

2014년 한국경영커뮤니케이션학회 추계 한·일 공동 학술대회
The KABC Fall Conference 2014

(Subtitle : Korea & Japan International Conference for Business Communication)

나눔과 공유 비즈니스 커뮤니케이션
“Sharing: Business Communication”

2014.12.6.

법학전문대학원, 경희대학교



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Program Schedule

December 6, 2014(Saturday) - 법학전문대학원(Law School)

Time	Program	Content
12:30 –13:20	Registration	Kyung Hee University, Law School Conference Hall #101
13:30–13:40	Opening Ceremony	<p style="text-align: right;"><i>MC: Kyung Soo Kang (Prof. TongMyoung University)</i></p> <p>Opening Remark : Hye Jung Chang (Prof. Kyung Hee University)</p> <p>Congratulatory Remark : Hiromitsu Hayashida (President, JBCA)</p>
13:40–14:50	Keynote Speech	<p>Keynote Speech I</p> <p>Business Communication for the New Asian Age Tatsuo Nobu (Prof. Kokushikan University)</p>
		<p>Keynote Speech II</p> <p>CSR : Stakeholders and Communication Kwang Yong Kim (Team Director, Korean Standards Association)</p>
14:50–15:00	Coffee break	
15:00–16:50	Session 1 (#403)	<p>Presenter 1</p> <p>Education Case of "Business Communication" Class in Business Administration by Using NIE Eun Jung Choi (Prof. SangMyung University)</p>
		<p>Presenter 2</p> <p>Research on Professional Communication Yeon Kwon Jung (Prof. Kansai Gaidai University)</p>
		<p>Presenter 3</p> <p>The Relative Importance and Priority of IMC Evaluation Factors through AHP analysis Kyung Soo Kang (Prof. ThongMyoung University)</p>
		<p>Presenter 4</p> <p>Case Study on the EMB usage in SME : focusing on KM Strategy Kyung Jun Lee (Prof. Kyung Hee University)</p>
	Session 2 (#404)	<p>Presenter 1</p> <p>Analysis of Business Communication Study in Japan Kobayashi Takehisa(Prof. Wako University)</p>
		<p>Presenter 2</p> <p>Asian Identity Observed in Intercultural Business Discourse Misa Fujio(Prof. Toyo University)</p>
<p>Presenter 3</p> <p>Gender and Business Communication Hye Jung Chang (Prof. Kyung Hee University)</p>		
16:50 – 17:00	Coffee break	
17:00 – 18:00	Closing Ceremony	<p>Plenary : Bertha Du Babcock (Prof. City University of Hong Kong)</p> <p>Closing Remark : Yung Ho Suh (President, KABC)</p>
18:00 –	Reception	