

ABC Regional Conference Europe, Middle East and Africa

Re-thinking and Re-mediating Business Communication: Continuity and Evolution

Naples, Italy

12 – 14 January 2023

Thursday, January 12th 2023 – Centro Congressi Università degli Studi di Napoli Federico II via Partenope, Napoli

9.00-9.30	Welcome address - Gabriella Graziano, Director of DISES – Dept. of Economics and Statistics, Università degli Studi di Napoli Federico II, Host Department.				
	Room A	Room B	Room A1	Room B1	Room C
	Panel	Organizational Communication	Innovative Instructional Methods	Work in progress sessions	Networking, business cards exchange, collaboration incubator (free access)
9.30-10.00	<p><i>CSR communication during and after the Covid-19 pandemic: challenges, responses, perspectives.</i></p> <ul style="list-style-type: none"> Paola Catenaccio (conv.) Mercuri and Palmieri, Paganoni d'Avanzo Pennisi 	Ruiz Garrido , Palmer - <i>Video chairman statements in a digital era: new needs, new genres?</i>	Meredith - <i>Enhanced Collaborative Online International Learning (COIL) Model: Lessons from Combining Virtual and Physical Mobility to Reinforce International Business Communication Learning</i>	Wei - <i>Knowledge Management in Japanese Startup Firms: A Communicative Perspective</i>	
10.00-10.30		Rusch - <i>Multimodal Corporate Communication – A Contrastive Comparison</i>	Quagliata - <i>Discussion Decks: Bridging The Gap Between What Business Communication Faculty Teach And What Industry Requires Of Our Students</i>	Spezzano - <i>Destination Branding and UNESCO Heritage of Insular and Southern Italy: A Corpus-Assisted Tourism E-Discourse Analysis</i>	
10.30-11.00		Meyer - <i>An Analysis of CEO Letters on Ukraine</i>	Sarkissian Toomey - <i>Stepping Through the Glass: How has COVID forced us to re-think our teaching practices in the Business English classroom?</i>	Flanagan - <i>Business discourse in the technology sector: An analysis of Irish English speech in International Virtual Teams</i>	
11.00-11.30	COFFEE BREAK – 1ST FLOOR				

	Panel	Organizational communication	Teaching, methods and pedagogic perspectives	Language	
11.30-12.00	<i>Rethinking and Re-Mediating Business Communication Through Usability and User Experience Design</i> <ul style="list-style-type: none"> • St.Amant (conv.) • Karremann, Feldberg, Jacobs • Zemliansky • Slattery • Meex 	Isaksen - <i>Mapping Criteria for Quality in Business Communication: A Qualitative Study of English Business Communication Requirements at Multinational Companies in Norway</i>	Makowska - Fronczak - <i>COVID-19, procedures, exams, results - a comparative study into the final assessment at the Business English course at L4B during and after the pandemic.</i>	Di Martino - <i>No Bollocks: Identity, authenticity and stylized performances of localness in Newcastle Brown Ale</i>	Networking, business cards exchange, collaboration incubator (free access)
12.00-12.30		Vanbrabant, Bauwens - <i>Customer segmentation in complaint emails: a corpus linguistic contextualisation of the lexical approach to personality</i>	Doerr - <i>(Online) class is in session: the role of academic blogs in teaching business critical thinking and communication</i>	Zollo - <i>"Our transformation: delivering a smoke-free future". Corporate Responsibility Narrative in Philip Morris International's Website</i>	
12.30-13.00		Koester - <i>Language, creativity and innovation in the life of a start-up</i>	Fleischmann - <i>Upskilling across boundaries: The European University Initiative</i>	Pennarola - <i>Academic Branding and Higher Education Values: An Analysis of Master's Degree Home Pages in the UK</i>	

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	Room A	Room B	Room A1	Room B1	Room C
	Panel	Organizational Communication	Teaching, methods and pedagogic perspectives	Language	

14.00-14.30	<i>Communicating transparency in English-language corporate and institutional disclosure practices in intercultural settings.</i> <ul style="list-style-type: none"> • Crawford (conv.) • Denti • Facchinetti-Cavaliere • Mocini • Bondi. 	Gigliani - <i>Use of visuals in corporate codes of ethics and their interconnection with text.</i>	Li Lin - <i>Teaching Narratology In Business Communication</i>	Kapranov - <i>Modal Verbs in Recruitment Discourse in the Southern Hemisphere Englishes: Contrasting Discursive Practices in Australia, New Zealand, and South Africa</i>	Networking, business cards exchange, collaboration incubator (free access)
14.30-15.00		Bait - <i>'Working for greatness': the promotion of Milan on the city's official website</i>	Morse Jenny - <i>Student-Driven Success: An Experiment in pass/fail assignments with unlimited revision</i>	Widdershoven - <i>Gen Z's conceptualizations and communication preferences with regard to sustainability</i>	
15.00-15.30		De Dijn, Van De Mierop - <i>Colloquial language in job interviews as a reflection of changes in the Belgian job market?</i>	Pizziconi, Di Ferrante, Ghia, Petrocelli - <i>Re-thinking the business identity of bilingual schools in shaping future global professionals</i>	Darics, Koller - <i>What have linguists ever done for you? Harnessing linguistic and discourse analysis to raise language awareness</i>	
15.30-16.30	Keynote Speech: Giuliana Garzone - The "social turn" in business communication: from CSR to brand activism				
16.30 – 17.00	COFFEE BREAK – 1ST FLOOR				
	Panel	Organizational Communication	Social responsibility and Sustainability	Language	
17.00 – 17.30	Lutzky – Gillings (conv) <i>student panel</i> Nato - <i>Metaphors in economic texts: the case of money as an object</i> Cianciaruso - <i>The Impact of Culture and Diversity on Business English Communication: Instagram as a Case-Study</i> Bottalico - <i>Communicating Across Cultures: dis/similarities between American and Italian adverts of Coca-Cola</i> Grasso - <i>The online dimension of theatrical communication: an analysis of websites</i>	Nagengast - <i>Evaluation 'in Action' reveals the Communicative Purposes of a Financial Genre</i>	Aiezza - <i>Shop Smart, Stay Safe: A CDA of CSR Reports by Amazon and Walmart before and after COVID-19 Pandemic</i>	Franceschi, Cavaliere, Corrizato- <i>When words meet wine industry trends: the case of necrologisms in Wine Spectator</i>	Networking, business cards exchange, collaboration incubator (free access)
17.30-18.00		Goettsch - <i>Reframing Hybrid Workplace Dissonance with Emotionally Intelligent Leaders</i>	Napolitano - <i>Sustainable Beauty: A CDA of CSR Reports by Cosmetics Companies pre- and post-COVID-19</i>	Maci - <i>Press releases during the pandemic. The case of AstraZeneca</i>	
18.00-18.30		Logeman, Aritz, Cardon - <i>The role of sentient communities in global virtual teams</i>	Catenaccio - <i>Stakeholder communication in the banking sector and the Covid-19 pandemic: accelerating the "responsibility turn"?</i>	Brunner - <i>Persuasive Instagram strategies for sustainable products: Sustainability communication in the food industry</i>	
8.30 pm - PIZZA GET-TOGETHER					

Friday, January 13th 2023 – Centro Congressi Università degli Studi di Napoli Federico II via Partenope, Napoli

	Room A	Room B	Room A1	Room B1	Room C
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	Panel	Organizational Communication	Technology	Social Responsibility and Sustainability	
9.00-9.30	<i>Language, cognition, translation, and crisis communication</i> <ul style="list-style-type: none"> • Dejica (conv.) • Dolidze • Isaksen • St.Amant • Giordano 	Rygg - <i>The Insider/Outsider Positioning of an Expatriate in a Narrative Account</i>	Brent Vetter - <i>Contrasting Virtual Reality 'Imaginaires' in the Context of Academic Innovation Labs</i>	Schoofs - <i>Measuring language strategies' effect on salespeople's perceived expertise in sales pitches</i>	Networking meetings & collaboration incubator (free access)
9.30-10.00		De Malsche - <i>Miscommunication during multilingual performance appraisal interviews at a globalized Belgian company</i>	Rossette - <i>When entrepreneurs and liberal professionals go social: a case study of digital speech in video content uploaded to Instagram</i>	Palmieri - <i>Multimodal argumentation strategies in crowdfunding projects</i>	
10.00-10.30		Hall - <i>Communicating with a Stressed Out, Burnt Out Workforce</i>	Santonocito Polli - <i>Who listens to social listening technologies? Multimodality and artificial intelligence in online crisis management.</i>	Taronna - <i>Business English as a Digital Lingua Franca: shaping new models through Q&A websites</i>	
10.30-11.00	COFFEE BREAK – 1 ST FLOOR				
11.00-12.00	Keynote Speech: Anne Kankanraanta - Re-thinking Business Communication from the BELF perspective				
	Diversity equity	Language	Sociolinguistics	Social Responsibility and Sustainability	
12.00-12.30	Bamford - <i>How to ensure successful implementation of a new global corporate policy: The case of paternity leave communication in four multinational corporations</i>	Del Gaudio - <i>Compounding Environmental Issues and Covid-19: A corpus-based analysis of corporate reports before and after the pandemic outbreak</i>	Decock - <i>A Great Stay!!! vs. A great stay. Exploring the Influence of Alternative Paralinguistic Features in Online Hotel Reviews on Reply Strategies in Hotel Management Responses.</i>	Gaballo - <i>Corporate Social Responsibility reports: true engagement or blunt clichés?</i>	Networking meetings & collaboration incubator (free access)
12.30-13.00	Ly - <i>Linguistic glass-ceiling? Highly skilled migrants' sensemaking of local language proficiency in professional settings in Norway</i>	Lazeretti Gatti - <i>Communicating Tourism in the Post-Pandemic Era: the Case of South Tyrol,</i>	Van De Mieroop, Salomaa, Lehtinen - <i>Sharing a laugh to negotiate one's leadership position in talk about decision-making</i>	Nervino - <i>Creating shared value: a social semiotic analysis of ESG discourse on social media</i>	

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	Room A	Room B	Room A1	Room B1	Room C
	Panel	Computational linguistics	Technology	Intercultural and Global Communication	
14.00-14.30	<i>Creating trust through transparency?</i> <ul style="list-style-type: none"> • Malavasi (conv.), Nocella • Di Cristofaro 	Mandenaki – <i>Corporate “winners” and “losers”. A machine learning approach to predict stock index, based on CEOs Letters</i>	Yashenkova - <i>Customer-employee interactions to handle negative consumer feedback on Facebook</i>	Frendo - <i>Causes of miscommunication in meetings – a BELF perspective</i>	Networking meetings & collaboration incubator (free access)

14.30-15.00	<ul style="list-style-type: none"> • Poppi • Cacchiani • Diani - Turnbull 	Gillings - <i>A corpus-assisted perspective on corporate wrongdoing: the case of Boeing</i>	Wang - <i>A Comparative Study of how Tesla Using Social Media to Engage with Various Stakeholders in Two distinctly Different Cultural Contexts (the USA and China)</i>	Allen Ward - <i>Thinking Outside the (Nation) Box: New Approaches to Teaching Intercultural Communication</i>	
15.00-15.30		Felices Lago - <i>Description of social problem schemes related to the Income domain in the DIAPASON platform</i>	Darics, Love - <i>Hands 🤝, Face 😊, Space 📏. The communicative role of emoji in public communication during the COVID-19 pandemic</i>	Bharadwaj - <i>Intercultural Communication Challenges in Multinational Information Technology Companies in India: An Ethnographic Analysis</i>	
15.30-16.30	Keynote Speech: Geert Jacobs - Podcasting entrepreneurship				
16.30 – 17.00	COFFEE BREAK – 1ST FLOOR				
	Panel	Language (Pedagogic Perspective)	Technology and Digital Media	Intercultural and Global Communication	
17.00 – 17.30	<i>Navigating Online Business Communication: Perspectives and Practice</i> <ul style="list-style-type: none"> • Fitzgerald (conv.) • McNamara • Knight • Mark • Flanagan • O'Keeffe 	Mestre-Segarra Ruiz-Madrid - <i>Developing business students' multimodal communicative competence through the video resumes</i>	Vanbrabant - <i>Comparing multimodal cues in face-to-face & digital sales interactions: a methodological challenge</i>	Moll - <i>Mediating Group Agency in the Digital Classroom</i>	Networking meetings & collaboration incubator (free access)
17.30-18.00		Giacosa Pulcini - <i>Using Crisis Management Communication for Academic Training Of Language Students</i>	Diemer - <i>Analyzing digital discourse across platforms</i>	Fujio - <i>New directions for fostering globally-minded leaders in Japan under Covid 19</i>	
18.00-18.30		Parini, Boggio - <i>What's in a headline? Learning and Teaching the Language of Business and Economics through The Economist,</i>	Bendazzoli - <i>Mapping the construction of a brand community through online communication: the case of Warhammer hobbyists</i>	Nydegger Schröder - <i>A Peek into a Complex Process: The Role of Subsidiary Communication Professionals in The Transfer of Organisational Practices in Multinational Corporations</i>	
8.30 pm. CONFERENCE SOCIAL DINNER					

Saturday, January 14th 2023

Free City tour in Naples Historical Center. Please refer to www.abcnaples2023.com website for a detailed program. Guided by professional tour guides

Makowska - Fronczak - <i>COVID-19, procedures, exams, results - a comparative study into the final assessment at the Business English course at L4B during and after the pandemic.</i>
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