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Editor's Prefatory Comments

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EDITOR'S PREFATORY REMARKS

David A. Victor

Eastern Michigan University

In this the inaugural issue of the *Global Advances in Business Communication Journal*, many people merit special recognition for their help and guidance.

The journal itself grew from a conversation I had with Dr. Diana Phillips at the University of Antwerp. The idea for both this journal and for the GABC Conference (now in its fourth year) grew from her recognition of the need to fill a vacuum in the field for an interdisciplinary forum drawing together the five tracks on which this journal is based:

- International and cross-cultural business communication and negotiations
- Global aspects of integrated marketing communications (IMC)
- Communication aspects of international law and global business ethics
- Languages and business communication
- E-Semantics (a term coined here to mean cross-cultural, language-based international issues associated with new media, search terms, string searches, web design, web site user friendliness, and Internet and electronic advertising)

Much appreciated too have been the support of the administrations of three partners behind this journal at Eastern Michigan University, the Technological University of Malaysia (UTM) and the University of Antwerp. Particular thanks go to the journal's Associate Editors, Dr. S. Paul Verluyten of the University of Antwerp and Dr. Hadina Habil of UTM. They are indeed outstanding colleagues as well as good friends.

I am particularly indebted to the wonderful librarian of the Eastern Michigan University Library Kate Pittsley and Tara Lynn Fulton, and most notably Julia Nims. Without their assistance, this journal would never have been published. Thanks are also due to the Dean of the Eastern Michigan University College of Business David Mielke for his support and guidance. Sheila Sasser, who coordinated the contest for the logo used on this journal (won by Keri L. Hamilton).

Considerable thanks also are extended to our outstanding Editorial Review Board who represents some of the best minds in the discipline.