

Effective Email in Business Environments

An Annotated Bibliography

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Arnesen, D. W., & Weis, W. L. (2007). Developing an effective company policy for employee internet and email use. *Journal of Organizational Culture, Communications & Conflict*, 11(2), 53-65.

In their article, “Developing an Effective Company Policy for Employee Internet and Email Use” (2007), professors David W. Arnesen and William L. Weis (Seattle University) discuss how a business can develop an effective Internet and email policy. This article focuses on use of these communication in a business-appropriate way. The article discusses employee personal use of email and the Internet and ways to address this issue. The authors discuss privacy expectations, monitoring of employee emails and internet use, the effectiveness of monitoring, and conclude with a framework for developing an effective business policy. Arnesen and Weis target businesses and discusses liabilities associated with “improper” use of email and the Internet.

ChanMin, K. (2008). Using email to enable e3 (effective, efficient, and engaging) learning. *Distance Education*, 29(2), 187-198. doi:10.1080/01587910802154988

ChanMin Kim is an assistant in research at the Learning Systems Institute at Florida State University and lead instructional designer for an online curriculum in English writing and academic composition. In her article, she discusses email in the context of e3 learning (effective, efficient, and engaging). The article provides detailed information about studies on cognitive and non-cognitive aspects of learning in relation to email. In her conclusion, ChanMin notes that email use could be optimized by providing guidelines for

email design and also constructing databases for instructors to access a variety of emails that could address student issues (2008).

DeKay, S. H. (2010). Designing email messages for corporate readers: A case study of effective and ineffective rhetorical strategies at a fortune 100 company. *Business Communication Quarterly*, 73(1), 109-119.

Sam H. DeKay, a vice president for corporate communications at The Bank of New York Mellon Corporation and adjunct assistant professor at St. John's University, presents a case study on the how effective and ineffective email communications can impact an organization. The discussion centers on commonly held perceptions of email communication, with DeKay reaching the conclusion that email is not "a visually impoverished medium," and is "deserving of serious study" (DeKayDeKay, 2010). DeKay DeKay targets business communication researchers, document designers, and rhetoricians with this study. Like ChanMin's article, this article uses information from studies to support McKay's conclusions.

Kawasaki, G. (2012). Effective email. *Smart Business Detroit*, 8(6), 6.

Guy Kawaski is the co-founder of Alltop.com, a website that compiles news items from other websites and blogs. In this article, Kawaski offers the following advice: "To get results, be consistent and brief – and don't waste my time" (2012). This article also suggests that email writers should not use capital letters, should make the subject line intriguing, should limit the number of people to receive the email, and, above all, email writers should "Keep it short" (Kawasaki, 2012). This article would be helpful for anyone looking for a basic guide to writing effective emails. It is aimed at a more general audience than the detailed studies of DeKay-DeKay and ChanMin's articles.

Lorette, K. (n.d.). The use of email in business communication. *The Houston*

ChronicalChronicle.

Retrieved from <http://smallbusiness.chron.com/use-email-business-communication-118.html>

In her article, “The Use of Email in Business Communication,” Kristie Lorette, professional business writer with an MBA from Nova Southeastern University, states that, not only should “business emails . . . be concise and to the point,” but they also need to follow a certain etiquette (para. 3). Her article explores how that sense of etiquette flows through the function, format, and style of effective email correspondence in order to create the desired effect. This article is a good place to begin for those who want to start exploring email writing in business communication.