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Meeting at the Crossroads: Bringing Together Scholarship Across Disciplinary and Geographic Boundaries

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Meeting at the Crossroads: Bringing Together Scholarship Across Disciplinary and Geographic Boundaries

The *Global Advances in Business Communication Journal* attempts to be a crossroads in many ways. In its emphasis on cross-disciplinary scholarship, the journal stands at the intersection of global business studies and global communication studies. This is reflected in the diversity of authors and articles in our first two issues that brought together authors and articles from a broad range of business and communication disciplines including Management, Marketing, Foreign Language for Business Purposes, Information Systems, and Business Ethics. This continues to be the case in the current issue, as our authors here are in the fields of Management, Business Communication and Business Administration.

Likewise, in geographic scope, the *GABC Journal* remains a crossroads in both authorship and subject matter that we bring together perspectives from Europe, the Americas and Asia. The first article in our first issue served as a sort of metaphor for this as we brought together perspectives in the panel discussion from experts in the field from Belgium, Finland, Hong Kong, India, Japan, Malaysia, Mexico, Singapore, Turkey, and the United States. (please see *Global Advances in Business Communication from Multiple Perspectives: A Panel Discussion from Experts in the Field* <http://commons.emich.edu/cgi/viewcontent.cgi?article=1021&context=gabc>).

In our first two issues, our authors came from universities in Canada, Hong Kong, Japan, Scotland, and the United States. In this issue too the authors come from universities in several countries: the University of Southern California and Illinois State University both in the United States, the Shanghai Business School in the People's Republic of China, and ITESM-San Luis Potosí in Mexico.

This geographic crossroads is at the heart of the tricontinental nature of this journal. From its inception, this international interaction has been a central aim of the GABC Journal in having a base at the University of Antwerp, the Technological University of Malaysia and Eastern Michigan University. The editors of this journal and the coordinators of its accompanying conference believe in the need to share research beyond what has been a stubbornly continental focus. While some inroads have been made in considering US and Canadian research among Asian, Latin American and European publications, this continues to be at a scale less than ideal. This becomes even more noticeable when considering trends beyond North American researchers. It is the hope that in forming a tricontinental journal (and conference), we will see here and hopefully in other journals more Asian researchers appearing in European journals and more European researchers appearing in Asian journals, and so on.

The accompanying GABC Conference likewise rotates among the three universities who sponsor it. With the Seventh Tricontinental GABC Conference coming up at Eastern Michigan in May 27-30, 2015, the conference will begin its third round of successfully rotating among the three partners of 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 first six conferences have had participants from over 30 countries from every continent.

The GABC Journal and accompanying conference, thus continue to serve as a combination of disciplines, geographic location and joining of minds for global research in business and communication.

The four articles in this current issue continue to represent this goal of coming together. The first

article is “Mobile Phone Use in Meeting among Chinese Professionals: Perspectives on Multicommunication and Civility” co-authored by Peter Cardon (University of Southern California) and Ying Dai (Shanghai Business School). This article examines the use and view of mobile phone use in Chinese business meetings and compares it to previous findings on mobile phone use in the United States. From this, the authors make conclusions not only cross-cultural differences regarding mobile phones in meetings but on the role of contexting differences and views of seniority from which these differences derive.

Iris Varner and Katrin Varner (both from Illinois State University) co-authored “The Relationship Between Culture and Legal Systems and the Impact on Intercultural Business Communication.” Their article deals with the connections between culture, law and intercultural business communication. The article explores the interconnected way in which culture affects legal systems and conversely in which laws affect culture.

Misa Fujio (Toyo University, Tokyo) explores the impact of language fluency and business expertise on the degree of turn-taking and participation in intercultural negotiations in her “The role of linguistic ability and business expertise for turn-taking in intercultural business communication.” The article provides both a qualitative (discourse analysis) and quantitative analysis on factors affecting interactive communication, finding that linguistic competency – not business expertise -- was the strongest determinant of who would dominate the meeting. From this, she insightfully suggests approaches for handling the “native speaker problem” and the strategic use of Business English as a Lingua Franca (BELF).

In the final article in this issue, José Guadalupe Torres and Roger Conaway (both of the ITESM-San Luis Potosí, Mexico) explore the affects of different technological communication media used in the workplace in their article “Managerial Use of Text Messaging in International Organizations.” As the authors note, while employees in international organizations adopt and use different communication technologies, the process of choosing such media is not straightforward. While their study is primarily focused on text messaging and emailing within the context of the Latin American workplace, their conclusions and the implications of the study findings extend beyond this region and beyond just these two communication technologies.

Please read the articles here and, as always, please provide your feedback. We also welcome your thoughts on the Global Advances in Business and Communication name change. We encourage you to submit your own articles to the GABC Journal yourself.

Finally, please consider attending one the GABC Conferences as they rotate among the United States, Belgium and Malaysia. This year’s conference will be hosted by Eastern Michigan University in Ypsilanti, Michigan from *May 27-30, 2015*.

Please note too that we are considering expanding the countries involved in hosting the conferences. If your institution would be interested, please let us know. Most of all, though, please help to keep a truly global research discussion going across all continents.