

Zen

AND THE ART OF
BUSINESS COMMUNICATION

THE 12TH ABC ASIA-PACIFIC CONFERENCE
MARCH 13 (WED) - 15 (FRI), 2013
DOSHISHA UNIVERSITY, KYOTO, JAPAN

KEYNOTE SPEECHES (DAY-2 / MAR.14)



IRIS VARNER

Coauthor of *Intercultural Communication in the Global Workplace*
Illinois State University, Illinois, USA



GARR REYNOLDS

Author of *Presentation Zen*
Kansai Gaidai University, Osaka, Japan

PRE-CONFERENCE WORKSHOPS (DAY-1 / MAR.13)



BERTHA DU-BABCOCK

Coauthor of *Essentials of Business Communication*
City University of Hong Kong, Hong Kong



TIM CRAIG

Editor of *Japan Pop* and *Global Goes Local*
Doshisha Business School, Kyoto, Japan

The art of business communication, much like Zen, is best practiced when simple, clear and focused. This Zen-like philosophy of simplicity and efficiency has been successfully adapted to the business practices of many modern organizations. The impetus for this meeting is the exploration of the many novel business communication issues that we face in today's globalizing economy.

— Naoki Kameda,
Conference Chair



Association for Business Communication
The 12th Asia-Pacific Conference in Kyoto
<http://www.jbca.gr.jp/abcap>



The 12th ABC Asia-Pacific Conference

Conference Chair

Naoki KAMEDA

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Association for Business Communication



Japan Business Communication Association



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PROGRAM OUTLINE

DAY-1

MAR.13
(WED)

Pre-Conference Workshops

Bertha Du-Babcock (City University of Hong Kong)
Research Methods to Study Business Communication in Asia:
From Research to Publication

Tim Craig (Doshisha Business School)
Task-based Learning in the Business English Classroom: Learn
Business English the Fun Way by Creating Your Own Company

Industry Visit: Sake Brewery

DAY-2

MAR.14
(THU)

Opening Ceremony

Keynote Speeches

Iris Varner (Illinois State University)
East is East and West is West And Yet The Twain CAN Meet:
Paths to Effective Intercultural Business Communication

Garr Reynolds (Kansai Gaidai University)
21st Century Presentation: The Importance of Storytelling

Paper Presentations

Welcome Reception: Geisha Performance

DAY-3

MAR.15
(FRI)

Paper Presentations

Closing Ceremony

Farewell Party

CALL FOR PAPERS

THEMES Topic may include, but are not limited to:

- The art of business communication:
Simple, clear and focused forms of communication much like the practice of Zen
- Globalization and intercultural communication
- Business stakeholder communication
- Perspectives from the business world: Case studies from various industries
- Rhetoric: Traditional approaches of business communication
- The role of business schools and academic institutions

TO SUBMIT YOUR PROPOSAL

Please visit the conference website at <http://www.jbca.gr.jp/abcap/> for updated and detailed submission guidelines. Submit your proposal by December 10, 2012.

REGISTRATION

HOW TO REGISTER

Please visit the conference website to register. Registration is limited to the member of ABC and its affiliated associations only. ABC Members are welcome to bring a spouse, partner or non-member who can register at the member's rate.

Registration Fee

Membership Classification	Early Registration Before January 31, 2013	Registration After February 1, 2013
ABC Member (Regular)	14,000 yen (JPY)	16,000 yen (JPY)
ABC Member (Student)	6,000 yen (JPY)	7,000 yen (JPY)