

Manifesto

Digital and Global Business communication

Technology has transformed, and continues to transform the way businesses communicate with each other in the globalized economy.

In 2017 a panel of applied linguists gave a series of papers at the Global Advances in Business & Communication (GABC)-the 9th Tricontinental Conference at the University of Antwerp in Belgium, directly addressed a range of applied linguistic issues and studies regarding digital and global business communication. The speakers came from all around the world (Hong Kong, UK, The Philippines, Denmark and India) and covered a range of topics such as virtual communication in project teams, the use of webchat in customer service, accommodation strategies, e-leadership and the offshoring trends in India. There was an acknowledgement that whilst the issue of how technology changes impact business communication is a critical area for applied linguistic research, it is not only under researched but is also very fragmented.

On the final day of the conference the panel convened to recommend the drafting of this manifesto to sets out an agenda for a systemic line of enquiry in this field and it was agreed the Research Centre for Professional Communication in English (RCPCE) could spearhead and house this initiative.

Agenda

1. Research parameters:

Where? (This refers to both different workplace contexts and geographical locations)

- Digital and Global workplace **contexts**- multinationals, SMEs, government bodies and educational institutions;
- Geographical contexts: Europe/Asia/America

What? (This refers to the particular foci for research)

- Developing technologies affecting communication in the workplace
- Strategic and executive leadership and management knowledge, skills and attributes
- Speaking (and listening) and writing (and reading) in English in digital global workplaces (participating in virtual team meetings i.e. video and /or audio conferencing, making presentations, writing emails, webchats, social media (and using omni -channels in business exchange)
- Intercultural issues in digital and global communication
- Business English as a lingua franca (BELF) in a virtual setting

How? (This refers to the processes involved in gathering and analysing the data)

- Getting access: Collecting data
- Storing the data and making it available
- Methodological approaches (e.g. deep ethnography through prolonged observations)
- Frameworks for analysis of authentic data (e.g. SFL, corpus)

Why? (This refers to the practical use of the studies undertaken)

- Development of training and coaching materials
- Communications assessment for digital and global communication
- Knowledge transfer into worksites

2. Funding

3. Dissemination

- Academic journal articles
- White papers
- Harvard Business Review
- Conferences/seminars
- Dedicated website with: annotated bibliographies of studies completed to date;

Specifically the RCPCE will drive this manifesto agenda, build collaborative partnership and set up a centralized data base for business authentic exchanges in a virtual context.