

J B C A

The Japan Business Communication Association Newsletter

No. 27

April 1, 2021

- **Greetings**

I am gratified that you are probably all in good spirits in this early spring season. As always, I thank you for your support and cooperation in the activities of the Association.

At this time, I would like to share some information regarding the Association and make some requests. Please check the materials supplied and extend your cooperation to requested matters including payment of the membership fee.

We are afraid that our members may be suffering from various damages by the worldwide spread of corona virus which has been continuing over a year. This unpredictable turbulent time may continue for a while, but we will be planning future activities carefully by closely monitoring the situation. I along with the board members are determined to unite our efforts for further development of this association. Support by each member will be highly appreciated in this endeavor.

Takehisa KOBAYASHI, President

- **The 81st National Convention**

The National Convention of 2021 is scheduled to take place on Saturday 2nd and Sunday 3rd of October 2021 at Toyo University, Hakusan Campus, with Professor Misa FUJIO as the chair of the steering committee. Last year, the convention was held all online due to the COVID19 situation. However, this year, we are planning to hold the convention on a hybrid-style with having half of the presentations online and the rest in-person. The International Session, which has been held for more than ten consecutive years, is planned to be held by inviting scholars from overseas.

Members are invited to present their research papers to make this Convention successful. Members are also urged to offer their suggestions for the preparation of Convention program. Contact details appear at the end of this newsletter.

- **The 80th National Convention**

As mentioned above, the 80th National Convention in 2020 was held online on Saturday 10th and Sunday 11th of October by Zoom. Since the convention format was changed to online by Zoom, we have decided to postpone the originally planned symposium at the international session to 2021. In place of the symposium, we held a panel discussion on the topic of "Challenges & Opportunities of On-line Education and Future Research Topics" followed by Zoom online party to celebrate the 80th anniversary

of the foundation of the Association. The online panel discussion was attended and lectures were given by Professor Geert Jacobs at Ghent University, Belgium, and Chairman of Association of Business Communication (ABC), Professor Yunxia Zhu at University of Queensland and Vice President of the ABC Pacific Region, Professor Joel Park at Seoul National University representing Korean Association for Business Communication (KABC) with whom we have concluded MOU and Professor Hadina Habil at Universiti Teknologi Malaysia. At the online Zoom party to celebrate the 80th anniversary of the foundation of the Association, we had a pleasure of receiving congratulatory messages from these distinguished professors and many other concerned people including Professors from KABC with whom we have a close relationship.

At the main session, all the eight paper presentations were completed, and furthermore a workshop was organized by the supporting member companies, Seibido and Kukan Gainen Kenkyusho. Both events were attended by many JBCA members.

I would like to thank the Board Members, Prof. Misa FUJIO, Toyo University, Professor Yoichi SATO and all those involved for having made this Convention a success. Thank you very much.

- **Online video streaming of the 80th National Convention and the regular meeting of Kanto Chapter held of January 31, 2021. (Soon to be released)**

We are preparing to distribute a digest version of the recorded video from the 80th National Convention on JBCA Website (<http://www.jbca.gr.jp/>). Another digest version of the recorded video from the regular meeting of Kanto Chapter will also be released at the same time. We will advise the release date as soon as they are ready via e-mail to the members. These videos can also be viewed by non-members who may be interested in the Association. Please note that these videos will be distributed only through the JBCA Website for the time being. Following images are screen shots of the recorded video from the 80th National Convention.



Panel discussion at the 80th National Convention (Professor Misa FUJIO in the upper right corner)



Panel discussion at the 80th National Convention (Professor Geert Jacobs, Chairman of ABC, in the upper right corner)



Speech made by Professor Lee Sang-Chu from KABC at the 80th commemorative online Zoom party.

- **News on the project of commemorative event of the 80th National Convention**

As announced via e-mail to all members in the early February, publication to commemorate JBCA's 80th anniversary, proposed by the planning committee, was approved at the general members meeting held last year. Based on this approval, the 80th Anniversary Commemorative Publication Committee was launched in December 2020 and Yukio HISASHIMA was appointed as committee chairperson by the JBCA President, and Misa FUJIO, Kazuyo MURATA, Atsuko KANEKO, Seiji NOMURA, Masaki USHIROKU, Momotaro TAKAMORI and Yoichi SATO have become members of the committee. Following the discussion at the publication committee as well as deliberation and approval at the board members meeting held online, it has been decided that this project will be altered to commemorate the 80th anniversary and now the committee members are commissioned to plan various revitalization projects looking at further progress of the Association in 90th and 100th years of its establishment. As the first commemorative project, we are planning to hold a symposium under the theme of "Realizing Smooth Business Communication in Business Organizations under the COVID19 Pandemic Situation" in September this year as the three chapters' joint extended chapter meeting. We will announce further detail of the symposium and progress of other commemorative projects via e-mail and other means in future.

- **International exchange news**

We were not able to participate in the 2020 Annual Conference of Korea Association for Business Communication (KABC), with whom JBCA has concluded MOU, held during the Total Academic Conference of Korea Management Association due to COVID19. However, three JBCA members made paper presentations at the 85th Annual International Conference of ABC, with whom JBCA has concluded MOU, held online from October 27th to 31st 2020. Though the 85th Annual International

Conference of ABC was held online, JBCA members were able to further deepen our relationships with various researchers throughout the world as the past years.

● **Information on next International Conferences**

We will make an announcement of next KABC international conference upon confirming its detail. The 86th Annual International Conference by ABC is scheduled to be held online as last year from October 18th Monday to 23rd Saturday 2021.

Taking this opportunity, I would like to thank those who have been supporting these international conferences.

● **New Members and Update of JBCA Membership Status**

At the 80th (2020) National Convention, 6 new members were admitted, including 1 regular member, 3 general members, 1 graduate student member and 1 supporting corporate member. As at the end of the 80th (2020) National Convention, total membership count was 172 members (consisting of 5 honorary members, 128 regular members, 27 general members, 7 graduate student members, 1 corporate member and 4 supporting corporate members). Please refer to the table below for the membership status.

Meanwhile, the following 7 members withdrew from the Association: Takao NORISADA, Tsuyoshi KIDA, Kunio INOUE, Christensen, Hiroji FUSHIDA, Yumi MATSUMOTO and Hideo TERA0.

New members (In random order, affiliation at the time of admission)

Type	Name	Affiliation	Chapter
General	Soichi MIWA	Mitsubishi UFJ Trust and Banking	Kanto
Regular	Kyoko KUSE	Toyo University	Kanto
General	Shinya ITO	Mitsubishi UFJ Trust and Banking	Kanto
Supporting	Kukan Gainen Kenkyusho		Kanto
General	Nathan Ramler	Cheiron Group	Kanto
Graduate	Ryo KURODA	Nagoya Gakuin University	Kanto

JBCA Membership Status

Membership Type	End of 2020 General Meeting	End 2019 General Meeting
Honorary	5	4
Regular	128	134
General <small>(Note)</small>	27	25
Graduate Students	7	6
Corporate	1	1
Supporting	4	3
Total	172	173
Withdrawals	7	30
New Members	6	11

Note: Following the change in the Article of Association, general members are integrated into regular members in 2021.

- **Call for Papers**

The Association invites members to present papers at the 81st National Convention, as scheduled for October 2 (Saturday) and 3 (Sunday) at Toyo University. Please note that the deadline for proposals is May 31 (Monday) 2021.

- **JBCA Award Winner**

There was no submission for the JBCA Award the Rookie of the Year Award.

- **Call for 2021 JBCA Award application**

We call for 2021 JBCA Award application. Please refer to the detail information on JBCA website. We anticipate your applications for the award. Applications for this year's award must be submitted between April 1st (Wednesday) and April 30th (Thursday) 2021.

- **Information on Boueki Jitsumu Kenti held by Boueki Jitsumu Kentei Kyokai (Level A, B, C)**

Boueki Jitsumu Kentei Kyokai manages the Boueki Jitsumu Kentei (Level A, B, C). Please refer to the homepage for further detail on the exam's schedule and seminars. Relevant textbooks are also sold by the Boueki Jitsumu Kentei Kyokai.

- **Annual Membership Fees**

It is the time of the year that members are kindly reminded to remit their annual membership fees for

this year (2021). Your regular or general membership fee of JPY 8000, graduate student fee of JPY 4000, or supporting corporate member fee of JPY 48000 can be paid by using the enclosed JP Bank payment form. (Account number: 00110-2-0485445, Account Name: The Japan Business Communication Association)

- **JBCA Outline**

The Japan Business Communication Association is a well-established academic society with a history of over 80 years. Initially established as the Japan Business English Association, the Association is a member of both the Union of National Economic Associations in Japan and the Science Council of Japan. In 2002, after careful consideration, the Board of directors decided to change the name of the Association to the Japan Business Communication Association, thanks to the great efforts of former President Takao NORISADA and other directors. The change signified the intention of the Association to further improve the academic quality of its activities.

Activities of the Association headquarters:

Main activities include an annual National Convention (customarily in October), our annual bulletin and other publications. The Association relies solely upon membership fees to finance its activities. Your support is greatly appreciated.

- **Becoming a Member**

In FY2012, the Association relaxed the membership requirements and corporate membership have been added. Through this change, the Association wishes to enlarge its membership including business organizations, invigorate the organization, and improve the academic quality of its activities. Members are kindly requested to recommend qualified prospects to join the Association.

- **Activities of regional chapters**

JBCA has three regional chapters in Kanto, Kansai, and Kyushu/Yamaguchi. Each chapter holds two or more regional meetings each fiscal year, which are held separately from the National Convention. All members belong to local chapters.

- **Regional chapter secretariats and presidents**

Kanto Chapter

Prof. Misa FUJIO

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President, JBCA Kanto Chapter

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Kansai Chapter

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Faculty of Commerce, Doshisha University

President, JBCA Kansai Chapter

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Kyushu/Yamaguchi Chapter

Prof. Kyoko ARAI

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Note: Regional chapter presidents have terms of appointment as stipulated by respective regional chapter rules. Names of presidents are current as at the time of this newsletter publication.

Secretariat:

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