

## The 15th Asia-Pacific Conference of the Association for Business Communication

### Call for Submissions

**Conference Theme:** “*Business Language and Communication in the Age of Digitalization and Glocalization*”

**Conference Time:** June 9-11th, 2017

**Conference Venue:** The Hong Kong Polytechnic University, Hong Kong SAR

#### **Conference Goals:**

- To provide scholars, educators and practitioners from different disciplines (corporate communication, business English, organizational management and media communication) with opportunities to interact, network and benefit from each other’s research and expertise related to business communication in an age of increasing globalization and digitalization;
- To synthesize research perspectives and foster interdisciplinary scholarly dialogues for developing integrated approaches to complex problems of business language and communication across cultures;
- To advance the methodology for business language and communication research and disseminate practical findings to facilitate understanding across languages, cultures, communities, and disciplines.

**Topic areas are broadly defined as, but not limited to, the following:**

Advertising and marketing across cultures  
Bilingual and multilingual communication  
Business English  
Conflict, mediation and negotiation across Cultures  
Corporate culture and management  
Crisis communication  
Cross-cultural adaptation  
Cross-cultural interaction  
Culture and diplomacy  
Digital communication  
Glocalization  
Health communication

Organizational communication  
Public opinions and public policy  
Public relations  
Rhetorical communication  
Risk management  
Social media and business communication  
Stakeholder communication  
Sustainability and globalization  
Translation studies  
Verbal and nonverbal communication

## Guidelines for Submissions

Abstracts, panel or workshop proposals may be accepted.

- Abstract, 300-500 words in English, including positions, affiliations, email addresses and mailing addresses for all authors.
- Panel proposals reflecting the conference theme may be submitted. All panel proposals should provide a 300-word rationale and a 100-200 word abstract of each panelist's paper; include affiliation and email addresses for each panelist.
- Workshop proposals relevant to the conference theme may be submitted. Proposals should be 3-5 pages in length, single-spaced.

**Deadline:** Please submit abstracts by **January 15, 2017**, panel and workshop proposals by **February 5, 2017**.

**Abstract Submission to:** [2017abc15.papers@polyu.edu.hk](mailto:2017abc15.papers@polyu.edu.hk)

**Conference Enquiry:** [2017abc15.enquiry@polyu.edu.hk](mailto:2017abc15.enquiry@polyu.edu.hk)

**Conference Website:** <http://www.cbs.polyu.edu.hk/2017abc/>

**Conference Working Languages:** English and Chinese

**Conference Host:** Department of Chinese and Bilingual Studies, The Hong Kong Polytechnic University

### KEYNOTE SPEAKERS:

**CHEN Xianhong**, President of Public Relations Society of China, Professor and Associate Dean, School of Journalism and Information Communication, Huazhong University of Science and Technology, P. R. China

**Michael GOODMAN**, Vice President, Eastern United States Region, Association for Business Communication, Professor, Founder and Director of CCI Corporate Communication International, Baruch College, The City University of New York, USA

**ZHU Yunxia**, Vice President, Asia and the Pacific Region, Association for Business Communication, Associate Professor at the University of Queensland Business School, Queensland, Australia.

## 第 15 屆商業傳意協會亞太區研討會

### 徵稿通知

**會議主題：**“數位化、全球本土化時代的商務語言與傳意”

**會議時間：**2017 年 6 月 9- 11 日

**會議地點：**香港理工大學

**會議目標：**

- 在全球化與數位化愈益發展的時代，促進各學科（企業傳訊、商務英語、組織管理與媒體傳播）的學者、教師及專業人員互動、互聯，交流學習；
- 整合不同的研究領域，促進跨學科的對話，開發及綜合不同的研究方法，以解決跨文化商務語言與傳播中遇到的複雜問題；
- 提升商務語言與傳意的研究方法，促進跨語言、跨文化、跨社群，及跨學科的合作。

**研討會專題包括（但不限於）以下範疇：**

跨文化廣告與營銷	全球本土化
雙語及多語傳播	衛生傳播
商務英語	組織傳播
跨文化衝突、協調與磋商	輿論與公共政策
企業文化與管理	公共關係
危機管理與傳播	修辭理論
跨文化適應	社交媒體與商務傳播
跨文化互動	可持續性與全球化
文化與外交	翻譯研究
數位化傳播	言語與非言語交際

## 提交指南

論文摘要、小組或工作坊提案均可接受。

- 摘要：中文 250-300 字，附上所有作者的職務、單位、電子郵箱及郵政地址。
- 小組提案應符合大會主題。所有的小組填均需提供 200 字的提綱，並附上每位小組成員的論文摘要，長度以 100-200 字為宜；附上每位小組成員的單位和電郵地址。
- 工作坊提案應符合大會主題。提案長度以 3 至 5 頁紙為宜，單倍行距。

**截止日期**：請於 **2017 年 1 月 15 日** 前提交論文摘要，於 **2017 年 2 月 5 日** 前提交  
小組提案及工作坊提案。

**論文提交郵箱**：[2017abc15.papers@polyu.edu.hk](mailto:2017abc15.papers@polyu.edu.hk)

**會務諮詢郵箱**：[2017abc15.enquiry@polyu.edu.hk](mailto:2017abc15.enquiry@polyu.edu.hk)

**大會網址**：<http://www.cbs.polyu.edu.hk/2017abc/>

**大會工作語言**：中文、英文

**會議主辦單位**：香港理工大學 中文及雙語學系

## 主旨發言人

**陳先紅**，中國新聞史學會公共關係研究會會長、華中科技大學新聞與信息傳播學院副院長

**Michael GOODMAN**，商務傳意協會美國東部地區會長、美國紐約市立大學柏魯克分校教授暨企業傳訊國際主任

**朱雲霞**，商務傳意協會亞太地區會長，澳大利亞昆士蘭大學商學院副教授。