

**ASSOCIATION FOR BUSINESS COMMUNICATION
SOUTHWESTERN UNITED STATES**

2009-2010 OFFICERS

President	Marcel M. Robles , Eastern Kentucky University
President-Elect and Program Chair	Faridah Awang , Eastern Kentucky University
Secretary/Treasurer	Margaret S. Kilcoyne , Northwestern State University
Historian	Lucia S. Sigmar , Sam Houston State University
Proceedings Editor	William Wardrope , University of Central Oklahoma
Immediate Past President	Ann Wilson , Stephen F. Austin State University
Program and Paper Reviewers:	Faridah Awang , Eastern Kentucky University Marsha L. Bayless , Stephen F. Austin State University Lana W. Carnes , Eastern Kentucky University Roger N. Conaway , Tecnológico de Monterrey, campus San Luis Potosí Debbie D. DuFrene , Stephen F. Austin State University Frances K. Griffin , Oklahoma State University Anne B. Grinols , Baylor University Brenda Hanson , Northwestern State University Harold A. Hurry , Sam Houston State University Geraldine E. Hynes , Sam Houston State University Susan Evans Jennings , Stephen F. Austin State University Betty S. Johnson , Stephen F. Austin State University Margaret S. Kilcoyne , Northwestern State University Carol M. Lehman , Mississippi State University Marcel M. Robles , Eastern Kentucky University Lucia S. Sigmar , Sam Houston State University William Wardrope , University of Central Oklahoma

CONGRATULATIONS!

Recipient of the 2010 McGraw-Hill/Irwin Distinguished Paper Award

*Adoption and Use of New Communication Technologies in an International Organization:
An Exploratory Study of Text Messaging*

José Guadalupe Torres, Tecnológico de Monterrey, campus San Luis Potosí
Roger N. Conaway, Tecnológico de Monterrey, campus San Luis Potosí

CONGRATULATIONS!

Recipient of the 2010 Federation of Business Disciplines Outstanding Educator Award

Geraldine E. Hynes, Sam Houston State University

**ASSOCIATION FOR BUSINESS COMMUNICATION
SOUTHWESTERN UNITED STATES**

**March 4, 2010
(Thursday)**

7:30 a.m. – 8:30 a.m.

City View 7

ABC-SWUS and ABIS Joint Breakfast

**All ABC-SWUS and ABIS presenters and members are invited to come and
enjoy a great breakfast buffet**

8:30 a.m. – 10:00 a.m.

City View 7

SESSION A Welcome by ABC-SWUS President Marcel M. Robles

Impact of Technology on Communication

Session Chair: **Faridah Awang**, Eastern Kentucky University

Winner of the McGraw-Hill/Irwin Distinguished Paper Award

*Adoption and Use of New Communication Technologies in an International Organization: An Exploratory Study of
Text Messaging*

José Guadalupe Torres, Tecnológico de Monterrey, campus San Luis Potosí

Roger N. Conaway, Tecnológico de Monterrey, campus San Luis Potosí

Does Personal Use of Communication Technologies Translate into Business Use of Communication Technologies?

Ann Wilson, Stephen F. Austin State University

Susan Evans Jennings, Stephen F. Austin State University

Judith Biss, Stephen F. Austin State University

YouTube Revolutionizes Corporate Communication

Debbie D. DuFrene, Stephen F. Austin State University

Carol M. Lehman, Mississippi State University

OMG! I Said That? The Ever Lurking Dangers of Texting, Twittering, and Facebooking

Timothy Wayne Clipson, Stephen F. Austin State University

Ann Wilson, Stephen F. Austin State University

10:00 a.m. – 10:30 a.m.

Lone Star Ballroom A

FBD Coffee Break

Please make plans to visit the exhibits for information on the latest books & newest educational technologies.
Let our exhibitors know how much we appreciate their presence and continued support!

***Great Door Prize Drawings take place at 10:20 a.m. in the Exhibit Area.
Must be present to win.***

**ASSOCIATION FOR BUSINESS COMMUNICATION
SOUTHWESTERN UNITED STATES**

March 4, 2010 (Thursday)

10:30 a.m. – 12:00 p.m.

City View 7

SESSION A Technology Trends in Business Communication

Session Chair: **Frances K. Griffin**, Oklahoma State University

Trends of Employer Social Web Site Usage and Job Hiring: Student Opinions Revisited

Donna Walton Luse, University of Louisiana Monroe

Wendy L. Brown, University of Louisiana Monroe

Virginia Easton, University of Louisiana Monroe

Going Green: Paperless Technology and Feedback

Irma S. Jones, University of Texas at Brownsville

Janna B. Arney, University of Texas at Brownsville

Angela Wolf, University of Texas at Brownsville

Students' Readiness for Online Instruction in Business Communications

Vershun L. McClain, Jackson State University

Mary M. White, Jackson State University

Incorporating Virtual Job Interviews in the Online Business Communication Class

Susan Evans Jennings, Stephen F. Austin State University

12:00 p.m. – 1:30 p.m.

Lunch – on your own

1:30 p.m. – 3:00 p.m.

City View 7

SESSION A Facilitating the Thought Process in Communication

Session Chair: **Carol M. Lehman**, Mississippi State University

Use Critical Thinking Strategies to Teach Students to Communicate

Marcel M. Robles, Eastern Kentucky University

Using iMovie Technology to Support Student Projects

Renee Nelms King, Eastern Illinois University

Public Relations Case Studies Coming to Life: Integrating "Real Life" Clients into the Curriculum

Angie Corbo, DeSales University

**ASSOCIATION FOR BUSINESS COMMUNICATION
SOUTHWESTERN UNITED STATES**

**March 4, 2010
(Thursday)**

3:00 p.m. – 3:30 p.m.

Lone Star Ballroom A

FBD Coffee Break

Please make plans to visit the exhibits for information on the latest books and newest educational technologies.
Let our exhibitors know how much we appreciate their presence and support!

*Great Door Prize Drawings take place at 3:20 p.m. in the Exhibit Area.
Must be present to win.*

3:30 p.m. – 5:00 p.m.

City View 7

SESSION A Special Session

Session Chair: **Marcel M. Robles**, ABC-SWUS President
Eastern Kentucky University

Meeting Facilitator: **ABC-SWUS Business Meeting**
Marcel M. Robles, President

All ABC-SWUS presenters and members are invited to attend the meeting

5:30 p.m. – 7:00 p.m.

Lone Star Ballroom A

FBD Meet and Greet Social

Everyone is invited to attend this FBD conference-wide social event. Visit with long-time friends and make new ones as you enjoy light appetizers and listen to the music of a local Texas band. A Cash Bar is available and a limited number of drink tickets will also be distributed. Stop by to relax and wind down from the day's conference activities before heading out to other association events, dinner, or the surrounding artistic activities.

Please make plans to visit the exhibits to receive information on the latest
books and newest education technologies.



Please let exhibitors know how much we appreciate their presence and
continued support!

**ASSOCIATION FOR BUSINESS COMMUNICATION
SOUTHWESTERN UNITED STATES**

**March 5, 2010
(Friday)**

8:00 a.m. – 8:30 a.m.

City View 6

ABC-SWUS Breakfast

**All ABC-SWUS presenters and members are invited to come and
enjoy continental breakfast**

8:30 a.m. – 10:00 a.m.

City View 6

SESSION A The 5 Ws of Graduate Business Communication: Panel Presentation

Session Chair: **Betty S. Johnson**, Stephen F. Austin State University

Discussants: **Betty S. Johnson**, Stephen F. Austin State University
Traci Austin, Stephen F. Austin State University
Marcel M. Robles, Eastern Kentucky University
Geraldine E. Hynes, Sam Houston State University
Kathy L. Hill, Sam Houston State University
Marsha L. Bayless, Stephen F. Austin State University

Business Communication Theory: Applications for the Workplace
Betty S. Johnson, Stephen F. Austin State University

Who? Addressing the Needs of the Basic Writer in the Graduate Business Communication Class
Traci Austin, Stephen F. Austin State University

What Do We Teach in a Graduate Corporate Communication Course (with an Integrated Marketing Option)?
Marcel M. Robles, Eastern Kentucky University

What Do Non-U.S. Students Need to Know to be Successful in Graduate Business Communication Courses?
Geraldine E. Hynes, Sam Houston State University
Kathy L. Hill, Sam Houston State University

Virtual Team Communication: Facilitating Information Exchanges
Marsha L. Bayless, Stephen F. Austin State University

10:00 a.m. – 10:30 a.m.

Lone Star Ballroom A

FBD Coffee Break

Please make plans to visit the exhibits for information on the latest books & newest educational technologies.
Let our exhibitors know how much we appreciate their presence and support!

***Great Door Prize Drawings take place at 10:20 a.m. in the Exhibit Area.
Must be present to win.***

**ASSOCIATION FOR BUSINESS COMMUNICATION
SOUTHWESTERN UNITED STATES**

**March 5, 2010
(Friday)**

10:30 a.m. – 12:00 p.m.

City View 6

SESSION A Communicating in the Corporate Environment

Session Chair: **Debbie D. DuFrene**, Stephen F. Austin State University

The Business of Organizing Business Correspondence
Leticia Slabaugh, Texas A & M University – Galveston

Investigating Collaborative Writing Activities: A Case Study of Five Professional Communicators
Jillian Hill, Kent State University

When I Speak Chinese: Artful Usage of Speech Code in Multicultural Organizational Communication
Li Liu, University of Washington

U.S. International Image in the Age of Obama: Perception versus Reality
Amiso George, Texas Christian University

10:30 a.m. – 12:00 p.m.

City View 5

SESSION B Paradigm Shift in Business Communication

Session Chair: **Richard David Ramsey**, Southeastern Louisiana University

Business Communication Becomes Professional Business Development: A Sign of the Future?
Richard David Ramsey, Southeastern Louisiana University

Business Communication Instruction in MBA Programs: Does Our Work Stop after the Undergraduate Business Core? Should It?
William Wardrope, University of Central Oklahoma
Marsha L. Bayless, Stephen F. Austin State University

Professionalism through Performance
Bobbie Gill Schnepf, Southeastern Louisiana University
Julie Joiner Nunenmacher, Southeastern Louisiana University

Making the Case for Business Communication Analysis
Chynette Nealy, University of Houston Downtown
Carolyn Ashe, University of Houston Downtown

12:00 p.m. – 1:30 p.m.

Lunch – on your own

**ASSOCIATION FOR BUSINESS COMMUNICATION
SOUTHWESTERN UNITED STATES**

**March 5, 2010
(Friday)**

1:30 p.m. – 3:00 p.m.

City View 5

SESSION A Technology in Education

Session Chair: **Joselina Cheng**, University of Central Oklahoma

An Innovative and Transformative Model for MBA and MIS Business Disciplines

Joselina Cheng, University of Central Oklahoma

Teachers and Students Clicking Their Way Through Communication

Jim Larsgaard, Eastern Kentucky University

Employers' Expectations of College Graduates: Perceptions of Business Communication Skills and Course Delivery Options

Margaret S. Kilcoyne, Northwestern State University

Brenda Hanson, Northwestern State University

Glenn Maples, Northwestern State University

Sue Champion, Northwestern State University

Anna Maples, Northwestern State University

Business Communication Etiquette among Accounting Professionals: Maximizing Technology and Social Networking Sites as Business Practice

Angie Corbo, DeSales University

1:30 p.m. – 3:00 p.m.

City View 6

SESSION B Assessment in Communication

Session Chair: **William Wardrope**, University of Central Oklahoma

Adding to the Arsenal: A Rubric for Evaluating Group Oral Presentations

Frances K. Griffin, Oklahoma State University

Nizam Najd, Oklahoma State University

The Millennial Generation: Recommendations for Overcoming Teaching Challenges

Courtney A. Bracy, Arkansas State University

Sandra H. Bevill, Arkansas State University

Terry D. Roach, Arkansas State University

Students' Critiques of Negative News

Cathleen L. Skinner, Oklahoma State University

Eve Ash, Oklahoma State University

Frances K. Griffin, Oklahoma State University

Managerial Communication: Teaching Our Students to Enhance Their Presentation Skills (and Having Fun at the Same Time)

Teresa Taylor Sekine, Purdue University

Diana M. Brown, Purdue University

**ASSOCIATION FOR BUSINESS COMMUNICATION
SOUTHWESTERN UNITED STATES**

**March 5, 2010
(Friday)**

3:00 p.m. – 3:30 p.m.

Lone Star Ballroom A

FBD Coffee Break

Please make plans to visit the exhibits for information on the latest books & newest educational technologies.
Let our exhibitors know how much we appreciate their presence and continued support!

*Great Door Prize Drawings take place at 3:20 p.m. in the Exhibit Area.
Must be present to win.*

3:30 p.m. – 5:00 p.m.

City View 6

SESSION A Managerial Communication in Action

Session Chair: **Margaret S. Kilcoyne**, Northwestern State University

A Review of Theories of Conflict

José G. Vargas-Hernández, Universidad de Guadalajara

AoL—Let Us Tell You our Story

Margaret S. Kilcoyne, Northwestern State University

Julie C. McDonald, Northwestern State University

Exploring Change through the Discursive Interactions and Interpretations of Multiple Stakeholder Groups: Shaping Participation and Change

Kathy Barnett, Loyola University

3:30 p.m. – 5:00 p.m.

City View 5

SESSION B Ethical Communication Issues and Trends

Session Chair: **Lucia S. Sigmar**, Sam Houston State University

An Analysis of Codes of Ethics

Harold A. Hurry, Sam Houston State University

Communicating an Ethical Business Culture: Challenges and Opportunities

Faridah Awang, Eastern Kentucky University

How to Answer Illegal Interview Questions

Jean Anna Sellers, Fort Hays State University

Please make plans to visit the exhibits to receive information on the latest
books and newest education technologies.



Please let exhibitors know how much we appreciate their presence and
continued support!