June 2026 | Issue 48

NEWSLETTER

Association for Business Communication



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FROM ABC PRESIDENT, PATRICIA HARMS

Dear ABC Colleagues,

Over the past year, I've read and thought quite a bit about well-being and resilience—my own, that of our students, and that of ABC as an organization. Like many of you, I look forward to the slower pace that summer often brings. It creates space to reconnect with family and friends, pursue interests that don't fit into the academic year, and simply reflect. These moments are restorative investments in our well-being.

One of the ideas that has stayed with me from the resilience literature is that resilience is built long before we need it. Researchers describe resilience as our capacity to adapt and grow through life's challenges. That capacity develops through everyday systems of support—relationships, healthy routines, feed-back, learning, and community. The research shows that resilience isn't reserved for extraordinary moments or extraordinary people. It grows through the ordinary experiences we often overlook.

As business communication educators, we create many of those same systems of support for our students. Every opportunity to practice, receive feedback, revise, reflect, and collaborate helps students develop skills they will carry into situations they cannot yet anticipate. The technologies they use will continue to evolve—including GenAI—but the ability to build relationships, think critically, communicate clearly, and adapt to new challenges will remain essential. While our primary goal is to help students become stronger business communicators, I also believe we're helping them develop capacities that will support resilience throughout their careers.

The same principles apply to professional communities. Organizations become more resilient when they invest consistently in the relationships, routines, and shared practices that sustain them over time. As I reflect on the past academic year, I'm grateful for the many ways our ABC community and leadership team have made these investments—some highly visible, others quietly behind the scenes. Together, they strengthen our association's capacity to adapt, serve our members, and continue advancing business communication scholarship and teaching.

As you enjoy the remainder of the summer, I hope you'll find time to invest in your own well-being, whatever that looks like for you. These ordinary moments of renewal help prepare us for another academic year and strengthen the resilience we'll need to draw upon for whatever comes next. I'm grateful to be part of a community that invests in one another, our students, and the future of our discipline.

Take good care,
Patty

FROM ABC EXECUTIVE DIRECTOR, KATHRYN RYBKA



Dear Colleagues,

Many of you make meaningful contributions to our association by serving on the ABC Board of Directors, playing an active role in the work of one or more of our 20 Committees and Special Interest Groups, reviewing submissions for the *International Journal of Business Communication* or *Business and Professional Communication Quarterly*, or helping in other ways to sustain the ongoing work of our organization.

Did you know that our conferences also offer special opportunities for you to support and expand your engagement with the ABC community? They are a time when we enthusiastically come together to share knowledge to better inform our teaching, research, and consulting. And, importantly, provide us a chance to cultivate professional networks and friendships.

Much of this additional enrichment often takes place outside a presentation room during a snack break or meal. These less-formal moments during our in-person conferences are designed to foster engagement, build community, and make human connections with those in our shared academic discipline. Think of the connections you've made that began over a cup of coffee or bag of popcorn! We invite you (or your department, center, or university) to financially sponsor or help support one of our networking opportunities at the onsite 2026 ABC Annual International Conference in Baltimore this October. Please consider one of the following:

- Wednesday's Campfire Talks
- Wednesday Welcome Reception
- Thursday, Friday or Saturday breakfast
- First-timer's Breakfast
- Afternoon Break
- Lunch
- Thursday Awards Celebration and Reception
- and more!

If you're interested or intrigued by this idea, let's talk. Please contact me at executive.director@businesscommunication.org with questions and to learn about sponsorship options that can be customized to your interests.

Thank you for your consideration.

Take care, Kathryn

SPONSORSHIP OPPORTUNITIES FOR NEW ABC AWARDS

ABC has introduced two awards this year that were developed by the International and Intercultural Business Communication Committee:

- Outstanding Research in International or Intercultural Business Communication Award
- Innovative Teaching in International or Intercultural Business Communication Award

ABC welcomes sponsors for these two new awards. Winners of each receive $1,500. Sponsorship may be for both or one of the awards and can be an individual or more than one person.

If you have a passion for international and intercultural business communication, please reach out to Executive Director, Kathryn Rybka, at executive.director@businesscommunication.org to discuss this opportunity.

2026 ABC ANNUAL INTERNATIONAL CONFERENCE

Dear ABC Colleagues,



Your conference co-chairs enjoyed an activity-packed pre-conference visit to Baltimore, Maryland, in early May. Our conference venue, the Renaissance Baltimore Harborplace Hotel, is right on the Inner Harbor. While we were there, we met with the hotel team, toured nearby historic neighborhoods such as Little Italy, and sampled the local cuisine. We also enjoyed visiting the National Aquarium and seeing Fort McHenry. There is much to see and do in this historic city.

A complete tentative schedule can be found when logging into Ex Ordo and visiting https://event.abc2026.exordo.com/, and a draft overview of the schedule-at-a-glance can be found here. Along with a wide variety of presentations and panels, there will be plenty of time for networking and catching up with colleagues. The conference starts Wednesday, 14 October, with workshops and the new offering of Campfire Talks followed by a welcome reception that evening. Make your travel plans accordingly so you don't miss out.



The last date to register for the conference at the Early Rate for both the on-site and virtual modalities is 15 August. If you have not already registered for the conference, registration will go up to the Standard Rate on 16 August. Go to Conference Registration on Ex Ordo to register for the conference. If you haven't used Ex Ordo before, you will first need to create a log-in.

The ABC Conference Renaissance Baltimore Harborplace Hotel site is also live. Go to Renaissance Baltimore Harborplace to reserve your discounted guest room.



As the conference approaches, you will receive emails with information regarding places to visit, where to eat, and interesting tidbits about Baltimore, the Inner Harbor, and the surrounding area. You can also visit the official ABC Baltimore visitor site ABC 2026 Visit Baltimore.

Contact us with any questions at ABCconference@businesscommunication.org.

See you in October!

Barbara Bolt and Bethany Tisdale
2026 Conference Co-Chairs

ABC REGIONAL CONFERENCES

Southwestern U.S. Regional Conference, March 10–13, 2027

The conference will once again be held in the Dallas, Texas, area in partnership with the Federation of Business Disciplines at the Renaissance Dallas Richardson Hotel, which is 20 minutes from the DFW airport. We invite proposals from scholars, teachers, practitioners, and students working across business communication, technical communication, and professional communication. This year's Call for Proposals (CFP) includes an expanded range of topics:

- UX writing and content strategy
- Information design
- Technical communication
- Workplace communication
- Ethics and accessibility
- AI and emerging technologies
- Professional communication pedagogy

Key deadlines:

- October 23, 2026 Non-student proposals and papers
- December 15, 2026 Student proposals and papers

Student presenters are warmly encouraged to submit their work, and we hope members will share this CFP with undergraduate and graduate students who may be interested in presenting. Support and mentorship will be available for students throughout the submission and conference process.

See the CFP here for full submission guidelines and conference details. Proposals should be submitted through the ABC Southwest Ex Ordo site: https://abcsw2027.exordo.com/

We hope to see you in Dallas!

Midwestern U.S. Regional Conference, March 31 – April 2, 2027

Please join the Business Communication faculty at Western Michigan University in beautiful downtown **Kalamazoo, Michigan,** for the ABC Midwestern U.S. Conference. The conference theme is "Adaptive Business Communication in an Era of Constant Change." We look forward to hosting faculty, students, and industry professionals for an informative and fun-filled conference next spring**.**

Please check your email and the ABC website for more information.

Call for proposals will be open July 1 – October 30, 2026.

WESTERN MICHIGAN UNIVERSITY

ROGERS AND ANDERSON RESEARCH FUND

The Fund supports innovative and impactful business communication research projects.

The Priscilla S. Rogers and C.R. Anderson Research Fund invites proposals for projects in business communication. The Fund supports innovative business communication research that investigates the ways professionals communicate effectively in business organizations, both internally and externally. We welcome proposals from researchers with diverse methodological backgrounds and at all career stages.

The proposed research should be at its initial stage, or work in progress. Funded items include software for analyses, research-related travel and accommodations, tokens of appreciation for research subjects, and research support staff compensation for collecting and coding data and running statistical analyses.

Proposals are due by July 15 and can be submitted on the Ex Ordo website. More information and instructions for how to apply can be found on the ABC website, or contact the Committee Chair, Sky Marsen, skymarsen@gmail.com.

CALL FOR CASE – STUDENT WRITING COMPETITION

Submit your fun and challenging business communication case for the 2027 Student Competition!

Whether your June and July days are full of hot sun or chilly winds, it's a great time to think creatively about how to strengthen your students' strategic professional communication skills with engaging, practical cases.

The Student Competition Committee looks for cases that ask students to showcase their ability to use the following communication skills in a relatively brief message:

- be audience-centric
- persuade their receiver to take a course of action
- use professional tone, vocabulary, and style
- design a conventional, well-formatted document

Past winning cases have asked students to do things like use evidence and analysis to make recommendations, motivate a city council to provide needed resources, develop a crisis communication strategy for an organization, and more. You can see the past cases and winning student submissions on the Student Competition Award webpage.

The selected case will be enshrined on the ABC Student Competition page and showcase your teaching prowess. All submitted cases are anonymously-reviewed and rated by the Student Competition Committee members. Once a case is selected, the student writing competition will be launched. The case winner and case will be announced in September 2026.

If you have a great case to share, please submit it by **Friday, August 14,** using the form available on the Student Competition Award webpage (log in to see the form). Complete the required survey fields and attach your case as a PDF file. Be sure to remove any identifying information from the file.

We are eager to see your excellent work. Thank you for your consideration and submissions!

MEMBER NEWS

Ashley L. Dotson appointed Co-Director of the UPIKE Honors Program!



Ashley L. Dotson, MBA, Assistant Professor of Business Administration at the University of Pikeville, has been appointed Co-Director of the UPIKE Honors Program. In this new role, she will help lead initiatives that support high-achieving students through academic enrichment, leadership development, interdisciplinary learning, and community engagement opportunities. Dotson will continue teaching in the Coleman College of Business while serving the university's honors community.

Emily Marett awarded the Mississippi State University Online Teaching Excellence Award!



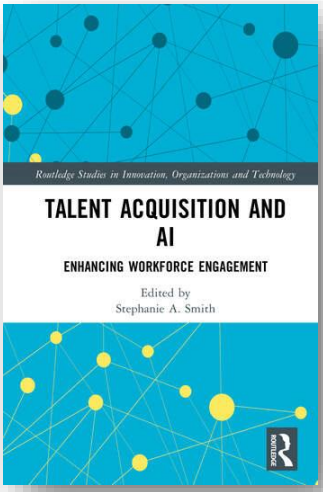
This is the highest award recognizing outstanding performance in online teaching offered by Mississippi State University. Pictured: MSU Dean of the College of Professional and Continuing Studies, Susan Seal (right), presents the Online Teaching Excellence Award to **Emily Marett** (left).

At the 7th Veterans in Society Conference at the University of Chicago,



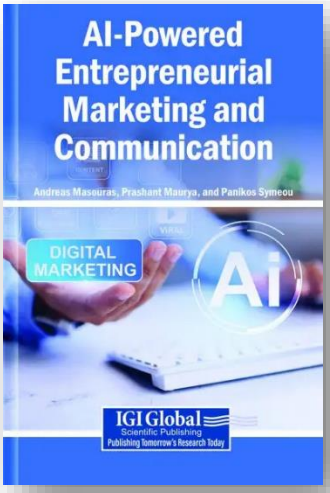
Jim Dubinsky delivered two talks and was honored as part of the Virginia Tech team, receiving the Veterans Studies Association's inaugural Impact Award. The award recognizes Dubinsky and his collaborators' foundational role in establishing veterans' studies as an academic field, including the creation of the Veterans in Society Initiative and the landmark "Changing the Discourse" conference.

MEMBER PUBLICATIONS



This new, edited book by **Stephanie Smith** has been published by Routledge and includes contributions from several ABC members! In an era where artificial intelligence is transforming industries, this book focuses on the pivotal role AI plays in talent acquisition and workforce engagement. It brings together insights from leading scholars to demonstrate how AI enhances recruitment processes, improves employee retention, and revolutionizes workforce management, ultimately reshaping the future of work.

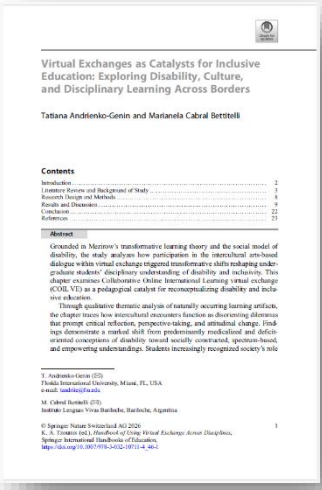
For more information, visit the publisher's website at …
https://www.routledge.com/Talent-Acquisition-and-AI-Enhancing-Workforce-Engagement/Smith/p/book/9781041035459



Congratulations to **Prashant Maurya** of the Indian Institute of Management Ranchi on the following publications:

AI-Powered Entrepreneurial Marketing and Communication (IGI Global Publishing, May 2026 DOI: 10.4018/979-8-3373-7021-7, EISBN13: 9798337370231) — Edited collection on the role of Artificial Intelligence in marketing and communication. Edited by Andreas Masouras, Prashant Maurya, and Panikos Symeou. Visit the publisher's website at …
https://www.igi-global.com/book/powered-entrepreneurial-marketing-communication/388726

Shingwekar, K. B., & Maurya, P. (2025). Too Late, Too Rigid, Too Cold: Crisis Communication Failures That Undermined Organizational Resilience – and How the 3E Model Could Help. Published in Organizational Dynamics. DOI: https://doi.org/10.1016/j.orgdyn.2025.101176


Virtual Exchanges as Catalysts for Inclusive Education: Exploring Disability, Culture, and Disciplinary Learning Across Borders

Tatiana Andrienko-Genin and Marianela Cabral Bettitelli

Contents

Abstract

Grounded in Mezirow's transformative learning theory and the social model of disability, the study analyzes how participation in the intercultural arts-based dialogue within virtual exchange triggered transformative shifts reshaping undergraduate students' disciplinary understanding of disability and inclusivity. This chapter examines Collaborative Online International Learning virtual exchange (COIL VE) as a pedagogical catalyst for reconceptualizing disability and inclusive education.

Through qualitative thematic analysis of naturally occurring learning artifacts, the chapter traces how intercultural encounters function as disorienting dilemmas that prompt critical reflection, perspective-taking, and attitudinal change. Findings demonstrate a marked shift from predominantly medicalized and deficit-oriented conceptions of disability toward socially constructed, spectrum-based, and empowering understandings. Students increasingly recognized society's role

Congratulations to **Tatiana Andrienko-Genin** of Florida International University on the co-authored article, "Virtual Exchanges as Catalysts for Inclusive Education: Exploring Disability, Culture, and Disciplinary Learning Across Borders," published in Springer International Handbooks of Education. This publication represents an exciting milestone and the culmination of many months of research, international collaboration, and learning. The article explores the contributions of virtual exchanges to the disciplinary learning of communication and education students. The findings contribute to deeper understanding of the formation of inclusive attitudes in education and workplace due to exposure to communication across cultures.

Andrienko-Genin, T., & Cabral Bettitelli, M. (2026). Virtual Exchanges as Catalysts for Inclusive Education: Exploring Disability, Culture, and Disciplinary Learning Across Borders. In: Tzoumis, K.A. (eds) Handbook of Using Virtual Exchange Across Disciplines. Springer International Handbooks of Education. Springer, Cham. https://doi.org/10.1007/978-3-032-10711-4_46-1

JOURNAL OF SCHOLARLY ENGAGEMENT

Submitted by Leslie Ramos Salazar, ABC Director at Large …

The ***Journal of Scholarly Engagement*** (JSE) invites submissions that bridge the gap between theory and practice. Grounded in engaged scholarship, JSE is open access and publishes work that connects research, professional practice, and community impact across disciplines including business communication.

We welcome reflections, community engagement projects, interdisciplinary problem-solving, and empirical studies with practical applications. Our flexible templates and developmental peer review process support both new and experienced authors.

JSE also invites scholars and practitioners to serve as peer reviewers, contributing their expertise to a collaborative and constructive review process. If you have work that makes a meaningful impact beyond a single setting, we encourage you to submit. Rolling submissions are accepted year-round.

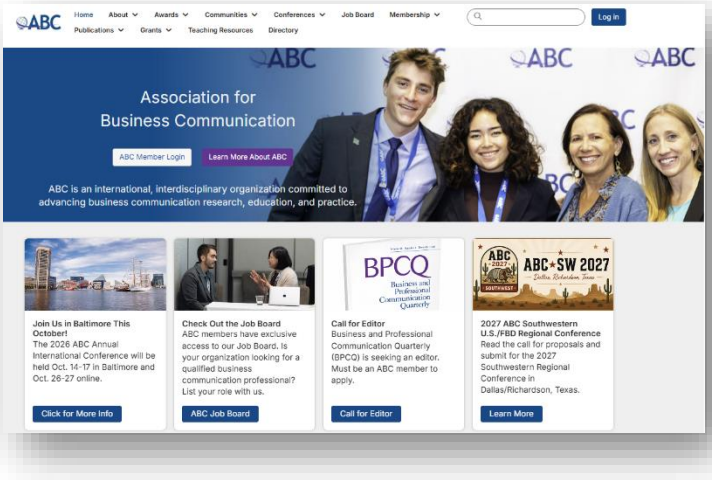
Learn more at https://scholarlyengagement.com/.

GET CONNECTED! STAY INFORMED! SHARE MEMBER NEWS!

Visit ABC Online!

Get connected with your ABC region, join special interest groups, learn about annual and regional conference details, access job postings, view publications and calls for papers, apply for grants, and take advantage of our many resources to support your needs. **Click here for the ABC website**.

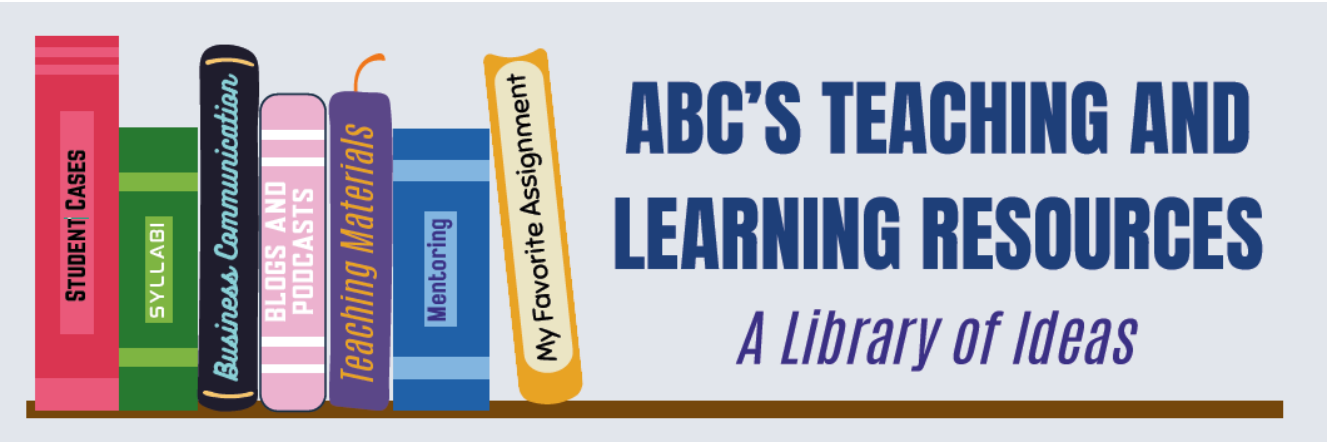
Members of ABC are encouraged to submit newsletter content about your groundbreaking research, book publications, and other news of interest to the ABC community! We want to hear from you! **Click here to share your news**.



Not receiving ABC emails?

Be sure your email server isn't blocking the ConnectedCommunity.org domain. All ABC announcements go through our website and will arrive from Mail@ConnectedCommunity.org.

RESOURCES FOR ABC MEMBERS



PLEASE EXPLORE!

Click here to peruse our wealth of resources for teaching business communication, developed by and for ABC members. Explore resources for your classes and your professional development. For much of this content, you will need to log in to verify your ABC membership.

For your classes …

- Assignments and Activities
- Award-Winning Cases
- Business Communication Textbooks
- Syllabi

For your professional development …

- Teaching Discussions
- Communication-Related Books
- Mentorship Program
- Blogs and Podcasts by ABC Members

Please also consider contributing your time and materials to these pages so that ABC colleagues around the world can benefit from your experience and ideas. To offer your support, email the Teaching Committee Chair, **Andrew Quagliata** at **aq43@cornell.edu**.

MFA: My Favorite Assignment!

Click here to access ABC's library, which includes hundreds of members' favorite assignments. You can filter by category, such as AI/technology, bad news, crisis communication, entrepreneurship, intercultural, nonverbal, persuasion, and many more!



RESEARCH & COLLABORATION COMMUNITY



As an ABC member, you belong to a community of business communication researchers, educators, and practitioners who share your interests.

You can find collaborators and participants to advance your research, learn about other members' work, and respond to requests that align with your goals. You can post requests for co-editors, project collaborators, research participants, co-presenters, and more.

To opt into this ABC member-only community, **click here to go to the Research and Collaboration page** and select "Join" (the blue button on the right side). You'll be asked how you would like to receive email notifications from the group. To ensure this community serves our members, we ask that messages meet these guidelines:

- Focus on a research or collaboration opportunity.
- Are relevant to business communication faculty, students, and/or practitioners.
- Do not promote a specific article, book, product, or service.
- Meet our ABC community **Terms and Conditions Guidelines**.

When approved, your message will appear on Research and Collaboration group members' homepage, on the community page, and by email for those who opt in. We hope you'll use this space to connect with ABC colleagues around the world.

Please let us know if you have any questions about this exciting and new initiative!
executive.director@businesscommunication.org

ABC MENTORSHIP PROGRAM



If you are interested in serving as a mentor or in finding a mentor that fits your specialization or interests in business communication, please add your name to the list found on the ABC home page under Resources.

Mentorship is valuable at every career stage from school to retirement, and our deep bench of knowledgeable members who participate in this program make it an enriching experience.

The ABC Mentorship Program aims to make it easier for members to seek new knowledge from each other; facilitate and provide a structure for formal mentorship; increase member satisfaction, engagement, and retention rates; and improve the value of our association.

If you have any questions about the ABC Mentorship Program,
please reach out to Jessica Nevitt at jknevitt@iu.edu.
Click here for more information.

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