

Global Advances in Business Communication (GABC) Journal

The *GABC Journal* is a new peer-reviewed journal jointly published by the University of Antwerp, the Technological University of Malaysia and Eastern Michigan University.

The *GABC Journal* publishes original research on interdisciplinary business practices which shape and are shaped by the changing nature and level of global business communication. To this end, the *GABC Journal* publishes articles that contribute to the knowledge, theory and practice of the global aspects of business communication in one or more of the following areas:

- International and cross-cultural business communication and negotiations
- Global integrated marketing communication (IMC) and public relations
- Global business ethics and communication (including international law, government-business relations)
- Languages for business and managerial communication
- E-Semantics --[cross-cultural, language-based international issues associated with search terms, string searches, social media expression, web design, web site user friendliness and electronic advertising keywords]

The *GABC Journal* welcomes articles in all rigorous research methods including both qualitative, theoretical modeling and quantitative approaches.

The *GABC Journal* applies masked reviews in which an editor and at a minimum of two subject-related experts examine submitted manuscripts.

SUBMISSION GUIDELINES

The *GABC Journal* welcomes original articles (not under consideration elsewhere) that are

- Traditional scholarly studies of 15-35 double-spaced pages, excluding references, notes, and appendices.
- Commentaries of 10-14 pages, excluding references, notes, and appendices.

Quantitative manuscripts must report estimates of reliability for all dependent measures, variance accounted for in tests of significance, and power estimates when tests fail to achieve significance. Content analysis employing quantitative measures should note intercoder reliability. Survey research should describe the sampling frame (relevant population), sampling method, sample unit, and response rate. Qualitative research must note standards used to insure the quality and verification of the presented interpretation.

All manuscripts must be in English, following the format specified in the *Publication Manual of the American Psychological Association* (5th edition). You may use either U.S. or British spelling, but use U.S. punctuation. Authors must remove all personal and institutional identification from the body of the submission.

For further information and more detailed guidelines or to submit a manuscript, please go to the main site for the journal at <http://commons.emich.edu/gabc/>