

Professional Service

- Chair (2011, November). *Key concepts in understanding Chinese communication behaviors*. A program presented at the annual convention of the National Communication Association. New Orleans, Louisiana.
- Respondent (2011, November). *US-China disputes: From Google to intellectual property rights*. A program presented at the annual convention of the National Communication Association, New Orleans, Louisiana.
- Panelist (2011, November). *Ferment in Asian communication: East-Asian voices*. A panel discussion presented at the annual convention of the National Communication Association, New Orleans, Louisiana.
- Chair (2011, June). *Media representation in Chinese context*. A program presented at the 2011 conference of China Association for Intercultural Communication. Fuzhou, PR China.
- Chair (2008, November). *Issues in intercultural communication*. A program presented at the 14th International Conference on Cross-Cultural Communication. Louisville, Kentucky.
- Chair (2008, November). *Language, communication and translation*. A program presented at the 14th International Conference on Cross-Cultural Communication. Louisville, Kentucky.
- Organizer (2007, November). *Chinese communication in various contexts*. A program presented at the annual convention of the National Communication Association. Chicago, Illinois.
- Chair (2007, June). *Media representation in Chinese context*. A program presented at the 13th International Conference on Cross-Cultural Communication. Harbin, PR China.
- Chair (2006, August). *Identities in Global Context*. A program presented at the 12th International Conference on Cross-Cultural Communication. San Antonio, Texas.
- Chair (2006, November). *Afrocentricity, Asiaticity, and the Future of Intercultural Communication Studies*. A program presented at the annual convention of the National Communication Association. San Antonio, Texas.
- Chair (2006, August). *Identities in Global Context*. A program presented at the 12th International Conference on Cross-Cultural Communication. San Antonio, Texas.
- Chair (2006, August). *Religion, Ethnicity, and Multiculturalism*. A program presented at the 12th International Conference on Cross-Cultural Communication. San Antonio, Texas.
- Chair (2006, May). *International Symposium on Intercultural Communication*. A program presented at the 2006 International Symposium on Intercultural Communication. Shanghai University, Shanghai, China.
- Program Supervisor (2005-2006). College of Communication, Shin Hsin University, Taiwan.
- Organizer (2005, November). *A Chinese Perspective of Group and Organizational Communication*. A program presented at the annual convention of the National Communication Association, Boston, Massachusetts.
- Chair (2005, July). *Tradition, postmodernism and technology*. A program presented at the 11th International Conference on Cross-Cultural Communication. Taipei, Taiwan.
- Co-Editor (2001-2004). *International and Intercultural Communication Annual*, NCA.
- Chair (2004, November). *Moving forward, looking back: Exploring the relationships between culture and technology*. A program presented at the annual convention of the National Communication Association, Chicago, Illinois.
- Chair (2004, June). *Digital Communication and Cultural Reflection*. Program presented at the CCU Digital Communication Conference, Taipei.

Chair (2004, July). *Media reports in China, HK, and Taiwan and SARS Event*. Program presented at the CCS Annual Conference, Macao.

Respondent (2004, July). *Film media and meaning construction*. Program presented at the CCS Annual Conference, Macao.

Organizer (2003, November). *Taking Stock in Intercultural Communication: Where to Now?* A program presented at the annual convention of the National Communication Association, Miami Beach, Florida..

Organizer/Respondent (2003, November). *Religion and Communication: An Asian Perspective*. A program presented at the annual convention of the National Communication Association, Miami Beach, Florida..

Chair (2003, September). *Chinese culture and communication behaviors*. Program presented at the annual convention of Chinese Communication Society, Xinzhu, Taiwan.

Organizer (2002, November). *Key concepts in Chinese communication*. A program presented at the annual convention of the National Communication Association, Atlanta, Georgia.

Organizer (2002, November). *Communication among diversities: Intercultural perspective*. A program presented at the annual convention of the National Communication Association, Atlanta, Georgia.

Organizer/Respondent (2002, November). *An examination of Chinese communication behaviors*. A program presented at the annual convention of the National Communication Association, Atlanta, Georgia.

External Examiner (2002). Faculty Promotion. City University of Hong Kong.

Organizer (2002, June). *Theorizing Chinese communication - I*. Panel presented at the annual convention of the Chinese Communication Society, Taipei, Taiwan.

Organizer/Chair (2002, June). *Theorizing Chinese communication - II*. Panel presented at the annual convention of the Chinese Communication Society, Taipei, Taiwan.

Organizer/Chair (2002, June). *Culture and communication: An East Asian perspective*. Panel presented at the annual convention of Asian Studies Association, Tokyo, Japan.

External Examiner (2001). Faculty Promotion. City University of Hong Kong.

Respondent (2001, November). *Communication with Chi and si: From cultural roots to communication theories*. Panel presented at the annual convention of the National Communication Association, Atlanta, Georgia.

Organizer (2001, November). *An examination of Chinese communication behaviors*. A program presented at the annual convention of the National Communication Association, Atlanta, Georgia.

Organizer/Chair (2001, November). *Intercultural communication for what: Whither the field*. A program presented at the annual convention of the National Communication Association, Atlanta, Georgia.

Organizer (2001, July). *Culture and communication: An Asian perspective (1)*. A program presented at the 8th IAICS meeting. Hong Kong.

Respondent /Organizer (2001, July). *Culture and communication: An Asian perspective (2)*. A program presented at the 8th IAICS meeting. Hong Kong.

Organizer (2001, July). *Intercultural interaction in different cultural contexts*. A program presented at the 8th IAICS meeting. Hong Kong.

Organizer (2001, July). *Culture, communication, and media*. A program presented at the 8th IAICS meeting. Hong Kong.

Organizer (2001, July). *Identity, language, and intercultural communication*. A program presented at the 8th IAICS meeting. Hong Kong.

External Examiner (1999-2000). M.A. communication program of Hong Kong Baptist University.

Organizer (2000, June). *Chinese communication study in the 21st century*. A program presented at the annual convention of Chinese Communication Society. Taipei, Taiwan.

Moderator and Organizer (2000, June). *The Past, Present, and Future of Chinese Communication Study: A Dialogue*. A forum presented at the annual convention of Chinese Communication Society. Taipei, Taiwan.

Curriculum reviewer (2000). Reviewed the program of the Department of Speech Communication at Hsi Hsin University, Taiwan.

External Examiner (2000). Grant proposal evaluation. City University of Hong Kong.

Organizer (1999, November). *Communication and globalization*. A program presented at the annual convention of the National Communication Association, Chicago, Illinois.

Organizer (1999, November). *Issues on global communication*. A program presented at the annual convention of the National Communication Association, Chicago, Illinois.

Chair (1998, November). *The impact of media on global society*. A program presented at the annual convention of the National Communication Association, New York.

Respondent (1998, November). *Interpersonal communication in contexts: Corporate America, dispute and friendship*. A program presented at the annual convention of the National Communication Association, New York.

Respondent (1998, November). *Intercultural communication and negotiation: In between individualism and collectivism*. A program presented at the annual convention of the National Communication Association, New York.

Organizer (1998, November). *Communication, peace, and global society*. A program presented at the annual convention of the National Communication Association, New York.

Organizer (1998, November). *The impact of media on global society*. A program presented at the annual convention of the National Communication Association, New York.

Organizer (1998, November). *Diversity, identity, and global society*. A program presented at the annual convention of the National Communication Association, New York.

External Reviewer (1998). Grant proposal from Hong Kong City University.

Book Reviewer (1998). *Interracial Communication*.

Respondent (1998, June). *Contextual analysis in media*. A program presented at the annual convention of the Chinese Communication Society, Taipei, Taiwan.

Organizer (1998, June). *Communication and global society*. A program presented at the annual convention of the Chinese Communication Society, Taipei, Taiwan.

Chair (1997, November). *Organizational communication in the Pacific Rim countries - The Taiwan experiences*. A program presented at the annual convention of the National Communication Association, Chicago, Illinois.

Chair and organizer (1997, November). *A Chinese perspective of rhetorical communication*. A program presented at the annual convention of the National Communication Association, Chicago, Illinois.

Panelist (1997, November). *Inter/Cross-cultural communication past, present and future tense*. Panel presented at the annual convention of the National Communication Association, Chicago, Illinois.

Moderator (1997, March). *Communication and culture: A Chinese perspective*. Panel presented at the 6th International Conference on Cross-Cultural Communication: East and West. Tempe, Arizona.

Paper Reviewer (1997). The 1997 SCA annual meeting (CCA-SCA).

Paper Reviewer (1997). The 1997 ECA annual meeting (IC Division).

External Examiner (1996). College of Journalism and Communication, Nanyang Technical University, Singapore.

Respondent (1996). *The cultural differences between China and Taiwan*. A panel presented at the fourth Southern New England Science and Technology Exchange Conference. Hartford, Connecticut

Chair (1996, November). *Cross-cultural adjustment: Research from the natives' eyes*. Panel presented at the annual convention of the Speech Communication Association, San Diego, California.

Organizer (1996, November). *Culture and communication: A Chinese perspective..* Panel presented at the annual convention of the Speech Communication Association, San Diego, California.

Organizer (1996, November). *A Chinese perspective of interpersonal communication*. Panel presented at the annual convention of the Speech Communication Association, San Diego, California.

Chair and Organizer (1996, November). *Persuasion and rhetorical analysis: A Chinese perspective*. Panel presented at the annual convention of the Speech Communication Association, San Diego, California.

Chair and Organizer (1996, November). *A Chinese perspective of persuasion and compliance-gaining*. Panel presented at the annual convention of the Speech Communication Association, San Diego, California.

Organizer (1996, November). *Culture and communication: A Chinese perspective..* Panel presented at the annual convention of the Speech Communication Association, San Diego, California.

Panelist, (1995, November). *The global classroom: Using e-mail to promote international learning*. A short course held at the annual convention of the Speech Communication Association, San Antonio, Texas.

Chair and Organizer (1995, November). *Persuasion and compliance-gaining: A Chinese perspective*. Panel presented at the annual convention of the Speech Communication Association, San Antonio, Texas.

Organizer (1995, November). *A Chinese perspective of persuasive communication*. Panel presented at the annual convention of the Speech Communication Association, San Antonio, Texas.

Chair (1995, November). ACCS annual meeting, San Antonio, Texas.

Program planner (1995). ACCS - the 1995 SCA Convention.

Chair (1995, April). *Business meeting* - ECA Intercultural Communication Interest Group.

Program planner (1995, April). Intercultural Communication Interest Group - the 1995 ECA Convention.

Chair (1995, April). *The cultural sensitivity issue in current communication theories and approaches: A critical study*. Panel presented at the annual meeting of the Eastern Communication Association, Pittsburgh, Pennsylvania.

Respondent (1995, April). *The ethnic, intercultural, and performance implications of Karaoke: A case study*. Panel presented at the annual meeting of the Eastern Communication Association, Pittsburgh, Pennsylvania.

Chair (1994, November). *Teaching-learning as intercultural communication: Interactions between non-native professors and students*. Panel presented at the annual meeting of the Speech Communication Association, New Orleans, Louisiana.

Panelist (1994, November). *The celebration of community: An all-convention salute to health, harmony, and happiness*. Panel presented at the annual meeting of the Speech Communication Association, New Orleans, Louisiana.

Chair and organizer (1994, November). *E-mail Debate a learning tool: A classroom case*. Panel presented at the annual convention of the Speech Communication Association, New Orleans, Louisiana.

Organizer (1994, November). *The water-related metaphors used in the Tao Te Ching*. Panel presented at the annual convention of the Speech Communication Association, New Orleans, Louisiana.

Organizer (1994, November). *A conceptualization and measurement of communication competence: A Chinese perspective*. Panel presented at the annual convention of the Speech Communication Association, New Orleans, Louisiana.

Chair (1994, November). *The renaissance of Far Eastern culture?* Panel presented at the third Southern New England Science and Technology Exchange Conference.

Respondent (1994, November). *The Interaction between Christianity and Chinese culture*. Panel presented at the conference of humanity and religion. Hartford, Connecticut.

Chair and Organizer (1994, April). *The ecology of the multicultural classroom*. Panel presented at the annual meeting of the Eastern Communication Association, Washington D. C.

Respondent (1994, April). *The struggle for success in a multicultural world: Top four competitive papers*. Panel for the Intercultural Communication Interest Group for 1994 ECA annual convention, Washington, D. C.

Paper Reviewer (1994, April). The Intercultural Communication Interest of the Eastern Communication Association.

Chair (1993, November). ACCS business meeting.

Chair and Organizer (1993, November). *Communication studies in the Pacific Rim and its implication to Asian Americans*. Panel presented at the annual meeting of the Speech Communication Association, Miami, Florida.

Organizer (1993, November). *Communication competence: An Asian culture perspective*. Panel presented at the annual meeting of the Speech Communication Association, Miami, Florida.

Respondent (1993, June). *Organizational communication and crisis management*. The 1993 International Conference of Chinese Communication Research and Education, Taiwan.

Moderator (1993, June). *The role of the humanities in e-mail debate*. A panel discussion presented at the Conference of Global Classroom: Internationalizing the Business Curriculum via E-mail. Newport, Rhode Island.

Paper reviewer (1993). Asian and Pacific Islanders Caucus of Speech Communication Association.

Chair and Organizer (1992, October). *Cultural Values and Intercultural Communication Study*. A program presented at the annual convention of the Speech Communication Association, Chicago, Illinois.

Chair and Organizer (1992, October). *Cultural Diversity in the Organizations*. A program presented at the annual convention of the Speech Communication Association, Chicago, Illinois.

Paper Reviewer (1992). The 1992 annual convention of the Speech Communication Association (International and Intercultural Division).

Chair and Organizer (1991, October). *A Chinese perspective of conflict management*. Program presented at the annual convention of the Speech Communication Association, Atlanta, Georgia.

Chair and Organizer (1991, May). *Conflict management/resolution: An Asian perspective*. Program presented at the annual convention of the Eastern Communication Association, Pittsburgh, Pennsylvania.

Panelist (1991, May). *Table topics: A buffet of tasty tidbits for intellectual curiosity*. Served as the representative of the intercultural communication area presenting a model of intercultural communication at the annual convention of the Eastern Communication Association, Pittsburgh, Pennsylvania.