

Japan Business Communication Association  
Newsletter  
Number 28  
April 1, 2022

• Greeting

This association was established on July 20, 1934, at the inaugural meeting held at the Kobe Rokkosan Hotel as the Japan Association of Commercial English Teachers. As we celebrate our 100<sup>th</sup> anniversary in 2024, we are working with the new board members on various projects to achieve further development while inheriting our history. We are already working on various initiatives, including the renewal of the website, the online publication of the annual bulletin, a textbook publication project, and exchanges with related academic societies.

Although we cannot feel safe enough from the coronavirus, we would like to make various efforts to engage in academic activities actively. We look forward to your continued support and cooperation.  
Takehisa Kobayashi, President

• The 82<sup>nd</sup> National Convention

The 2022 National Convention is scheduled to be held at Doshisha University in early October, with Professor Ken Naganuma serving as the Chair of the Conference Executive Committee. (Details will be announced when ready.) The past conventions were held online for the last two years due to the COVID-19 pandemic. However, we are considering having a hybrid format (in-person and online) this year. Also, as in the previous year, we are considering inviting researchers from overseas to hold international sessions.

We hope that our members will submit their research reports and make the event more exciting. To prepare the conference programs, we would appreciate it if you could send your opinions to the JBCA office.

• The 81<sup>st</sup> National Convention

Due to the COVID-19 pandemic, the 81st National Convention 2021 was held online via Zoom on October 2-3, with Prof. Misa Fujio (Toyo University) serving as the Chair of the Convention Executive Committee. The symposium was held in the international session, where Dr. Marlies Whitehouse from the University of Zurich gave a keynote speech, "Shared Language and Transdisciplinarity: Keys for Prosperity in Business Communication."

The keynote speech was followed by the panel discussion on "Business Communication: The Future is Transdisciplinary" with Prof. Misa Fujio (Toyo University)--Chair of the Conference Executive Committee--as a moderator, Mr. Chiharu Nishikawa (Sasagawa Sports Foundation Research Fellow), Prof. Kazuyo Murata (Ryukoku University), Prof. Woo Gun-Jo (Korea University, KABC President), and Dr. Marlies Whitehouse. It was a great success with active discussions and many questions from the audience. After this international session, a get-together meeting was held on Zoom to deepen our friendship.

Twelve research presentations were held as scheduled, and many members participated.

Finally, our sincere gratitude goes out to all the directors, Prof. Misa Fujio of Toyo University, Prof. Yoichi Sato, and other people concerned for all their help. Thank you very much.

• Distribution of the videos, including the 81<sup>st</sup> National Convention on the JBCA website

The videos currently available on the JBCA website (<https://jbca.gr.jp>) as of March 31, 2022 are as follows. Please take a watch.

The 2021 National Convention (digest version)

The symposium on September 12, 2021

The panel discussion on April 24, 2021 (digest version)

The Kanto Chapter meeting on January 31, 2021

The 2020 National Convention (digest version)

The Kanto Chapter meeting on September 19, 2020



Dr. Marlies Whitehouse (Univ. of Zurich), a keynote speaker at the 81<sup>st</sup> National Convention



The panel discussion at the 81<sup>st</sup> national conference

[Top center] Dr. Marlies Whitehouse (Univ. of Zurich), [Center left] Prof. Woo Gun-Jo (Korea Univ., KABC Chairman), [Center right] Prof. Misa Fujio (Toyo Univ.) [Bottom Left] Mr. Chiharu Nishikawa (Sasagawa Sports Foundation Research Fellow), [Bottom right] Prof. Kazuyo Murata (Ryukoku Univ.)

#### ● News about the 80<sup>th</sup> National Convention Commemorating Project

It was proposed at the 2020 General Member Meeting that a publication project be launched in order to commemorate the 80<sup>th</sup> National Convention of JBCA. After having discussions in the Publication Editorial Committee followed by the approval of the Board of Directors, it was decided that this commemorating project was reorganized and relaunched as the 80<sup>th</sup> National Convention Commemorating Project of JBCA.

The 80<sup>th</sup> National Convention Commemorating Symposium was thus held on September 12, 2021. This event was also positioned as a joint meeting of the three regional chapters, namely Kanto, Kansai and Kyushu-Yamaguchi Chapters. This symposium was entitled as "Business Communication in the Future: Corona-shock, VUCA, and Globalization".

The symposium featured two speakers, Ms. Yumi Fukaya (PLUG AND PLAY JAPAN) and Mr. Koji Hamada (NHK Osaka Broadcasting Station), both in their fourth-year service in their respective business field, who provided some valuable insights into their newly emerging business communication problems. Being professional of business communication, Profs. Atsuko Kaneko (Meiji University), Kazumasa Kobayashi (Kindai University) and Elly Shiozawa (Meiji University) responded to the above two speakers, gave them some professional feedback, and engaged in lively discussions with them. The symposium turned out to be extremely successful, with active discussions among the speakers followed by the concluding remarks by Prof. Takehisa Kobayashi, the current chairperson of JBCA.

This symposium did not mark the end of the commemorating event; we will keep you updated on other commemorative events through e-mails and webpage.



The panel discussion at the 80<sup>th</sup> National Convention Commemorating Symposium

[Top left] Prof. Takehisa Kobayashi (JBCA President, Wako Univ.), [Top Center] Mr. Masaki Ushiroku (Business Consultant), [Middle left] Prof. Elly Shizawa (Meiji Univ.) [Middle Right] Prof. Atsuko Kaneko (Meiji Univ.), [Bottom left] Ms. Yumi Fukaya (LUG AND PLAY JAPAN), [Bottom right] Mr. Koji Hamada (NHK Osaka Broadcasting Station)

●International exchange news

At the 86<sup>th</sup> Annual International Conference of ABC (held online from October 18<sup>th</sup> to 23<sup>rd</sup>, 2022), two JBCA members, Profs. Misa Fujio and Seiji Nomura, participated in the conference and presented their research in the group panel presentations and individual report sessions. Besides, the ABC Europe Regional Conference Vienna was held online from Thursday, August 26 to Saturday, August 28, 2021, in which Prof. Hiromasa Tanaka presented his research. Due to the COVID-19 pandemic, however, we had to give up on physically participating in the KABC International Conference, held in August as a part of the "Integrated Annual Conference" of Korean management-related societies.

Please note here that JBCA exchanged a memorandum of understanding with both ABC and KABC. Participating in these international conferences will contribute to furthering and deepening exchanges with overseas researchers.

●Information on the Upcoming International Conferences

The 87<sup>th</sup> Annual International Conference of ABC will be held in Tampa, Florida, USA, from October 3 to October 8, 2022. This conference will be held as hybrid (both face-to-face and online sessions). As the next KABC International Convention, we will inform you of the details as soon as it becomes available.

We would like to express our gratitude here to those involved in the above-mentioned international conference for their contributions.

●Election of Directors and Composition of Committees

The election of the JBCA Board of Directors was held on October 2<sup>nd</sup>, 2021, during the first day lunchbreak of the 81<sup>st</sup> National Convention. The Election Administration Committee (Chair: Prof. Seiji Nomura, Members: Profs. Yukie Aoyagi and Hitoshi Matsuo managed the event (please note that Prof. Matsuo's term expired on September 24, 2021 for the administrative reasons). As a result, 12 new board members were elected. Furthermore, three other members were specially appointed by the President. The composition and positions of the new board members are as follows:

Role	Name	Affiliation
Director (President)	Takehisa KOBAYASHI	Wako University
Director (Executive Director)	Ken NAGANUMA	Doshisha University
Director (Executive Director)	Yasuo NAKATANI	Hosei University
Director (Executive Director)	Yuji HAYASHI	Seinan Jo Gakuin University
Director (Executive Director)	Shingo YAMAMOTO	Chuo University
Director	Masaki USHIROKU	Business Consultant
Director	Kyoung Soo KANG	Kansai Gaidai University
Director	Kenichi SATO	Doshisha University
Director	Yoichi SATO	Toyo University
Director	Toshihiro SHIMIZU	Mukogawa Women's University
Director	Momotaro TAKAMORI	Kwansei Gakuin University
Director	Hitoshi Matsuo	Tokyo University of Social Welfare
Director (Specially)	Elly SHIOZAWA	Meiji University

appointed)			
Director (Specially appointed)	(Specially appointed)	Atsushi HIRASAWA	Chuo University
Director (Specially appointed)	(Specially appointed)	Mari MORIMOTO	Konan Women's University

Below is the new committee member list:

	Coordinator	Committee members		
Planning Committee	Shingo YAMAMOTO (Chuo University)	Hitoshi MATSUO (Tokyo University of Social Welfare)	Atsushi HIRASAWA (Chuo University)	Elly SHIOZAWA (Meiji University)
Journal Editorial Committee	Yasuo NAKATANI (Hosei University)	Ken NAGANUMA (Doshisha University)	Seiji NOMURA (Tokyo Fuji University)	Mayumi OKAMOTO (Kansai University)
		Yuji HAYASHI (Seinan Jo Gakuin University)	Nobuo KAMATA (Toyo Gakuin University)	
International/Domestic Liaison Committee	Ken NAGANUMA (Doshisha University)	Kenichi SATO (Doshisha University)	Kyoung Soo KANG (Kansai Gaidai University)	Momotaro TAKAMORI (Kwansei Gakuin University)
		Mari MORIMOTO (Konan Women's University)		
Public Relations Committee	Masaki USHIROKU (Business Consultant)	Toshihiro SHIMIZU (Mukogawa Women's University)	Yoichi SATO (Toyo University)	Kyoung Soo KANG (Kansai Gaidai University)
		Akira HACHISU (Toyo University)	Shinichi SHIBATA (Kanda University of International	

			al Studies)	
The Union of National Economic Associations in Japan (Council Members)	Takashi MASUYAMA (Josai University)			
	Hitoshi MATSUO (Tokyo University of Social Welfare)			
Administrative Office (person-in-charge)	Seiji NOMURA (Tokyo Fuji University)			
Administrative Office (assistant)	Yoichi SATO (Toyo University)			

● New Members and Update of JBCA Membership Status

At the 81<sup>st</sup> National Convention, two new members joined, followed by another two members joining by March 31, 2022. Up to now, there are 152 members involved (including 7 honorary members, 136 regular members, 4 graduate student members, 1 corporate member, 4 supporting members organizations). For details, please refer to the table below, including new members and withdrawals (including retirement withdrawals) since the last 80th (2020) National Convention are as follows.

New members:

Type	Name	Affiliation	Chapter
Regular	Hiromi MURAKAMI	Kansai Gaidai University	Kansai
Regular	Keiichi KIDOAKI	Shin Nihon Kentei Kyokai	Kanto
Regular	Kayoko YASHIRO	AMK Communication	Kanto
Regular	Natsuko HIGASHI	Fujitsu	Kanto

Withdrawals:

Kaori Nishihata, Satoki Sano, Atsuo Itsuji, Kazunori Santo, Saeko Ujiie, Yeonkwon Jung, Nobumitsu Takahashi, Eiichiro Yoshikawa, Yasuhiro Kato, Midori Hayashi, Hiromi Inami, HUYNH Cuong, Toru Seimiya, Eisaku Tsumura, Hitoko Aoyagi, Nobuko Kiyota, Florin Nechita, Megumi Inage, Kazuyoshi Inazu, Katsuhiko Kuroda, Kotaro Uno, Peina Cheng, Miyuki Takino

JBCA Membership Status

	As of March 31 <sup>st</sup> , 2022	End of fiscal year 2021	End of fiscal years 2020
Honorary	7	5	4
Regular	136	148	129
General*	0	0	27
Graduate Students	4	6	7
Corporate	1	1	1

Supporting	4	4	4
Total	152	164	172
Withdrawals**	14	10	7
New members	2	2	6

\*Along with the revision of bylaws, regular members and general members re integrated into one category (i.e., regular members).

\*\*This figure includes retirement withdrawals.

### Call for Papers

The Association invites members to present papers at the 82<sup>st</sup> National Convention, as scheduled for early October at *Doshisha University*. Please note that the deadline for proposals is May 31 (Monday) 2022.

### JBCA Award Winner

There was no submission for the JBCA Award and the Rookie of the Year Award.

### Call for 2022 JBCA Award application

We call for 2022 JBCA Award application. Please refer to the detail information on JBCA website. We anticipate your applications for the award. Applications for this year's award must be submitted between April 1<sup>st</sup> (Friday) and April 30<sup>th</sup> (Saturday) 2022.

### Our Business Communication Publication Project and Invitation for Members to Contribute as Authors

The Planning Committee, led by Committee Chair Prof. Shingo Yamamoto, previously submitted a plan to publish a new text on business communication (the sections of which will be assigned to, and authored by, participating Association members), and the Association's Board of Directors approved the plan on March 25, 2022. Therefore, the Association is seeking members who are willing to partake in this project as authors. If you are interested, please apply by the end of May 2022. Details concerning this publication project and the recruiting of authors are provided in the attached document. The information will also be posted on the JBCA website.

### Renewal of the JBCA Website

Under the leadership of Mr. Masaki Ushiroku, Chair of the Public Relations Committee, and with the support of the rest of the Public Relations Committee and the Secretariat, the JBCA website renewal project was successfully completed on February 28, 2022. The Association would like to extend its deepest gratitude to all Publicity Committee members for their efforts spent on ensuring the project's success. As for the publication of papers that were previously in the annual JBCA Newsletters, the abstracts of the papers from the past five years have been made available online. In addition, we are working on posting the entire texts on J-Stage for the authors who wish to have their papers shared on the journal platform. The Association has entrusted the Public Relations Committee with such key initiatives as described above so that it will continuously facilitate the publication of the JBCA members' research findings. In this vein, the Publication Committee has formulated various initiatives that are designed to aid the Association's further growth and development, resulting in the creation of the new JBCA website that has proven to be highly effective. As JBCA members, you are kindly urged to raise awareness of JBCA research and other activities by directing your students, colleagues, and acquaintances to the JBCA website and utilizing the resources that are provided there. We also wish to express our heartfelt gratitude to Professor Shinichi Shibata for kindly responding to our request to write a public information article for the Association. You can access the Association's brand-new website at <https://jbca.gr.jp/>.

### Information on Boueki Jitsumu Kentei held by Boueki Jitsumu Kentei Kyokai (Level A, B, C)

Boueki Jitsumu Kentei Kyokai manages the Boueki Jitsumu Kentei (Level A, B, C). Please refer to the homepage for further detail on the exam's schedule and seminars. Relevant textbooks are also sold by the Boueki Jitsumu Kentei Kyokai.

### Annual Membership Fees

It is the time of the year that members are kindly reminded to remit their annual membership fees for this year (2022). Your regular membership fee of JPY 8000, graduate student fee of JPY 4000, or supporting corporate member fee of JPY 48000 can be paid by using the enclosed JP Bank payment form. (Account number: 00110-2-485445, Account Name: The Japan Business Communication Association)

### **JBCA Outline**

The Japan Business Communication Association is a well-established academic society with a history of over 80 years. Initially established as the Japan Business English Association, the Association is a member of both the Union of National Economic Associations in Japan and the Science Council of Japan. In 2002, after careful consideration, the Board of Directors decided to change the name of the Association to the Japan Business Communication Association, thanks to the great efforts of former President Takao NORISADA and other directors. The change signified the intention of the Association to further improve the academic quality of its activities.

### **Activities of the Association headquarters**

Main activities include an annual National Convention (customarily in October), our annual bulletin and other publications. The Association relies solely upon membership fees to finance its activities. Your support is greatly appreciated.

### **Becoming a Member**

In FY2012, the Association relaxed the membership requirements and corporate membership have been added. Through this change, the Association wishes to enlarge its membership including business organizations, invigorate the organization, and improve the academic quality of its activities. Members are kindly requested to recommend qualified prospects to join the Association.

### **Activities of regional chapters**

JBCA has three regional chapters in Kanto, Kansai, and Kyushu/Yamaguchi. Each chapter holds two or more regional meetings each fiscal year, which are held separately from the National Convention. All members belong to local chapters.

- **Regional chapter secretariats and presidents**

#### **Kanto Chapter**

Prof. Misa FUJIO

Faculty of Business Administration, Toyo University

President, JBCA Kanto Chapter

5-28-20 Hakusan, Bunkyo-ku, Tokyo 112-8606

Phone: 03-3945-7295 (direct) FAX : 03-3945-7477 (faculty

office) E-mail: [misa.fujio@gmail.com](mailto:misa.fujio@gmail.com) / [misa\\_f@toyo.jp](mailto:misa_f@toyo.jp)

Kansai Chapter

Prof. Ken NAGANUMA

Faculty of Commerce, Doshisha

University President, JBCA Kansai

Chapter

Karasuma-higashi-iru, Imadegawa-dori,

Kamigyo-ku, Kyoto-shi 602-8580

Phone: 075-251-3689

E-mail: [knaganum@mail.doshisha.ac.jp](mailto:knaganum@mail.doshisha.ac.jp)

Kyushu/Yamaguchi Chapter

Prof. Yuji HAYASHI, Seinan Jo Gakuin University

President, JBCA Kyushu/Yamaguchi Chapter

1-3-5 Ibori, Kokurakita-ku, Kitakushu-shi,

Fukuoka 803-0835

Phone: 093-583-5648

E-mail: [yhayashi@seinan-jo.ac.jp](mailto:yhayashi@seinan-jo.ac.jp)



*Note: Regional chapter presidents have terms of appointment as stipulated by respective*

Secretariat:

Prof. Takehisa KOBAYASHI

Faculty of Economic and Business, Wako University

*regionalchapter rules. Names of presidents are current as at the time of this newsletter publication.*