

姓名 Name	Bertha Du-Babcock	
職稱 Title	客座教授 (Visiting Professor)	
分機 Extension number	5361	
E-mail	enbertha@gmail.com	
學歷 Education	University of San Francisco 教育學博士	
經歷 Experiences	<ul style="list-style-type: none"> ▪ Associate Professor (A Scale / equivalent to full professorship with substantiated superannuable term), Department of English, City University of Hong Kong, Hong Kong (2003-2020) ▪ Assistant Professor (1993-2003) ▪ Associate Head* (July 2016 - August 2018) & Program Leader (Sep 2014- Dec 2016), Department of English, City University of Hong Kong ▪ Director of Internationalization*, College of Liberal Arts and Social Sciences (June 2006 – Sep 2012), City University of Hong Kong. *concurrent appointment ▪ Overseas Executive Project Coordinator, University of San Francisco (1987-1992) <p>Consultancy (activities and clients between 1984-1993 included):</p> <p><i>American Clients:</i></p> <p>Graham and James Law Firm (Expert Witness); Bank of the Orient (Intercultural Communication course to bank CEO; Soko Gaguan Japanese Language School (Teacher Training</p>	

	<p>Series #10)</p> <p>Asia Clients:</p> <p>Liaoning University & Beijing Language Institute (China, Teacher Training); The National Council of YMCA , Cambridge Foreign Language Center, & Summer Intensive English Program (Taiwan, Teacher Training)</p>	
<p>教授課程 Current courses</p>	<p style="text-align: center;">Cross-Cultural Studies (MA2) International Business Communication Studies (MA1) Cross-Cultural Communication (BA)</p>	
<p>專長領域 Specialization</p>	<p>Teaching & Related Activities. Du-Babcock’s teaching specializations are intercultural business communication, English for professional communication, management and organizational communication, and research methodology. Specific examples of the teaching activities include: (a) integrating telecommunication technology (including video teleconferencing) into the <i>Cross-Cultural Organizational Communication</i> and <i>Professional Communication Skills</i> courses; (b) enhancing students’ professional communication skills through simulations and field research requiring interaction with managers and expatriates; (c) using semester projects to theoretical framework international business context; and (d) supervising PhD students in intercultural business communication, overseas adaptation, and impact of cultures on merger and acquisition.</p> <p>Research Focus. My research is centered in four areas. The first area focuses on refining and expanding the language-based communication zone model that was previously published in 1996, 2001, 2006, and 2007. Presently, I have contracted with Routledge to complete my research in a book that consolidates and completes the model. The expected completion date is June 2021. The second area examines cultural and language influence on communication and leadership behaviors in decision-making meetings. The third area compares the adjustment of expatriates from different cultures to their overseas assignments. The fourth area focuses on the improvement of teaching through the use of information communication technology, student projects, and simulations.</p>	

<p>研究成果 Research Projects</p>	<p>Funded Research Grants. Since my appointment at City University of Hong Kong in 1994, I received funding for 50 research projects in my capacity of Principal Investigator. I also involved 3 research projects as the capacity of Co-Investigators. The total amount of funding received in my capacity as Principal Investigator is approximately 10 million Hong Kong dollars.</p> <p>Publications in Summary: 7 books/textbooks/edited books (including 1 accepted research monograph proposal due June 2021 by Routledge); 46 international refereed journal articles; 12 book chapters; 1 research monograph; 12 working papers; 37 refereed conference proceedings; 28 plenary addresses/panel discussions & invited workshops on research methodology; 95 conference presentations.</p>
<p>專業服務 Professional Services</p>	<p>Contribution to the Association for Business Communication:</p> <ul style="list-style-type: none"> ○ Executive Committee: October 2014 – December 2020 ○ President: October 2015 – December 2016 ○ Asia-Pacific Vice President: October 2010 – October 2014 ○ Board of Director at Large: October 2007 – October 2010 ○ Associate Editor: International Journal of Business Communication (2018 – present) ○ Editorial Board Member: (International) Journal of Business Communication (1997- 2018); Business & Professional Communication Quarterly, (2000-present) ○ Editorial Board member of 8 international refereed journals. ○ Guest editor and editorial board member ○ PhD External Examiner ○ External Examiner in the field of (international) business communication
<p>其他 Others</p>	<p>AWARDS AND ACHIEVEMENTS</p> <hr/> <ol style="list-style-type: none"> 1. 2018_Distinguished Publication on Business Communication Award: https://www.businesscommunication.org/page/distinguished-pub-winner 2. 2016_Fellow of the Association: https://www.businesscommunication.org/page/fellows-list 3. 2010_Distinguished Member's Award: https://www.businesscommunication.org/page/distinguished-list 4. 2008_Kitty O Locker's Researcher Award:

	<p>https://www.businesscommunication.org/page/locker-winners</p> <p>5. 2007_Outstanding Article in JBC: https://www.businesscommunication.org/page/jbc-award-winners</p> <p>6. 2007_CityU.Female Professor Series</p> <p>7. 2004_Meada Gibbs Outstanding Teacher-Scholar Award https://www.businesscommunication.org/page/gibbs-winners:</p> <p>8. 2002_ FHS Contribution to Learning Award</p> <p>9. 2001_Outstanding Article in BCQ: https://www.businesscommunication.org/page/bcq-award-winners</p>
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