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Widening the Range of Research in Global Business Communication

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Widening the Range of Research in Global Business Communication

The Global Advances in Business Communication Journal attempts to be a truly global journal not only in its subject matter, but also in the editorial direction of its review board and hosting universities as well as the geographic scope of the articles it publishes. In doing so, the GABC Journal (and its attendant conference) bring together a wide range of interdisciplinary subject matter by scholars from a broad array of geographic areas

With this issue, we add a fourth university from a fourth nation to the hosting institutions of the GABC Journal and the attendant GABC Conference: Mexico's Instituto Tecnológico de Estudios Superiores de Monterrey – San Luis Potosí Campus or ITESM-SLP, for short.

The ITESM-SLP will host the Eighth Tricontinental GABC Conference May 25-28, 2016 conference in San Luis Potosí, Mexico. With the May 2016 conference, the conference will now rotate through four countries: Mexico, Belgium, Malaysia and the United States.

ITESM-SLP also officially co-hosted for the first time the Seventh Tricontinental GABC Conference held at Eastern Michigan University from May 27-30, 2015. The timing of this was fitting as the 2015 conference officially began its third round of successfully rotating among what had until then been the three partners of Eastern Michigan University, the University of Antwerp, and the Technological University of Malaysia. The EMU 2015 Conference brought together scholars and practitioners from Canada, Belgium, Brazil, Hong Kong, India, Japan, Malaysia, Mexico, the Netherlands, Nigeria, Turkey, the United Kingdom, and the United States. In all, in the first seven conferences, we have had participants from over 35 countries from every continent. We anticipate the same global reach for the May 25-28 2016 ITESM-SLP conference in Mexico.

This international collaboration to which this new partner adds has been a central aim of the GABC Journal. This aim is further deepened with the addition of Mexico's ITESM-SLP to the original hosts of Belgium's the University of Antwerp, Malaysia's Technological University of Malaysia and the United States' Eastern Michigan University.

The multi-continental base of the four universities sponsoring this journal and its accompanying conference affirm the belief in the necessity for sharing research beyond what has been too often a reach for a single region or nation. Too often European researchers speak only to other Europeans, southeast Asian scholars to others in southeast Asia, Latin Americans to Latin Americans, North Americans to North Americans and so on. While progress has been and is being made in creating a more global reach of scholarly exchange, there is still a long way to go in this regard. It is the hope that in expanding the GABC tricontinental journal (and conference) to a fourth country and by continuing to publish articles from across the world, 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.

As a sign of the continuing global reach of the GABC initiatives, this issue of the GABC Journal is the first in which none of the authors comes from North America. The articles from scholars based in India, Malaysia, Nigeria and England (by way of Japan). This complements the range of authors from the first three issues who have Hong Kong, Japan, Scotland, the People's Republic of China, Mexico, and the United States. This geographic diversity is central to the global nature of this journal.

The four articles in this issue of the GABC Journal also demonstrate the interdisciplinary range of subject matter to which the GABC initiatives are dedicated. In this issue we have articles based on both empirical studies and qualitative analysis. The subject matter covers a wide range of subjects united by their relevance to global business communication. This include assessment of multicultural communication effectiveness, historical business discourse analysis, Japanese-US communication differences, and the effects of new media on information management

The first article in this issue truly addresses the issue of business communication in the globally integrated workplace. Shoma Mukherji and Neera Jain both of the Management Development Institute of Gurgaon in India examine the increasingly common workplace situation where managers come from diverse cultural backgrounds in their "Development of a Scale to Assess Communication Effectiveness of Managers Working in Multicultural Environments." This article, it should be noted, one the Best Paper Award at the Seventh Tricontinental GABC Conference in May 2015. The article provides an assessment tool for measuring communication effectiveness of managers. As the authors note, "Technical competence and job knowledge are often considered as appropriate measures when selecting global managers for multicultural assignments." That is inadequate and the scale they have developed and validated provides a much-needed means for assessing the cultural factors at play which, in turn, they assert, "will strengthen the selection process and also serve to identify gaps which may be overcome by providing suitable training interventions."

The second article in this issue -- "Yappari, As I Thought: Listener Talk in Japanese Communication" -- addresses the more traditional theme of cross-cultural differences between two discrete cultures, in this case Japan and the United States. The article explains the nature of "listener-driven communication" as the central feature of Japanese communication. The article is by Haru Yamada, whose 1997 book *Different Games Different Rules: Why Americans Understand Each Other* (Oxford University Press) first explained here concept of "Listener Talk" as the basis for Japanese communication. This article expands and updates the understanding of "Listener Talk," as a still-central feature of Japanese communication.

With the third article in this issue, the GABC Journal introduces a new subject -- historical political business discourse analysis -- with Aliakbar Imani and Hadina Habil's "Discourse Analysis of Dr. Mahathir's Business Speech." The speech analyzed here is that of Malaysian Prime Minister Mahathir bin Mohamad presented at his 2000 Address to the Euro-Asia International Business Summit. Although already 15 years old as we

publish this article, the speech itself is an important one in both its historical and social context. As the authors note, “the year 2000 can be considered as a turning point in Malaysia’s history” and this speech in particular is notable as the address in which the country set in motion its foreign business policies for the new millennium. The speech is also notable for the cross-cultural nature of the audience to whom it was delivered in which a wide range of Asian and European cultures were present.

Finally, the fourth and last article in this issue is “New Media and Challenges of Information Control: A Study among Commercial Banks' Information Managers in Nigeria” by Pius Onobhayedo and Ogechi Kasie Nwachukwu of the School of Media and Communication, Pan-Atlantic University in Lagos, Nigeria. In this study, they examine and address the challenges for information management in sensitive areas such as posed by new media and digital technology in their article. While the research here specifically looks at the banking industry in Nigeria, the findings are pertinent far beyond that one country and applicable to a wide range of businesses dealing with sensitive information.