A Step Forward for KABC

Hyejung Chang¹, Jung A Kim²

¹Editor of Business Communication Research and Practice, Kyung Hee University, Seoul, Korea
²Associate Editor of Business Communication Research and Practice, Hanyang University, Seoul, Korea

The Korean Association for Business Communication (KABC) has been growing through the cooperation and efforts of its members and through conferences held twice a year for 7 years since its inaugural meeting and its first academic conference in 2011. The next year, we hosted the Asia-Pacific Conference of Association for Business Communication, in which we communicated with leading experts from both domestic and international academic societies. Since then, our MOUs (Memorandum of Understanding) with the Japan Business Communication Association (JBCA) in 2014 and the Association for Business Communication (ABC) in 2016 have fostered activities on the international stage. In Korea, KABC has not only held its own independent conferences but has also participated in the annual conferences of the Korean Academic Society of Business Association (KASBA), which sees the participation of over 30 academic associations in business fields. Our society is now playing an important role in the business major, specifically in business communication, and we go one step further and publish the journal, Business Communication Research and Practice (BCRP).

An academic society is an association of scholars who study the same discipline in depth and develop the discipline (National Korean Language Institute, 2008). The publication of academic journals is essential in enabling the academic society to disseminate the outcomes of research and demonstrate the development of the academic field. In other words, an academic journal represents the academic identity and level of the academic society that publishes the journal and the influence it has on the academic field. In this context, the establishment of BCRP by the KABC means that KABC can play a fundamental and important role as an academic society. In addition, the fact that KABC has established an official channel to publish its academic achievements demonstrates the academic excellence of KABC. The main implications of establishing BCRP are as follows.

A Landmark Publication

First, the title of our journal, BCRP, reflects its identity as the official journal of the KABC. The first step in the establishment of an academic journal is to determine the title and its aims and scope of the journal. The title of our journal, BCRP, covers not only the theoretical and academic areas related to business communication but also the areas of practice in which these theoretical and academic concepts are applied and in which research questions are raised and studied. The title, Business Communication Research and Practice, represents KABC’s academic tradition, which encompasses both academic and practical fields. BCRP seeks to serve as a virtuous cycle linking academic knowledge with applied practice not only in academic research but also in business practice, and the process in practice deepens academic knowledge.

Second, BCRP is established as an English-language-only journal. Publishing a journal containing only articles written in English not only limits the number of authors who can contribute but also increases the work burden of the reviewers as well as the cost of manuscript editing, English proof reading, and developing a journal archive. This anticipates various heavy bur-
The inclusion of an academic journal in internationally reviewed databases can be regarded as a considerable sacrifice, considering that most potential contributors of BCRP belong to universities and other academic institutions. Nonetheless, the excellence of BCRP can be established more quickly by publishing good articles based on research activities of excellent scientists, research funded by domestic and overseas renowned institutions, and collaborations with researchers of various nationalities. As a result, if BCRP is indexed into the renowned academic databases, it will reward members who were dedicated to BCRP.

In conclusion, BCRP is the face that reveals the academic excellence of KABC to the world. We hope that BCRP, which now is just a bud, will grow faithfully with the nutrients provided by KABC members and international scholars and will be able to get produce abundant fruit in the near future.

References


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**Hyejung Chang**

School of Management, Kyung Hee University, 26 Kyungheedae-ro, Dongdaemun-gu, Seoul 02447, Korea

Tel: +82-2-961-9432, Fax:+82-2-961-0515, E-mail: hjchang@khu.ac.kr