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Addressing Global Advances in Business Communication from a Global Perspective

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Addressing Global Advances in Business Communication from a Global Perspective

In this issue of the *GABC Journal* in both authorship and subject matter, we bring together perspectives from Europe, North America and Asia. This is fitting for a tricontinental journal co-sponsored from all three of these continents.

Too often, research tends to be shared primarily within a single market. In the 30 years that I have been active in the field, this has changed somewhat. That said, North American research journals remain heavily dominated by North American researchers. While a trend has begun in which a handful of European, Latin American and Asian authors appear in North American journals, and vice versa, there is much to be done still in this regard. In short, there clearly remains a continental focus. The situation becomes even more noticeable when considering trends beyond North American researchers. In short, it would be encouraging to see more Asian researchers appearing in European journals and more European researchers appearing in Asian journals.

This is one of the goals of the *GABC Journal* in having a base at the University of Antwerp, the Technological University of Malaysia and Eastern Michigan University. The accompanying GABC Conference likewise rotates among the three universities who sponsor it. With the Sixth Tricontinental GABC Conference coming up in Malaysia in Spring 2014, the conference will have successfully rotated three times each within the United States at Eastern Michigan University, Belgium at the University of Antwerp, and Malaysia at the Technological University of Malaysia. This too extends the truly global reach of the research in the GABC initiative.

The GABC Journal and accompanying conference, by their very foundational make-up, are attempting to be a common meeting place for global research both in terms of their research subject matter and their draw from multiple markets.

The four articles in this current issue represent just such a meeting place. We have Yvonne McLaren-Hankin's "Communicating Luxury to an International Audience: The Case of Scottish Cashmere." This insightful analysis of the image of Scottish cashmere that is projected in texts on company websites looks at the global image management of a specific European locale.

In Naoki Kameda's "Japanese Global Companies: The Shift from Multinationals to Multiculturals" we have a Japanese take on the need for a more nuanced understanding of the term *multinational corporation*. In what Kameda calls a "multi-polarized society," the truly global company should think beyond a self-definition of multinational to one in which different cultures exist within and across national boundaries.

In Margrit Zinggeler's "International and Cross-cultural Business Communication and Negotiations, Language and Business Communication," we see the changing modes of business communication within and among the German-speaking nations. The need to include business communication in languages other than English is a much-needed point of research within the field, and one with a market beyond

language-specific research outlets. In other words, researchers of German business communication tend to address only those who teach or study German. Yet, trends in business communication in German (or French, Japanese, Swahili or Thai for that matter) are of importance to all who are researching business communication on a global level.

Finally Renata Kolodziej-Smith's "International and Cross-cultural Business Communication and Negotiations" successfully expands the research on persuasion in consumer behavior from a primarily North American literature set to one addressing resistance to persuasion in a cross-cultural context. In a globally integrated world economy, the need for managers and marketers to design persuasive messages for multiple cultural perspectives is central. This article presents finding that can help these managers and marketers make informed decision about cultural adaptation within their changing target audiences.

Please read the articles here and do share your feedback. Indeed, consider submitting to *the GABC Journal* yourself and consider attending one of the GABC Conferences as they rotate among the United States, Belgium and Malaysia. Most of all, though, please help to keep a truly global research discussion going across all continents.