

We are delighted to announce that the next *ABC Regional Conference* for Europe, Africa, and the Middle East will take place at NHH Norwegian School of Economics, Bergen, Norway, on 4–6 June 2025. We warmly invite you to submit your research papers by 1 November 2024.

Conference theme: Building Bridges between Business Communication and Management

In today's dynamic and interconnected business landscape, the role of effective communication in management has never been more critical. Effective communication is the lifeblood of every organisation: it allows for seamless execution of strategic plans, boosts employee engagement, facilitates innovation, and supports change management. It can be used to foster a culture of transparency and inclusivity, leading to improved team collaboration and productivity. Moreover, it plays a pivotal role in conflict resolution, crisis management, and customer relations.

The need to bridge the gap between business communication and management is not just about improving internal processes. It is also about enhancing customer relationships, stakeholder engagement and overall business reputation. As businesses navigate the challenges of the digital age, the ability to communicate effectively will be a key factor for their success and sustainability.

This conference will cultivate an interdisciplinary dialogue about the crucial role communication plays in various aspects of organisations and their management. It aims to evoke discussion between different disciplines, practitioners, and scholars on how business communication could become integrated into management studies and practice in a more comprehensive way. This conference presents an opportunity to further our understanding of this intersection and share our best-practice recommendations.

We therefore invite both empirical and theoretical contributions from scholars, teachers, and practitioners from a variety of disciplines (including but not limited to business studies, communication studies, and linguistics) regarding the conference theme.

Selected topics include, among others:

- Communicative practices in business communication
- Corporate language and language management
- Multicultural and diversity management
- Intercultural business communication
- Language-sensitive IB research
- Translation practices in organisational settings

- Uses of *lingua franca* in organisational settings
- Discourses of sustainability and climate change
- Research methodologies in business communication
- Interdisciplinary approaches to business communication
- Learning and teaching in international business education
- Learning and teaching business language and communication

We invite proposals for:

- **Individual presentations** (20 minutes),
- **Doctoral workshop** (10-15 minutes, reserved for PhD students), and
- **Panels** (90 minutes). Panel proposals should include a list of potential contributors.

Please submit your abstracts (up to 300 words excluding references) together with 4–5 keywords by 1 November 2024 to abc2025@nhh.no.

All submissions will undergo a blind peer review process.

Submission Deadline: 1 November 2024

Notifications of acceptance: January 2025

Conference Date: 4–6 June 2025

For further inquiries, please contact abc2025@nhh.no