<https://www.e-bcrp.org/archive/list_article?volume=6&issue=1>

Provided by Bertha Du-Babcock

**List of Articles**

**Business Communication Research and Practice. Vol. 6, No. 1, 2023**

**Editorial**

[**Business Communication Post Corona: Strategies for the Hybrid Workplace**](https://www.e-bcrp.org/archive/view_article?pid=bcrp-6-1-1)

Hyejung Chang

Bus. Commun. Res. Pract. 2023;6(1):1-3.  
https://doi.org/10.22682/bcrp.2023.6.1.1

[HTML](https://www.e-bcrp.org/archive/view_article?pid=bcrp-6-1-1) [PDF](https://www.e-bcrp.org/download/download_pdf?pid=bcrp-6-1-1) [PubReader](https://www.e-bcrp.org/archive/view_article_pubreader?pid=bcrp-6-1-1)

**Original Article**

[**Crisis Communications during the COVID-19 Pandemic: A Qualitative Case Study of Faculty’s Pedagogy, Strategy, and Frame of Mind**](https://www.e-bcrp.org/archive/view_article?pid=bcrp-6-1-4)

Sohyoun Shin, K. Damon Aiken, Stephanie A. Hamel

Bus. Commun. Res. Pract. 2023;6(1):4-14.  
https://doi.org/10.22682/bcrp.2023.6.1.4

[HTML](https://www.e-bcrp.org/archive/view_article?pid=bcrp-6-1-4) [PDF](https://www.e-bcrp.org/download/download_pdf?pid=bcrp-6-1-4) [PubReader](https://www.e-bcrp.org/archive/view_article_pubreader?pid=bcrp-6-1-4)

[**Online Parasites: Concept, Characteristics, and Implications for Business Communication**](https://www.e-bcrp.org/archive/view_article?pid=bcrp-6-1-15)

Shaoyang Bu, Joon Koh

Bus. Commun. Res. Pract. 2023;6(1):15-23.  
https://doi.org/10.22682/bcrp.2023.6.1.15

[HTML](https://www.e-bcrp.org/archive/view_article?pid=bcrp-6-1-15) [PDF](https://www.e-bcrp.org/download/download_pdf?pid=bcrp-6-1-15) [PubReader](https://www.e-bcrp.org/archive/view_article_pubreader?pid=bcrp-6-1-15)

[**The Effects of Corporate Philanthropy Communication Perception Variables on Brand Equity and Consumer Loyalty**](https://www.e-bcrp.org/archive/view_article?pid=bcrp-6-1-24)

Se-Hyeon Han

Bus. Commun. Res. Pract. 2023;6(1):24-37.  
https://doi.org/10.22682/bcrp.2023.6.1.24

[HTML](https://www.e-bcrp.org/archive/view_article?pid=bcrp-6-1-24) [PDF](https://www.e-bcrp.org/download/download_pdf?pid=bcrp-6-1-24) [PubReader](https://www.e-bcrp.org/archive/view_article_pubreader?pid=bcrp-6-1-24)

[**Adapting Western-Based Management and Business Communication Courses to Global Environments: Expatriate Professor Perspectives**](https://www.e-bcrp.org/archive/view_article?pid=bcrp-6-1-38)

Bertha Du-Babcock, Li-Ying Wu

Bus. Commun. Res. Pract. 2023; 6(1):38-48.  
https://doi.org/10.22682/bcrp.2023.6.1.38

[HTML](https://www.e-bcrp.org/archive/view_article?pid=bcrp-6-1-38) [PDF](https://www.e-bcrp.org/download/download_pdf?pid=bcrp-6-1-38) [PubReader](https://www.e-bcrp.org/archive/view_article_pubreader?pid=bcrp-6-1-38)

**Case Report**

[**Communication with the Elderly Customers in the Digital Era: A Case of Video-Chat Service of a Korean Insurance Company**](https://www.e-bcrp.org/archive/view_article?pid=bcrp-6-1-49)

Euiseon Jeong

Bus. Commun. Res. Pract. 2023;6(1):49-57.  
https://doi.org/10.22682/bcrp.2023.6.1.49

[HTML](https://www.e-bcrp.org/archive/view_article?pid=bcrp-6-1-49) [PDF](https://www.e-bcrp.org/download/download_pdf?pid=bcrp-6-1-49) [PubReader](https://www.e-bcrp.org/archive/view_article_pubreader?pid=bcrp-6-1-49)

[**The Role of POSCO’s Communication Division: Serving as an Authentic Messenger to Promote Business Activities and Consistent Messaging**](https://www.e-bcrp.org/archive/view_article?pid=bcrp-6-1-58)

Jeong Shik Kwak, Hyejung Chang

Bus. Commun. Res. Pract. 2023;6(1):58-64.  
https://doi.org/10.22682/bcrp.2023.6.1.58

[HTML](https://www.e-bcrp.org/archive/view_article?pid=bcrp-6-1-58) [PDF](https://www.e-bcrp.org/download/download_pdf?pid=bcrp-6-1-58) [PubReader](https://www.e-bcrp.org/archive/view_article_pubreader?pid=bcrp-6-1-58)