology can benefit these companies.

Tuesday, 28th October 2025

6:00am PDT

Virtual Room 1

Individual Presentation

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

Traci Austin (Sam Houston State University)

Abstract

This paper examines the representation of 15 business disciplines in top-tier journals (A*, A, and B) listed in the Australian Business Dean's Council (ABDC) Journal Quality List. The study reveals that journal rankings may favor traditional fields and restrict opportunities for emerging, interdisciplinary, or traditionally marginal fields like business communication.

Tuesday, 28th October 2025

6:30am PDT

Virtual Room 1

Individual Presentation

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

Lisa Mundt (George Mason University)

Abstract

This research will trace storytelling as a subset of technical communication while examining the pedagogy of public speaking. The texts will be examined for the praxis of evaluating story and the role influence plays on success in the federal market.

Tuesday, 28th October 2025

7:00am PDT

Virtual Room 2

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

Sky Marsen (Flinders University), Jacob Rawlins (Brigham Young University)

Abstract

The Rogers and Anderson Fund Committee Panel is an informational session for attendees to learn more about funding opportunities for business communication research.

Tuesday, 28th October 2025

7:30am PDT

Virtual Room 1

Individual Presentation

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), Carolin Lusby (Florida International University)

Abstract

This study examines how the COVID-19 pandemic has influenced corporate sustainability discourse in cruise lines' sustainability reporting. Using a corpus-assisted discourse approach, it identifies shifts in terminology, themes, and framing. Findings are expected to provide insights

into strategic communication, industry reputation management, and the impact of crises on sustainability narratives.

Tuesday, 28th October 2025

8:00am PDT

Virtual Room 2

Research Committee Panel

This session is sponsored by the ABC Research Committee and features Research Roundtable and Three-Minute Pitch presentations.

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)

Tuesday, 28th October 2025

8:00am PDT

Virtual Room 1

Individual Presentation

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

Slavica Kodish (Southeast Missouri State University)

Abstract

Building an organizational culture that values innovation and change and at the same time understands and values the quality of interpersonal interaction is the path to successful teamwork. Interaction, interpersonal contact, trust, and relationships are crucial for teamwork and successful functioning of organizations.

Tuesday, 28th October 2025

10:30am PDT

Virtual Room 1

Individual Presentation

Equity in an Inequitable Time: Using Procedural Assignments to Develop Workplace Conflict Learning in the Wake of DEI Erasures

Courtney Novosat (Carnegie Mellon University)

Abstract

This proposal advocates an approach for supporting ethics learning in professional writing courses by preparing our students for the types of conflicts they may face in a workplace whose language and culture will continue shifting in the wake of the widespread erasure of initiatives

supporting diversity, equity, and inclusion.

Tuesday, 28th October 2025

11:00am PDT

Virtual Room 2

My Favorite Assignment

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)

Tuesday, 28th October 2025

12:00pm PDT

Virtual Room 2

How Do You Teach Perspectives Beyond Your Own?

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)

Tuesday, 28th October 2025

12:00pm PDT

Virtual Room 1

Individual Presentation

AI Course Policy Co-Creation

Mina Richards (California State University Los Angeles)

Abstract

Universities increasingly leverage GenAI to enhance learning, with the California State University (CSU) implementing AI tools systemwide. This study explored co-creating a Business Communication course policy with students to ensure responsible AI use. Findings highlight student views on transparency, AI literacy, and integrating technological advancement with academic honesty.

Tuesday, 28th October 2025

12:30pm PDT

Virtual Room 1

Individual Presentation

Community Grant Writing and Open Educational Resources (OER)

Taylor Clement (University of Louisiana at Lafayette)

Abstract

This presentation evaluates Open Educational Resources for grant writing. Community nonprofits often subscribe to expensive training courses or databases to find and apply for grants. Freely available information can offer equitable solutions for under-resourced organizations. I will explore the benefits and limitations of no cost grant writing tools and textbooks.

Tuesday, 28th October 2025

1:00pm PDT

Virtual Room 2

Individual Presentation

Exploring the Role of Generative AI Chatbots in Supporting Student Inquiries

Kimberley Williams (University of North Carolina at Chapel Hill)

Abstract

This research study explores how business undergraduate students perceive the effectiveness of generative AI chatbots in answering course-related questions. The findings will inform strategies for leveraging generative AI chatbots to enhance student engagement, improve learning outcomes, and address the unique demands of business education.

Tuesday, 28th October 2025

1:30pm PDT

Virtual Room 1

Individual Presentation

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

Bobby Winsler (University of Florida)

Abstract

A custom GPT course chatbot enlivens student engagement as an always-accessible help line with personality. When created too robustly, however, GPT assistants can be manipulated by students to produce high quality work without demonstrating core concepts. Adding one personality trait to your course's custom GPT protects academic integrity.

Tuesday, 28th October 2025

2:00pm PDT

Virtual Room 1

Individual Presentation

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

Junhua Wang (University of Minnesota Duluth)

Abstract

This study addresses generative AI's limitations in generating business communication messages tailored to specific contexts and aims to guide students toward more strategic AI use by integrating rhetorical genre analysis into the prompting process. The study introduces a rhetorical prompting framework and evaluates its effectiveness in generating business communication messages.

Tuesday, 28th October 2025

3:30pm PDT

Virtual Room 1

Individual Presentation

Discussion Skills and Organizational Adaptation: Role of Facilitation Skills

Atsuko Kaneko (Meiji University)

Abstract

Communication skills are considered important for individual and group performance. This study examined the relationship between discussion skills and organizational adaptive attitudes based on the results of a questionnaire survey (N=300) of working adults in Japan. The results showed that the skills of facilitating a group explained organizational adaptive attitudes.

Tuesday, 28th October 2025

4:00pm PDT

Virtual Room 1

Individual Presentation

“Don’t Ban It; Teach It”: A Pilot Study on the Effects of Detailed AI-Related Instruction in a Business Communication Course

Emily DeJeu (Carnegie Mellon University), Beth Walter (Carnegie Mellon University), Michael Melville (Carnegie Mellon University)

Abstract

Emerging consensus favors teaching LLMs over banning them, but student needs remain unclear. Our studies found AI instruction didn't impact student perceptions or performance, though AI use improved assignment quality. We recommend integrating traditional methods with implication-focused instruction to strengthen critical reasoning about when and how to use generative AI.

Tuesday, 28th October 2025

4:30pm PDT

Virtual Room 1

Individual Presentation

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)

Abstract

This session will introduce rubrics tailored to assess students' ability to analyze, compose, and evaluate AI-generated content for business communication outputs. Attendees will receive practical tools for measuring critical thinking, ethical AI use, and writing clarity, enabling them to effectively guide students in leveraging AI technologies responsibly.