

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

8.30 – 9.00	REGISTRATION				
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. ABC Meeting: "The ABC of ABC" - Ursula Lutzky, ABC Regional Vice-President EAME, Vienna University of Economics and Business				
	Aula Magna	Room A	Room B	Room C	Room A1 -1st floor
	Panel	Organizational Communication Chair: Garzone	Innovative Instructional Methods. Chair: Pulcini	Language Chair: Denti	Networking, 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>	Battista - <i>Tasty and the new frontiers of digital marketing</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>	Pennarola - <i>Academic Branding and Higher Education Values: An Analysis of Master's Degree Home Pages in the UK</i>	
10.30-11.00		Nervino, Lan - <i>Framing sustainability as a business opportunity: a corpus-driven approach to sustainable finance discourse</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>	Di Martino - <i>No Bollocks: Identity, authenticity and stylized performances of localness in Newcastle Brown Ale</i>	

11.00-11.30	COFFEE BREAK – 1ST FLOOR				Room A1 -1st floor
	Panel	Organizational communication Chair: Bondi	Teaching, methods and pedagogic perspectives Chair: Pizziconi	Diversity and equity Chair: Decock	
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 	<i>Isaksen - Mapping Criteria for Quality in Business Communication: A Qualitative Study of English Business Communication Requirements at Multinational Companies in Norway</i>	<i>Makowska - Fronczak - 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>	<i>Nordtveit - Global Application of Inclusive Business Model Canvas (IBMC)</i>	Networking meetings & collaboration incubator (free access)
12.00-12.30	<ul style="list-style-type: none"> • Zemliansky • Slattery • Meex 	<i>Vanbrabant, Bauwens - Customer segmentation in complaint emails: a corpus linguistic contextualisation of the lexical approach to personality</i>	<i>Doerr - (Online) class is in session: the role of academic blogs in teaching business critical thinking and communication</i>	<i>Ly - Linguistic glass-ceiling? Highly skilled migrants' sensemaking of local language proficiency in professional settings in Norway</i>	
12.30-13.00		<i>Koester - Language, creativity and innovation in the life of a start-up</i>	<i>.</i>	<i>Bamford - How to ensure successful implementation of a new global corporate policy: The case of paternity leave communication in four multinational corporations</i>	

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	Panel	Organizational Communication. Chair: Palmer	Teaching, methods and pedagogic perspectives Chair: Koester	Language Chair: Dejica	
14.00-14.30	<i>Communicating transparency in English-language corporate and institutional disclosure practices in intercultural settings.</i>	Giglioli - <i>Use of visuals in corporate codes of ethics and their interconnection with text.</i>	Li Lin - <i>Teaching Narratology In Business Communication</i>	Zollo - <i>"Our transformation: delivering a smoke-free future". Corporate Responsibility Narrative in Philip Morris International's Website</i>	Networking meetings & collaboration incubator (free access)
14.30-15.00	Crawford (conv.) <ul style="list-style-type: none"> Denti - Giordano Facchinetti-Cavalieri Mocini-Incelli 	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	<ul style="list-style-type: none"> Bondi. 	De Dijn, Van De Mieroop - <i>Colloquial language in job interviews as a reflection of changes in the Belgian job market?</i>	Ghia, Pizziconi, Di Ferrante, Petrocelli, Bernstein - <i>Re-thinking the business identity of bilingual schools in shaping future global professionals</i>	Darics, De Clerck, 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	Language Chair: Diani	Social responsibility and Sustainability Chair: Nervino	Organizational Communication Chair: Ruiz	
17.00 – 17.30	Lutzky – Gillings (conv) <i>"From initial ideas to completed research. Exploring student projects and work in progress"</i> Grasso - <i>The online dimension of theatrical communication: an analysis of websites</i> Flanagan - <i>Business discourse in the technology sector: An analysis of Irish English speech in International Virtual Teams</i>	Cavalieri, Corrizato, Franceschi- <i>When words meet wine industry trends: the case of neologisms in Wine Spectator</i>	Aiezza - <i>Shop Smart, Stay Safe: A CDA of CSR Reports by Amazon and Walmart before and after COVID-19 Pandemic</i>	Nagengast - <i>Evaluation 'in Action' reveals the Communicative Purposes of a Financial Genre</i>	Networking meetings & collaboration incubator (free access)
17.30-18.00	Kadagishvili - <i>Sentiment - analysis in Georgian political discourse - problems and challenges</i>	Maci - <i>Press releases during the pandemic. The case of AstraZeneca</i>	Napolitano - <i>Sustainable Beauty: A CDA of CSR Reports by Cosmetics Companies pre- and post-COVID-19</i>	Goettsch - <i>Reframing Hybrid Workplace Dissonance with Emotionally Intelligent Leaders</i>	
18.00-18.30	Anna Gallo – <i>Family Businesses and Storytelling Strategies</i> Spezzano - <i>Destination Branding and UNESCO Heritage of Insular and Southern Italy: A Corpus-Assisted Tourism E-Discourse Analysis</i>	Bendazzoli - <i>Mapping the construction of a brand community through online communication: the case of Warhammer hobbyists</i>	Catenaccio - <i>Stakeholder communication in the banking sector and the Covid-19 pandemic: accelerating the "responsibility turn"?</i>	Logeman, Aritz, Cardon - <i>The role of sentient communities in global virtual teams</i>	
8.30 pm - PIZZA GET-TOGETHER					

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	Aula Magna	Room A	Room B	Room C	Room A1 -1st floor
	Panel	Organizational Communication Chair: Crawford	Technology and digital media Chair: Quagliata	Social Responsibility and Sustainability Chair: Catenaccio	
9.00-9.30	<i>Language, cognition, translation, and crisis communication</i> Dejica (conv.)	Rygg - <i>The Insider/Outsider Positioning of an Expatriate in a Narrative Account</i>	Brent Vetter - <i>Contrasting Virtual Reality 'Imaginaris' 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	<ul style="list-style-type: none"> • Dolidze • Isaksen • St.Amant • Giordano 	De Malsche, Vandenbroucke Tobback - <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>	Polli, Santonocito - <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				
	Marketing and Advertising Chair: St.Amant	Language Facchinetti	Sociolinguistics Chair: Darics	Social Responsibility and Sustainability Chair: Palmieri	
12.00-12.30	Brunner - <i>Persuasive Instagram strategies for sustainable products: Sustainability communication in the food industry</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	W. Giordano - <i>Textual and visual catalyzers/distractors in advertising</i>	Lazzeretti, Gatti Vitali - <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>	Fujio - <i>New directions for fostering globally-minded leaders in Japan under Covid 19</i>	

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	Panel	Computational linguistics Chair: Lutzky	Technology and digital media Chair: Fitzgerald	Intercultural and Global Communication Nordtveit	
14.00-14.30	<i>Creating trust through transparency?</i> Malavasi (conv.) Turnbull (conv.) <ul style="list-style-type: none"> • Cacchiani • Di Cristofaro • Poppi • Diani – Turnbull • Malavasi - Nocella 	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		Gillings - <i>A corpus-assisted perspective on corporate wrongdoing: the case of Boeing</i>	Darics, Love - <i>Hands 🙌, Face 😊, Space 🗣️. The communicative role of emoji in public communication during the COVID-19 pandemic</i>	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>	Nervino - <i>Creating shared value: a social semiotic analysis of ESG discourse on social media</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) Chair: Di Ferrante	Technology and Digital Media. Chair: Jacobs		
17.00 – 17.30	<i>Navigating Online Business Communication: Perspectives and Practice</i> Fitzgerald (conv.) <ul style="list-style-type: none"> • McNamara • Knight • Mark • Flanagan • Farr 	Boggio, Parini - <i>What’s in a headline? Learning and Teaching the Language of Business and Economics through The Economist,</i>	Vanbrabant - <i>Comparing multimodal cues in face-to-face & digital sales interactions: a methodological challenge</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>		
18.00-18.30					
18.30 - Aula Magna – CONFERENCE CLOSING REMARKS					
20.30. 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