



ASSOCIATION FOR BUSINESS COMMUNICATION

**Europe, Africa, and Middle East Regional Conference
University of Brescia, Italy, 23-25 June 2027**

**EMPOWERMENT AND READINESS IN BUSINESS COMMUNICATION:
BRIDGING CULTURES, RENEWING ORGANIZATIONS**

The current economic, social and professional landscape is constantly influenced by disruption, uncertainty and change on a worldwide level due to geopolitical events, technological evolution – with the impact of AI on communication practices being not only unprecedented, but also largely unforeseen – and increased awareness in terms of sustainability, inclusion and resourcefulness. As a result, readiness and resilience have come to represent essential qualities and skills that universities and organizations must actively train, monitor and hone in order to anticipate, adapt to, and gain experience and value from emerging changes and opportunities.

Business communication plays a crucial role, as it bridges different cultures and organizations, providing them with tools to share knowledge, insight and lessons learned. Technological advances have made multilingual communication ever more affordable and – one may argue – deceptively easy to achieve, especially in corporate and professional settings. Research into the implications of this changing scenario suggests that linguistic and communicative practices not only retain their centrality, but are fundamental for building trust and fostering sustainable and respectful innovation in today's increasingly multicultural professional environment. A strategic use of business communication empowers conceptual, procedural and managerial frameworks that can efficiently support organizations and institutions throughout their growth and transformation in times of uncertainty.

The ABC 2027 EAME Regional conference seeks to foster interdisciplinary dialogue and connections on how to integrate such values into workplace, organizational and managerial culture, ethical leadership and academic, as well as professional, learning and teaching. The conference organizers invite and encourage scholars, practitioners, teachers and instructors to explore and reflect on how business communication can cultivate readiness and empowerment in today's multifaceted and ever-changing global environment.

We welcome theoretical, empirical, methodological and practitioner-oriented contributions on the role of empowerment and readiness in and across local, regional and global business and professional contexts in relation to the following fields:

- Risk and crisis communication
- Organizational and institutional agility and adaptability
- Strategic communication
- International and intercultural communication
- Leadership communication and workplace culture
- Multilingualism, plurilingualism and translanguaging
- Digital disruption in corporate and educational settings
- Concerns and potential uses of Artificial Intelligence
- Inclusivity, accessibility, and social justice
- Corporate Social Responsibility (CSR), accountability, and responsible organizational communication
- Scholarship of teaching and learning
- Professional communication and development skills

Presentation Formats

- Individual Presentations (20 minutes)

Presenters will speak for 15 minutes on their proposed topics, followed by a 5-minute Q&A. Proposal submissions should be no more than 300 words, not including references.

Conference chairs will group individual presentations into one-hour sessions that include up to three presentations on related topics.

- Panels (1 hour)

Panels should address a common theme, content or methodological area, and will be scheduled for 60 minutes. A 60-minute panel usually includes a brief introduction by the panel chair, 3 individual presentations, and a Q&A session.

For panel submissions, please include a) an overview description of no more than 300 words highlighting the panel's content and objectives, and including 3-5 key words; b) an abstract of no more than 250 words for each individual presentation within the panel. Also provide information about the panel members and the coordinator, including full institutional addresses and emails.

- Research Roundtable (1 hour)

This is suitable for early career researchers pursuing doctoral and postdoctoral studies and for experienced researchers undertaking/planning pilot projects or interested in reporting preliminary results. The presentations will be in sessions of 60 minutes, with individual presentations lasting 20 minutes (10 minutes for presentation + 10 minutes for discussion). Proposal submissions should be no more than 300 words, not including references.

Key Dates

Submission deadline: **15 November 2026**

Notification to authors: **15 December 2026**

Deadline registration for presenters: **15 May 2027**

Please refer to the conference website abceame2027.exordo.com for more information and for updates.

For further inquiries, please contact: abc2027@unibs.it

Scientific Committee

Paola Catenaccio, University of Milan (Italy)

Roxanne Barbara Doerr, University of Brescia (Italy)

Walter Giordano, "Federico II" University of Naples (Italy)

Marlies Whitehouse, ZHAW Zurich University of Applied Sciences (Switzerland)

Annalisa Zanola, University of Brescia (Italy)

Organizing Committee

Roxanne Barbara Doerr, University of Brescia (Italy)

Nicola Pelizzari, University of Brescia (Italy)

Annalisa Zanola, University of Brescia (Italy)