

**The 15th Asia-Pacific Conference of the Association for Business Communication**  
**第15屆商務傳意協會亞太區研討會**  
**Conference Programme會議日程**

Date	No.	English Name	Chinese Name (if available)	Abstract Title	Time	Venue
9th June 2017 (Friday)	Conference Registration會議報到				3:00pm-6:00pm	Y404
	Pre-conference Workshops 會前工作坊					
	1	Annette J. WATKINS		Academic Coaching: Promoting Motivation, Resilience and Accountability for Developmental Students	3:00pm-4:00pm 4:30pm-6:00pm	Y403
	2	Jie WANG		Teaching Business Communication Through Relatable Cases	3:00pm-4:00pm	Y417
	Tea Break 茶歇				4:00pm-4:30pm	
	3	Cecilia LUI		Understanding Self, Understanding Others: Exploring Our Cultural DNA	4:30pm-6:00 pm	Y417
10th June 2017 (Saturday)	<b>Opening Ceremony of the Conference 開幕式</b> Welcoming/ Opening Speeches by: 致辭嘉賓: <b>Prof Chetwyn Chan, Associate Vice President of PolyU</b> 香港理工大學協理副校長, 陳智軒教授 <b>Dr. LI Dechao, Associate Dean of FH</b> 香港理工大學人文學院副院長, 李德超博士 <b>Dr. Roxana FUNG, Associate Head of CBS</b> 香港理工大學中文及雙語學系副系主任, 馮淑儀博士 <b>Dr. Yunxia ZHU, Vice President of Asia Pacific Region, ABC</b> 商務傳意協會亞太地區會長, 朱雲霞博士 <b>Dr. Bertha DU-BABCOCK, Representative of ABC</b> 商務傳意協會代表, Bertha DU-BABCOCK博士 <b>Dr. Doreen WU, Co-chair of Conference Organizing Committee</b> 第15屆商務傳意協會亞太區研討會組委會聯合主席, 吳東英博士				9:00am-10:00am	Y305
	Group Photo & Tea Break 合影及茶歇				10:00am-10:30am	
	Keynote Speech 1 主旨發言 1					
	1	<b>ZHU Yunxia: Cross-cultural Discursive Competence for the New 'Globalization' Context: Using Language as a Tool</b> <b>CHAIR: Bertha DU-BABCOCK</b>			10:30am-11:30am	Y305

		Keynote Speech 2 主旨發言 2				
2		Michael L. KENT: Mediated Engagement: Rhizomatous Dialogue in the Digital Age CHAIR: Doreen WU			11:30am-12:30pm	Y305
		Lunch 午餐			12:30pm-2:00pm	V Cuisine 彩晶軒
Session 1.1 Issues in Digital Communication（數位傳播）						
CHAIRS: Gail FOREY, LEE Meihua						
10th June 2017 (Saturday)	1	Gail FOREY & Jane LOCKWOOD		Virtual communication in Asian workplaces	2:00pm-3:40pm	Y403
	2	LEE Meihua		Imagined Cyber Community: A Study on Overseas Hakka Audiences’ Self-categorized Ethnic Identity in the Age of Digitalization		
	3	SUN Lu	孫璐	Potential and Concerns: The Business Communication and Journalism in Big Data Era		
	4	Qin XIE & Zhiyao LIANG		Principles of Generating Data for Educational Communication		
	5	ZENG Fan-Bin & LU Yuxuan		The Internet Use, Political Efficacy and Political Participation of Occupational Middle Class: Based on 2013 national sample		
Session 1.2 Advertising & Branding（廣告與品牌）						
CHAIRS: DING Shaoyan, Giovanna PUPPIN						
10th June 2017 (Saturday)	1	Giovanna PUPPIN		Branding China through Olympic Public Service Announcements (PSAs): An Exploration of the “Beijing Opera Series” (Jingju xilie京劇系列)	2:00pm-3:40pm	Y407
	2	DING Shaoyan		Cultural Differences and Reception of Advertising --- Exploring Transcultural Advertising in and Outside China		
	3	Henry Amo MENSAH		Towards a discursive construction of commodification of semiotic signs in the advertising space of Lesotho		
	4	Kenneth C. C. YANG & Yowei KANG		Narrative Adverting, Storytelling, and Impacts on Consumer Brand Experience		

	5	Judit HIDASI		The Impact of Slogans used as CommunicationTools for Country Branding		
Session 1.3 Comparative Study of Persuasion （說服性語篇的比較研究）						
CHAIRS: Bertha DU-BABCOCK, YAN Jinglan						
10th June 2017 (Saturday)	1	CHEN Yifei & YAN Jinglan	陳逸飛、顏靜蘭	中英國家領導人在跨文化語境演講中互文性的批評話語分析	2:00pm-3:40pm	Y411
	2	LIU Xin	劉馨	Inter-cultural Study on Individualism-Collectivism Discrepancy between Chinese and Australian Media Reports on Nobel Prize Winner Tu Youyou		
	3	Oscareale YEUNG		Intercultural Differences and Interdiscursive Hybridity in Hong Kong and Mainland Marketing Brochures		
	4	Bertha DU-BABCOCK		Culture and Identity on Persuasive Business Messages: A Comparative Study		
	5	Liang SHAN & Hang YIN	單梁、殷航	A Contrastive Analysis of Chinese and American Coverage on Beijing APEC Meetings in New Media Context		
Session 1.4 商務英語 (Business English)						
CHAIRS: Kenichi SATO, Momotaro TAKAMORI						
10th June 2017 (Saturday)	1	Momotaro TAKAMORI		Design Thinking as Common Language of Global Business and Obstacles for Further Permeation	2:00pm-3:40pm	Y412
	2	Kenichi SATO		BELF in English-mandate Policies: Possibilities and Challenges in the Japanese Context		
	3	ZHAO Fan	趙凡	Intercultural Business Communication Competence Cultivation for College Students under the Background of Enterprise Internationalization		
	4	Misa FUJIO		The Linguistic Challenges Facing Japanese Business-Major Students in Becoming Globally-Minded Leaders		
Session 1.5 商務英語 (Business English)						
CHAIRS: GUO Jun, JIANG Hong						
10th June 2017 (Saturday)	1	GUO Jun	郭珺	在“來慕（LEM）”英語中筆譯教學操作辦法初步探究	2:00pm-3:40pm	Y416
	2	JIANG Hong	江紅	在“來慕（LEM）”英語中工作室文化的初步探究		
	3	LI Shunmei	李順梅	在“來慕（LEM）”英語中資訊素養課程嵌入合作的初步觀察探究		

	4	YE Shuting & AN Zihui	葉書婷、安子暉	在“來慕（LEM）”英語中學習者角色的初步觀察探究		
Session 1.6 身份表徵與建構 (Identity Representation & Construction)						
CHAIRS: Yen-chieh LO, LUO Jinru						
10th June 2017 (Saturday)	1	Yen-chieh LO		Stigma for dementia in news stories:How older people and ageism represented in the naming of cognitive disorders	2:00pm-3:40pm	Y417
	2	LUO Jinru		Dim Sum as a Construction of the Cantonese Identity		
	3	LIU Jiali	劉佳麗	對城市開放空間的闕限性探討——以澳門聖保祿大教堂遺址為例		
	4	SONG Yanan	宋亞楠	香港懷舊電影研究		
	5	TAN Nian	譚念	Reflection of Gender and Political Issues in Top Girls by Caryl Churchill		
	Tea break茶歇				3:40-4:00 pm	
Session 2.1 Digitalization & Relational Communication （數位化與關係傳播）						
CHAIRS: FENG Wei, Keyan G. TOMASELLI						
10th June 2017 (Saturday)	1	FENG Wei	馮薇	Corporate rapport management in the online shopping reviews: strategies and implications	4:00pm-6:00pm	Y403
	2	LUO Xue	羅雪	Dialogical Strategy on Social Media of Chinese State-Owned Enterprise in Africa--- A Case Study of Kenyan Standard Gauge Railway		
	3	NIU Xiaochun & ZHOU Gang		HUAWEI's Dialogue with the World: “Building a Better Connected World”		
	4	QIAN Chen		Interpersonal (Dis)affiliation of Third Party Offence in Online Discussion Boards		
	5	Keyan G. TOMASELLI & Marc CALDWELL		Corporate Communication - Adversarial, Transmission, Dialogical		
	6	Doreen D. WU & ZHANG Min		Building Credibility and Rapport by Airline Companies on Social Media		
Session 2.2 新媒體與大數據分析 (New Media & Big Data Analysis)						
CHAIRS: Terrill Reid MCLAIN, WAN Xiaohong						
	1	WAN Xiaohong	萬曉紅	社會化媒體網路輿論動員的成因與機制探析——以裡約奧運“孫楊霍頓事件”為例		

10th June 2017 (Saturday)	2	ZENG Fan-Bin	曾凡斌	大資料應用於輿論研究的現狀與反思*	4:00pm-6:00pm	Y407
	3	LU Xi	陸希	「有妳好在哪裡？」台灣新住民的浪漫與悲哀——國際移民日「有妳真好，謝謝」系列活動之跨媒介敘事批評 (The Narrative Critique of International Immigrants Day Cross-media Expression)		
	4	Terrill Reid MCLAIN		Social Media and Cultural Barriers		
Session 2.3 廣告與公共關係管理 (Advertising & Public Relations Management)						
CHAIRS: Lydia Tsui, Kenneth C. C. YANG						
10th June 2017 (Saturday)	1	DUAN Chao & YAN Jinglan	段超、 顏靜蘭	A Case Study on Apple’s Advertisements from the Perspective of Intercultural Communication	4:00pm-6:00pm	Y411
	2	LIU Chao, TAN Yanwen, & XIN Jiapo	劉超、譚 燕雯、辛 嘉坡	HTML5廣告的消費者體驗對品牌態度的影響研究		
	3	CHEN Lu	陳璐	從區隔到交流、融入：新時期加拿大春節行銷傳播的跨文化分析及建議 (From Distinction to Communication and Integration: Cross-cultural Study and Suggestions on Spring Festival Marketing and Communication of Canadian Market in New Age)		
	4	YANG Ying	楊穎	廣告研究的論辯理論視角		
	5	Kenneth C. C. YANG & Yowei KANG		Integrating Big Data Analytics into Advertising Curriculum: Opportunities and Challenges in an International Context		
	6	Qian Chao	錢超	公共關係美學的探索：以 香港巴塞爾藝術展為例		
Session 2.4 商務英語 (Business English)						
CHAIRS: Yeonkwon JUNG, LIU Huiying						
10th June 2017 (Saturday)	1	LIU Huiying		任務型CLIL在商務英語教學中應用的行動研究 An Action Research on the Application of Task-based CLIL in Business English Teaching	4:00pm-6:00pm	Y412
	2	Yeonkwon JUNG		Research on Business Communication in Korea		
	3	WANG Tao	汪濤	Exploring the Philosophical and Artistic Values in Business English Teaching Practice		
	4	Atsuko KANEKO		Developing communication competency through intercultural experience: What is transferable?		

	5	Adele Yifan ZHANG		Coaching: A Fresh Look at Teaching Soft Skills in Business Schools		
Session 2.5 Corpus-assisted Anlaysis （語料庫輔助研究）						
CHAIRS: LIU Ming, Seiji NOMURA						
10th June 2017 (Saturday)	1	LIU Ming	劉明	Discursive Constructions of iPhone in the Keynote Speeches of iPhone Launch Events: A Corpus-assisted Discourse Study	4:00pm-6:00pm	Y416
	2	Grace LIM		Image Construction in Shareholder’s letter: Similarity and differences of US and Chinese firms		
	3	Chie URAWA		A Corpus-Based Genre Analysis of Cautionary Statements in the Corporate Annual Reports: Sony and Panasonic		
	4	Seiji NOMURA		An Analysis of Office Communications from Psychological Perspective		
Session 2.6 Developing Intercultural Communication Competence （發展跨文化交際能力）						
CHAIRS: Marie-Therese CLAES, Enid LEE						
10th June 2017 (Saturday)	1	John CHOCCEE, Yossiri YOSSATORN		ARE UNIVERSITIES FOSTERING WORLMINDEDNESS?	4:00pm-6:00pm	Y417
	2	Marie-Therese CLAES		Kathoeys of Thailand: Discrimination or Culture Clash in International Business?		
	3	YAN Jinglan	顏靜蘭	Study on Intercultural Communication Awareness through Short Term Exchange Programme		
	4	YAO Chunyu	姚春雨	A Meta-analysis of The Existing Assessment Tools for Chinese College Students’ Intercultural Communication Competence		
	5	Enid LEE		Decoding Verbal and Nonverbal Signs: A Comparative Study of Native and Non-native Speakers		
	Conference Dinner 晚宴				7:00pm-9:00pm	PolyU Staff Club 職員會所
	Keynote Speech 3 主旨發言 3					
	3	陳先紅：從卓越到陽光：中國公共關係研究的本土化探索 CHEN Xianhong: From Excellence to Sunshine PR: A Modified General Theory for Chinese Public Relations CHAIR: YU Zhaohui			8:30am-9:10am	Y305
	Keynote Speech 4 主旨發言 4					

11th June 2017 (Sunday)	4	于運全：中國春節文化品牌傳播的效果研究——以2016年海外10國受眾調查為例 YU Yunquan: Effects of China's Spring Festival branding: A Survey of Overseas Audiences in 2016 CHAIR: RAN Yongping			9:10am-9:50am	Y305
	Keynote Speech 5 主旨發言 5					
	5	吳飛：國際傳播理論研究的困境與範式創新 WU Fei: Challenges and Paradigm Innovation in International Communication Studies CHAIR: SHI-xu			9:50am-10:30am	Y305
	Tea break茶歇			10:30am-11:00am		
Session 3.1 Negotiation & Crisis Management（磋商與危機管理） CHAIRS: RAN Yongping, ZHANG Min						
11th June 2017 (Sunday)	1	Yuichiro YAMAMOTO		A Study of “Getting to YES” of the Harvard NegotiationProject : Emotions and Communication Styles for Japanese Business People	11:00 am-1:00pm	Y403
	2	Shun-itsu NAKASAKO		The Importance of Providing a Concrete Picture in Doing Negotiation		
	3	RAN Yongping & ZHAO Linsen		Building Affection-Based Face in Conflict Mediation		
	4	Yoichi SATO		How Japanese exhibit disagreement in English-speaking business: With a focus on pragmatic negotiation		
	5	SHI-xu		The Chinese Discourse of Trade Disputes A study of China’s trade friction with the EU as cultural (competing) discourses		
Session 3.2 Management & Organizational Communication（管理與組織傳播） CHAIRS: Stella Chiu, Miyuki TAKINO						
11th June 2017 (Sunday)	1	Miyuki TAKINO		Using Multiple Languages in the Age of English as a Business Lingua Franca (BELF): Bilingual Japanese Managers’ Perspective	11:00 am-1:00pm	Y407
	2	Jean-Yves LE CORRE		Rationality and behaviours in performance management systems: a model based on empirical evidence		
	3	LIU Ping		Doing power: MPEs as pragmatic manipulation in BELF meeting interactions		
	4	Ikushi YAMAGUCHI		An Exploratory Study on the Relationships between Various Dimensions of Organizational Communication and Turnover Intention of Workers at Japanese Care Facilities		

Session 3.3 Glocalization and Business Communication （全球本土化與商務溝通）						
CHAIRS: Du Huizhen, FENG Jieyun						
11th June 2017 (Sunday)	1	FENG Jieyun	馮捷蘊	A Matter of Perspective: A Discursive Analysis of the Perceptions of Three Stakeholders of the Mutianyu Great Wall	11:00 am-1:00pm	Y411
	2	Vincent MERK		Embedding a University Campus in its local Business Environment		
	3	David J. PARKER		An Investigation into the effects of culture on electronic word-of-mouth marketing for ESL businesses on social network sites		
	4	Tiffany CHING		Metadiscourse and persuasion: Environmental, social and governance reports in Hong Kong		
	5	Du Huizhen, Sun Juan, Wang Nailong		Localized Participatory Nuclear Risk Communication in China		
	6	Yi DENG & FENG William Dezheng		Genre, interdiscursive mix and the marketization of higher education: A diachronic analysis of university annual reports in Hong Kong		
Session 3.4 公共關係與公共外交 (Public Realtions and Public Diplomacy)						
CHAIRS: HUANG Dongsheng, YU Zhaohui						
11th June 2017 (Sunday)	1	YU Zhaohui & LI Wei	于朝暉、李偉	Research on Strategies of Corporate Diplomacy	11:00 am-1:00pm	Y412
	2	HUANG Dongsheng	黃東升	Reconstruction of comprehensive PR idea and Optimization of Cognitive System of PR Think Tanks		
	3	ZHANG Peng & CAO Jing	張鵬曹晶	從“概念舶來”到“初步內化”：“公共關係”見於《人民日報》的考證（1946-1996）(From Foreign Concept to the Primary Stage Sinicize: People’s Daily and the Acceptation of “Public Relations” from 1946 to 1996)		
	4	CHEN Xianhong & Shi Na	陳先紅、史娜	公共關係 職業地圖 研究——廣東省公關專業人員職發展模式分析		
Session 3.5 中國品牌傳播 (Branding China)						
CHAIRS: LIU Lei, ZHANG Lejin						
	1	LIU Lei	劉磊	全球化傳播下中國電影的文化危機——中國電影“走出去”策略的再思考		



11th June 2017 (Sunday)	2	ZHOU Hangyi	周航屹	社會生活的參與式“生成”：文化研究視野下跨媒體敘事的本質探析	11:00 am-1:00pm	Y416
	3	TIAN Yuchen	田鬱辰	一帶一路上的玉文化融合戰略研究		
	4	CAI Menghong	蔡夢虹	“21世紀海上絲綢之路”戰略下中國茶文化的海外傳播與國家文化軟實力的提升 (Overseas Spread of Chinese Tea Culture under the Strategy of "The 21st Century Maritime Silk Road"and Promotion of Soft Power of National Culture)		
Session 3.6 跨文化交際 (Cross-cultural Communication)						
CHAIRS: LUO Hui, WANG Junju						
11th June 2017 (Sunday)	1	LIN Jia & WANG Junju		Adaptation to the Learning Culture of Chinese Universities: Challenges and Coping Strategies	11:00 am-1:00pm	Y417
	2	LUO Hui & HUANG Nina	羅慧、黃妮娜	廈門大學印尼留學生的跨文化衝突與適應研究		
	3	ZHANG Leisheng	張雷生	在華留學生和外籍教師群體的跨文化交際衝突研究		
	4	JIN Shanshan & ZHANG Shanshan	金閃閃、張珊珊	中國留學生的跨文化能力與適應性研究		
	5	ZHENG Xuantong	鄭萱童	A Case Study on Cross-cultural Adaptation among Overseas Students in China		
	6	HU Nailin	胡乃麟	來華留學生跨文化適應研究與在華管理——以山東大學巴基斯坦籍留學生管理為例		
	Lunch午餐				1:00pm-2:30pm	PolyU Staff Club 職員會所
Session 4.1 社交媒體傳播 (Social Media Communication)						
CHAIRS: WU Yulan, ZENG Fanbin						
11th June 2017 (Sunday)	1	WU Yulan & LIU Jiayu	吳玉蘭、劉佳宇	“吳曉波頻道”STP戰略研究	2:30pm-3:50pm	Y403
	2	ZHANG Ruiyao, QIAN Chao, TIAN Yuchen, & WANG Jian	張瑞瑤、錢超、田郁辰、王建	朋友圈“分組可見”功能與“印象管理”		

	3	ZENG Fanbin & QIN Yi	曾凡斌， 覃毅	人民日報官方微博和微信公眾號的特點、異同和啟示		
	4	ZHANG Ning & SU Youzhen	張甯、蘇 幼真	網路直播間裡的青年亞文化解析		
Session 4.2 文化與商務溝通 (Culture & Business Communication)						
CHAIRS: HE Lan, ZHAO Qian						
11th June 2017 (Sunday)	1	ZHAO Qian	趙倩	跨文化人際衝突管理中的人情—德籍駐華員工工作中的衝突管理	2:30pm-3:50pm	Y407
	2	SONG Xiaosi	宋曉思	主體間性視域下的跨文化經濟交際研究		
	3	ZHOU Yang	周楊	現代公關啟蒙的歷史條件比較研究：基於美國、英國和中國的比較		
Session 4.3 翻譯學 (Translation Studies)						
CHAIRS: Anthea H. Y. CHEUNG, XIAO Jiayan						
11th June 2017 (Sunday)	1	XIAO Jiayan, ZHU Yudan, LU Yin		Translation as Cultural Communication: A Case Study of English Translation of Meng Hao-jan’s Poems	2:30pm-3:50pm	Y411
	2	HUI, Maggie		Translators’ Risk Strategies for High-risk Items in Advertising Text: An Exploratory Study of Translation Procedures and Justifications in a Simulated Translator-Client Setting		
	3	Anthea H. Y. CHEUNG		A compromise between incommensurability and commensurability: the only possible way in rendering the Mahāyāna doctrine of kong空 (śūnyatā) into English ?		
Session 4.4 Language & Business Communication （語言與商務溝通）						
CHAIRS: WANG Bo, Lorraine Y. YAO						
11th June 2017 (Sunday)	1	MA Yuanyi & WANG Bo		Invisible, Inherited, Infinite Power: A Systemic Functional Analysis of the Verbal Announcements by Class Monitors from a Chinese Mainland University	2:30pm-3:50pm	Y412
	2	WANG Bo & Ma Yuanyi		How Notices Become Nuisances in College: A Systemic Functional Analysis of the Notices from a Chinese Mainland University		
	3	WANG Guifang	王貴芳	On the Functions of Nominalization in International Business English Contracts		
	4	Lorraine Y. YAO		English as a Lingua Franca: The use of English in the professional world in Mainland China		

Session 4.5 跨文化學習 (Cross-cultural Learning)						
CHAIRS: LI Jie, Aaron LOH						
11th June 2017 (Sunday)	1	LI Jie		Family socio-economic status, learning strategies and reading literacy: the case of China and the United States	2:30pm-3:50pm	Y416
	2	ZHAO Jing	趙靜	中國語境下EFL學習者文化身份焦慮研究		
	3	LIAO Yongpeng		Messy Learning: A Meta-Synthesis Study of MOOC Literature on Students' Learning		
	4	Aaron LOH & Nanyasopark SWASDIWAT		The Qualitative and Philosophical Aspects of the Use of Technology in Teaching and Learning: of University Business School Students in Diverse Stages of Economic Development		
Session 4.6 符號與敘事分析 (Semiotic & Narrative Analysis)						
CHAIRS: Raymond CHENG, WU Jianguo						
11th June 2017 (Sunday)	1	CHEN Xianhong & HE Jianqi	陳先紅、賀劍棋	講好漢字故事：從元話語分析到多模態話語分析 Storytelling of Chinese characters: From meta-discourse analysis to multimodal discourse analysis	2:30pm-3:50pm	Y417
	2	CHAN Shou San		A Tri-party Semiotics Approach for Advertising Polysemy: Luxury Brand Advertisement Analysis under the Framework of Roland Barthes, Mikhail Bakhtin, Gunter Kress and Theo van Leeuwen		
	3	QIN Yong	秦勇	Image Representation – A Semiotic Analysis of China's 10 Top International Hotel Companies' Web Ads as the Strategy for Glocalisation		
	4	WU Jianguo	武建國	商業化大背景下媒體話語傳播中的重新語境化及意義轉換 (Understanding Recontextualization and Transformation in Media Discourse against the Background of Commodification)		
	Tea break茶歇					3:50pm-4:00pm
	Keynote Speech 6 主旨發言 6					
	6	Michael B. GOODMAN: The Transformation of Corporate Communication Strategy and Tactics CHAIR: CHAN Shui-duen			4:00pm-5:00pm	Y305
	Keynote Speech 7 主旨發言 7					

11th June 2017 (Sunday)	7	Lily AGONROY: Branding Strategies and Cultural Adaptation Challenges of a Global Travel Agency in a Greater China Business Context CHAIR: Patrick NG	5:00pm-6:00pm	Y305
		Closing Ceremony of the Conference 閉幕式 Mr. Patrick NG, Co-chair of Conference Organizing Committee 第15屆商務傳意協會亞太區研討會組委會聯合主席，吳柏基先生 Dr. Doreen WU, Co-chair of Conference Organizing Committee 第15屆商務傳意協會亞太區研討會組委會聯合主席，吳東英博士	6:00pm-6:30pm	Y305