PROGRAMME

Thursday, 26 August 2021

9:30 – 10:00 CEST	**OPENING CEREMONY**				
10:00 – 10:30 CEST	**COFFEE BREAK**				
10:30 – 12:00 CEST	**Room: A** **General session**	**Room: B** **Panel 2:** Spoken business communication in the digital age; Chair: Köster	**Room: C** **General session**	**Room: D** **Panel 5:** So what has language got to do with it? Or how to train skilled business professionals through language analysis; Chair: Darics	**Room: E** **General session**
10:30 – 11:00 CEST	**Aritz, Logemann, Swartz, Cardon & Fleischmann** Standing strong amid a pandemic: A global team project stands up to a real-life test during the public health crisis	**Diemer & Brunner** "Yeah just say if you can't hear me properly or, {waves}" – Negotiating interaction in video-mediated conversations	**Dijkstra** Multilingual repertoires in the European logistics sector	**Koller** The means defeating the end: Teaching future business professionals how to align form and content in their communications	**Thielemann & Savych** Communicating CSR across cultures: A comparative multimodal analysis of the websites of major oil & gas companies in Russia, the US, Poland and Austria
11:00 – 11:30 CEST	**Swartz & Shrivastava** Bringing global business into the classroom	**Rossette-Crake** The "New Oratory": when "face-to-face" oral presentations are disseminated digitally	**Yashenkova** Business communication through the lens of Gen Z students: A study from Ukraine	**Deutschmann** "I don't stereotype, do I?" - Developing methods for raising awareness about linguistic stereotyping	**Kopf** "Rewarding Good Creators": Corporate social media discourse on monetization schemes for content creators

Time					
11:30 – 12:00 CEST	**Di Ferrante & Pizziconi** Teaching ESP through university research press releases	**Debray** Instant messaging as an equalizer in the life of an intercultural MBA team	**Jacobs C., Van De Mieroop & van Laar** Talking about discrimination in the workplace: A case study of stories that perform the rejection-identification dynamic	**Holmgreen** Talking the talk: Does language really construct organizations or is it just talk?	**Lutzky, Lawson, Kehoe & Gee** "Sorry to hear you're going through a difficult time": Investigating online discussions of consumer debt
12:00 – 13:00 CEST	**LUNCH BREAK**				
13:00 – 14:00 CEST	**PLENARY LECTURE** **Gerlinde Mautner** Vienna University of Economics and Business **Messy, patchy, fuzzy? Key challenges in analysing business discourse data**				
14:15 – 15:45 CEST	**Room: A** **General session**	**Room: B** **Panel 2:** Spoken business communication in the digital age; Chair: Köster	**Room: C** **General session**	**Room: D** **Panel 5:** So what has language got to do with it? Or how to train skilled business professionals through language analysis; Chair: Darics	**Room: E** **General session**
14:15 – 14:45 CEST	**Moll** Weakness? What weakness? Self-reflection in business communication in a digital context	**Czajka** Challenges caused by forced digitalization in communication between culturally diverse employees with particular reference to the post-COVID-19 period	**Goettsch** Global team collaboration in the human age: A business talent perspective	**Kastberg & Ditlevsen** Let's talk about how we talk about employees – a critical examination of the discursive construction of the employee in the textbooks that shape the HR managers of tomorrow	**Nichele** National cuisines from the perspective of online restaurant reviewers: a corpus-informed text analysis

14:45 – 15:15 CEST	**Rosenberg** The presentation audience: Observation versus active-learning	**Discussion**	**Rygg** "The world championship in misunderstanding": An investigation into communication in a shipbuilding project. Findings from researchers' and business students' perspectives	**Nagengast** Linguistics meets accounting: An analysis of earnings releases	**Tenca** A picture is worth a thousand words in social media marketing: Branding and engagement via multimodality on the Instagram profile of an Italian fashion start-up
15:15 – 15:45 CEST	**Hanegreefs & Pluymaekers** Enhancing intercultural competence through blogging: Translating research results into educational interventions		**Van De Mieroop & De Dijn** Discussing foreign national origins in job interviews with 1st generation immigrant blue collar workers	**Darics, Love, Palmieri & Caveney** Persuasiveness through engagement: Local government organisations' public communications during the COVID-19 pandemic	**Botha** An exploration of the strategic communication professional's role in enhancing the organisation's perceived credibility in social media
15:45 – 16:15	**COFFEE BREAK**				
16:15 – 17:45 CEST	**Room: A** **General session**	**Room: C** **General session**	**Room: D** **Panel 5:** So what has language got to do with it? Or how to train skilled business professionals through language analysis; Chair: Darics	**Room: E** **General session**	
16:15 – 16:45 CEST	**Sazdovska** Achieving general and specific aims in business presentations	**Hilberink-Schulpen & Nederstigt** Sales Manager or Verkaufsleiter? Effectiveness of English in German job ads – An eye tracking study	**Ijabadeniyi** I was blind but now I see: Constructing a moral identity in an ethically blind world	**Workshop 2** Collaborate with IJBC by Jacqueline and Milton Mayfield (Co-Editors, *International Journal of Business Communication*)	

16:45 – 17:15 CEST	**Orlova & Martynova** Beyond disciplinary boundaries. Co-creating language-sensitive communication courses	**Melton, Verhulsdonck, Shah, Dunn & Buhayh** Scroll free and unplugged: Insights from big data about intentional non-use of technology	**Ainsworth** Responsible leadership: Ecolinguistic discourse analysis to train future business and management leaders	
17:15– 17:45 CEST	**Ward** American made: Navigating cultural difference in a divided age	**Discussion**	**Discussion**	
18:00 CEST	**VIRTUAL RECEPTION and (virtual) VIENNA WALK**			

09:30 – 10:30 CEST	**PLENARY LECTURE** **Eero Vaara** University of Oxford **Multinational corporations as the nexus of globalization and nationalism: A critical discursive perspective on identity politics**		
10:30 – 11:00 CEST	**COFFEE BREAK**		
11:00 – 12:30 CEST	**Room: A** **Panel 1:** Responding effectively to customer feedback online: Advances in webcare research; Chair: Decock & Fuoli	**Room: B** **Panel 4:** Learning, research, and practice in business communication: A careful balancing act on the road to success; Chair: Vandendaele & Jacobs G.	**Room: C** **Panel 6:** Towards a sensory-pragmatics of competence; Chair: Gatti & Tanaka	**Room: D** **General session**
11:00 – 11:30 CEST	**Roozen & Raedts** The effects of language errors in hotels' online service recovery communication	**Ly** Developing future global leaders' competencies in a business school course: Reflections on the teaching and learning experiences	**Gatti & Tanaka** A new approach to ELF discourse	**Meyer** An analysis of CEO climate action open letters
11:30 – 12:00 CEST	**Brunner & Diemer** "I'll let you guys off (peace sign emoji)" – webcare interactions on Instagram	**Díez-Prados** Mutual interdisciplinary feedback: An application of business communication research to the humanities	**Muntanyola-Saura** Distributed attention: Communicating narratives of pain in physiotherapy	**Kemppi-Pfleger** (In)Action? Climate change discourse of the European "dirty" industries
12:00 – 12:30 CEST	**Holmgreen** Ten years on, what do we say? Examining responses to online criticism of a crisis-ridden bank	**Jacobs G., Clifton, Valeiras-Jurado & Vandendaele**. Who's shortlisting? An exploration of an	**Matsumoto** How the human cognition affects in business interactions: Analyzing Lingua	**Pérez** How CSR is visualised: The evolving role of photographs in Inditex's corporate reports

		online career coaching service for young talent	Franca English for medical professionals in Japan	
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14:00 – 14:30 CEST	**Fuoli, Clarke, Wiegand & Mahlberg** Does informality actually work? A mixed-methods study of webcare styles on Twitter	**Clifton, Jacobs & Vandendaele** Governmentality-in-action. The pursuit of happiness and identity-work in graduate career coaching interaction	**Danielewicz-Betz** Developing digital business literacy: collaborative action and output-focused (B)ELF communication on Slack	**Dubinsky** Definitions, domains, and disciplinarity
14:30 – 15:00 CEST	**Lutzky** "So glad your automated response got back to me". Uncovering customers' perceptions of airlines' response tweets	**Discussion** (Discussant: Jim Dubinsky)	**Discussion**	**Katambwe** Communication strategy in a connectionist world: Forms of dialogical exchanges in the new capitalism
15:00 – 15:30 CEST	**Van Herck, Decock & De Clerck** The impact of employee empathy on brand trust in organizational complaint response emails: A closer look at linguistic realization			**McVeigh** Believe the hype—marketing emails (sometimes) follow style guides. A linguistic analysis.
15:30 – 16:00 CEST	**COFFEE BREAK**			

	Room: A **Panel 1:** Responding effectively to customer feedback online: Advances in webcare research; Chair: Decock & Fuoli	Room: B **General session** Work in progress reports	Room: D **General session**	Room: E **Workshops**
16:00 – 17:30 CEST				
16:00 – 16:30 CEST	**Weitzl, Hutzinger & Einwiller** Brand (un-)attached complainants' thoughts and feelings during the co-created online recovery process	**Flanagan** An empirical study of business discourse in the Irish technology sector: Focusing on the intercultural communicative competence (ICC) skills of Irish English speakers in international virtual teams **Beer** Choose your words wisely	**Wei** Universal audience and business communication ethics: revisiting Chaim Perelman's "New Rhetoric"	**Workshop 1** How to advance your research toward publication, by Melinda Knight (editor *Business and Professional Communication Quarterly*)
16:30 – 17:00 CEST	**Discussion**	**Golovko** Relational work in intercultural project communication: A multimodal conversation analysis of an Austrian-Russian renewable energy project **Savych** Language and communication in the context of migrant care work: The case of Ukrainian care workers in Austria	**Giordano** Scripting the communicative strategies of US mineral water in advertising. Are you buying water, cosmetics or drugs?	
17:00 – 17:30 CEST	**ABC session – Room: TBA** **Erika Darics**			
17:30 – 18:00 CEST	**Words & Actions podcast – Room: TBA** **Erika Darics, Veronika Koller and Bernard De Clerck**			

09:30 – 10:30 CEST	**PLENARY LECTURE** **Paola Catenaccio** University of Milan **"A picture is worth a thousand words". The interplay between verbal and visual strategies of legitimation in contested industries.**				
10:30 – 11:00 CEST	**COFFEE BREAK**				
11:00 – 12:30 CEST	**Room: A** **Panel 3:** Teaching / Training virtual global teams in the business communication classroom; Chair: Decock, Diemer & Brunner	**Room: B** **Panel 7:** Current research & developments in English as a Business Lingua Franca (BELF); Chair: Komori-Glatz	**Room: C** **General session**	**Room: D** **Panel 8:** Student panel on business and professional communication; Chair: Jacobs G. & Darics	**Room: E** **General session**
11:00 – 11:30 CEST	**Decock, Wybraeke, Brunner & Diemer** Virtual business communication in a Belgian-German context: Developing an international marketing strategy	**Kankaanranta** From EFL via BELF to ECL in global business – a personal perspective	**Creelman** "Go back to your roots!": Image restoration and the discourse of renewal and rectification within brand communities	**Schrøder** Translation of corporate values in multinational corporations	**Wu & Koller** Does politeness matter in financial discourse? Evidence from analysts' talk and identities in earnings conference calls
11:30 – 12:00 CEST	**Shrivastava** Unearthing how global virtual teams adapted/ transformed themselves in the face of a disruption (COVID 19 pandemic)	**Ehrenreich** Languagers at work: Exploring the multiple dimensions of linguistic diversity in BELF	**Mehra & Ahuja** Crises and CEO apologies on social media: A textual analysis across national cultures	**Zhou** Metaphors in a changing world: A corpus-based cognitive study of Walmart's letters to shareholders (1972-2019)	**Schoofs** The epistemic co-construction of professional expert identity in sales pitches
12:00 – 12:30 CEST	**Reissner-Roubicek & Debray** Intercultural training in three-way virtual	**Nielsen** How can business English teaching become more "BELF-aware"?	**Raedts & Roozen** Typos in a product recall tweet: The cost of carelessness	**Pizzedaz** The BNC choir: Modulating brand tone of	**Varas, Pina-Stranger & Sabaj** Tracing the value of 'purpose' in the corporate

	team meetings: Exploring turn-taking, trust and rapport			voice for bad news communications	discourse of a technology transfer office
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13:30 - 14:00 CEST	**Claes** Are introverts better leaders of virtual teams?	**Frendo** Is VTS communication BELF? Or something else?	**Bamford** Standardising fatherhood through discourse. A linguistic approach to studying the communication of global paternity leave in multinational corporations	**Ly** Redefining the business leader: The reworking of the collective ethos in Faber's commencement speech
14:00 - 14:30 CEST	**Swartz** Faculty development through collaborative online international learning (COIL)	**Zhang Z.** It is all about TOEIC: Discovering topics and trends in employee perceptions of corporate language policy	**Discussion**	**Nederstigt & Hilberink-Schulpen** Instruction videos for the international market - Is 'English only' an option?
14:30 - 15:00 CEST	**Discussion**	**Komori-Glatz** BELF research – the next generation		**Oben & Jacobs C.** Interactive alignment in business conversation
15:00 – 15:30 CEST	**CONFERENCE CLOSING SESSION**				