9th International GEM&L Workshop

Language in Global Management and Business:
Theoretical, Methodological and Empirical Advances

Helsinki, 10-12 June 2015

Aalto University, School of Business
Runeberginkatu 14–16,
00100 Helsinki, Finland
PROGRAMME OUTLINE

Wednesday, June 10th 2015
17:00-18:00  Registration, Main lobby
18.00-19:00  Welcome reception, Board room
19:30-21:30  Dinner, Restaurant Mamma Rosa

Thursday, June 11th 2015
08:30-09:00  Registration, Main lobby
09:00-09:15  Welcome, Wihuri hall, C-350
09:15-10:00  Keynote Address, Prof. Nigel Holden, Wihuri hall, C-350
  “A brief history of the language of business in three snapshots”.
10:00-12:00  Parallel Sessions I
12:00-13:00  Lunch, Restaurant Perho
13:00-13:45  Keynote Address, Director Pia Friberg, Communications Operations, Wärtsilä Corporation, Wihuri hall, C-350
  "Reflections on working in a multicultural environment: Case Wärtsilä"
13:45-15:45  Parallel Sessions II
15:45-16:15  Coffee break, Nokia lobby
16:15-17:45  Parallel Sessions III
18:00-18:30  GEM&L Workshops research agenda
18:30-19:30  GEM&L annual general meeting
20:00-23:00  Dinner, Restaurant Kappeli
  Aalto best paper award

Friday, June 12th 2015
09:00-09:15  Welcome, Wihuri hall, C-350
09:15-10:00  Keynote Address, Prof. Robert Phillipson, Wihuri hall, C-350
  “The Business of English, Global Panacea or Pandemic? Myths and Realities of ‘Global’ English”
10:00-10:30  Coffee Break, Nokia lobby
10:30-12:30  Parallel Sessions IV
12:30-13:30  Lunch, Restaurant Perho
13:30-15:30  Parallel Sessions V
15:30-15:45  Coffee Break, Nokia lobby
15:45-17:15  Parallel Sessions VI
17:15-17:30  Plenary on Management & Language & Closing
Thursday, June 11th 2015

09:15-10:00  Keynote Address, Prof. Nigel Holden, Wihuri hall, C-350
“A brief history of the language of business in three snapshots”.

10:00-12:00 Parallel Sessions I

**Track 1: The Language Factor in IB**
**Chair:** Susanne Tietze
**Room:** Wihuri hall, C-350
- **Jo Angouri & Rebecca Piekkari**
  *University of Warwick & Aalto University School of Business*
  Organizing multilingually: Beyond binaries and static oppositions
- **Guro Refsum Sanden**
  *Copenhagen Business School*
  Nordea revisited: The Nordic idea and the language policy that came with it
- **Geneviève Tréguer-Felten**
  *CEDISCOR, Paris 3-Sorbonne Nouvelle, CNRS*
  A MNC’s corporate code of conduct dressed in new clothing
- **Herrmann Sebastian Dehnen & Toby Schroedler**
  *RWTH Aachen University & Trinity College Dublin*
  The language path of venture capital receiving companies

**Track 2: Multilingualism as a Resource**
**Chair:** Robert Phillipson
**Room:** Fazer, C-331
- **Mary Vigier & Helen Spencer Oatey**
  *ESC Clermont & University of Warwick*
  Code-switching in newly-formed multinational teams: Challenges, strategies and effects
- **Linda Cohen & Jane Kassis-Henderson**
  *ESCP Europe*
  Re-visiting culture and language in global management teams: Towards a multilingual turn
- **Patchareerat Yanaprasaart**
  *University of Basel*
  “For us, it’s more about equal not being the same”. Multilingual franca, a model in action for thinking, talking and living corporate diversity?
- **Cheryl Cordeiro**
  *University of Gothenburg*
  Using language metafunctions

13:00-13:45  Keynote Address, Director Pia Friberg, Communications Operations, Wärtsilä Corporation, Wihuri hall, C-350
"Reflections on working in a multicultural environment: Case Wärtsilä"

13:45-15:45 Parallel Sessions II

**Track 3: Language & HRM**
**Chair:** Terry Mughan
**Room:** C-331
- **Wei Lu**
  *Aalto University School of Business*
  Does low English proficiency lead to high intention of turnover? A study on Chinese middle managers in a foreign MNC
- **Markus Pudelko & Helene Tenzer**
  *Tübingen University*
  The impact of language barriers on the career perspectives of foreign academics
- **Eeva Boström & Joachim Schlabach**
  *Turku School of Economics*
  Exploring the plurilingual skills of the individual in the workforce in international business communication: A needs analysis
- **Tassilo Schuster & Helene Tenzer**
  *Friedrich-Alexander University Erlangen-Nürnberg & Tübingen University*
  Language barriers in different forms of international assignments

**Track 4: Interactional Perspectives**
**Chair:** Nigel Holden
**Room:** A-401
- **Jane Lockwood, Gail Forey & Christine Simons**
  *City University of Hong Kong*
  Virtual team communication: A linguistic perspective on who holds the power
- **Johanna Niskavaraa**
  *University of Tampere Finland*
  L’usage des rituels communicatifs dans les interactions d’affaires.
- **Amy Church-Morel**
  *Université Savoie Mont-Blanc*
  Sensing language dynamics: A team-level approach to comprehensive language auditing
### Thursday, June 11th 2015

**16:15-17:45 Parallel Sessions III**

<table>
<thead>
<tr>
<th>Track 5: The Role of Translators</th>
<th>Track 6: Language and Image Shaping</th>
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<tr>
<td>Chair: Dardo de Vecchi</td>
<td>Chair: Linda Cohen</td>
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<tr>
<td>Room: C-331</td>
<td>Room: A-401</td>
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<table>
<thead>
<tr>
<th>Speaker</th>
<th>Institution</th>
<th>Presentation Title</th>
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</thead>
<tbody>
<tr>
<td>Susanne Tietze &amp; Carole Tansley</td>
<td>Keele University</td>
<td>The translator as agent in management knowledge transfer</td>
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<tr>
<td>Marianna Gyapay &amp; Louis-Marie Clouet</td>
<td>ISIT Paris</td>
<td>Translation as a key strategic tool for performance management</td>
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<tr>
<td>Taeyoung Yoo &amp; Cheol Ja Jeong</td>
<td>Hankuk University of Foreign Studies</td>
<td>Language barrier and knowledge transfer in multinational organizations: The moderating role of translators’ task- and job-identities</td>
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</tbody>
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### Friday, June 12th 2015

**09:15-10:00**  
Keynote Address, Prof. Robert Phillipson, Whirri hall, C-350  
“*The Business of English, Global Panacea or Pandemic? Myths and Realities of ‘Global’ English*”

**10:30-12:30 Parallel Sessions IV**

<table>
<thead>
<tr>
<th>Track 7: Impact of Corporate Language Policies</th>
<th>Track 8: Language and Power</th>
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<tbody>
<tr>
<td>Chair: Mary-Yoko Brannen</td>
<td>Chair: Rebecca Piekkari</td>
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<tr>
<td>Room: Whirri hall, C-350</td>
<td>Room: Fazer, C-331</td>
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<tr>
<th>Speaker</th>
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<tbody>
<tr>
<td>Anne Kankaanranta, Leena Louhiala-Salminen &amp; Tiina Räisänen</td>
<td>Aalto University School of Business &amp; Aalto University Language Centre</td>
<td>Conceptualizing ‘English’ as a multifaceted resource in the strategic internal communication of MNCs</td>
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<td>Alexandre Praisler</td>
<td>“Dunarea de Jos” University of Galati Romania</td>
<td>Marcom language policy and website design with international companies. A case study</td>
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<tr>
<td>Vesa Peltokorpi &amp; Sachiko Yamao</td>
<td>Japan Advanced Institute of Science and Technology &amp; University of Melbourne</td>
<td>Host country national’s corporate language proficiency and reverse knowledge transfer in multinational corporations</td>
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<tr>
<td>Sabine Ehrhart &amp; Helene Langnier</td>
<td>University of Luxembourg &amp; Strasbourg School of Management</td>
<td>Which kind of language ecology for the multilingual workplace?</td>
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<td>Natalie Wilmot</td>
<td>Sheffield Business School</td>
<td>Language and the faces of power: A theoretical approach</td>
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<td>Claudine Gaibrois &amp; Chris Steyaert</td>
<td>University of St Gallen</td>
<td>Beyond essentialism and competition: Investigating productive aspects of power in multilingual organizations</td>
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<td>Dorte Lönsmann</td>
<td>Copenhagen Business School</td>
<td>Embrace it or resist it? Employees’ reception of corporate language policies</td>
</tr>
<tr>
<td>Betty Beeler &amp; Philippe Lecomte</td>
<td>ESC Saint-Etienne &amp; Toulouse Business School</td>
<td>Shedding light on the darker side of language in multilingual settings: A Bakhtinian approach</td>
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### 13:30-15:30 Parallel Sessions V

<table>
<thead>
<tr>
<th>Track 9: Language as a Stress Factor</th>
<th>Track 10: Language and Organization</th>
<th>Track 11: The Strategic Dimension of Language</th>
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<tbody>
<tr>
<td>Chair: Jane Kassis-Henderson</td>
<td>Chair: Wille Barner-Rasmussen</td>
<td>Chair: Rebecca Piekkari</td>
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<tr>
<td>Room: A-401</td>
<td>Room: C-238</td>
<td>Room: C-331</td>
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</tbody>
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- **Vasiliki Gargalianou & Katrin Muehlfeld-Kersten**
  *University of Antwerp & Universität Trier*
  The effects of gender and personality on foreign language anxiety among adult multilinguals

- **Dajung Woo & Howard Giles**
  *University of California, Santa Barbara*
  Language attitudes and intergroup dynamics in multilingual organizations

- **Jean-Louis Magakian, Valérie-Inès De la Ville & Nadège Mine-Dufraisse**
  *EM-Lyon & IAE-Université de Poitiers*
  Le mot dans la pratique de penser la stratégie: L’exemple de la métaphore vive comme outil de médiation

- **Angela Mazetti**
  *Teesside University Middlesbrough*
  A burning Issue: How ‘stress talk’ impacts recourse to stress management interventions within the UK Fire and Rescue Service

- **Fabio Meira**
  *Universidade Federal de Santa Catarina Brasil*
  Company-promoted foreign language competency: A necessity or a benefit?

- **Benjamin Cole & Chen Xiao-Ping**
  *Fordham University New York & Michael G. Foster School of Business, University of Washington, Seattle*
  Planting your idea in your boss’ mind: A preliminary conceptualization of inception and its consequences in organizations

- **Vasiliki Gargalianou & Arjen Van Witteloostuijn**
  *University of Antwerp*
  The impact of foreign language anxiety on employees’ views about their work teams

- **Mehdi Boussebaa & Andrew D. Brown**
  *School of Management - University of Bath*
  Englishization, identities and discipline

- **Minna Logemann, Rebecca Piekkari & Mirja-Liisa Charles**
  *Aalto University, School of Business*
  Identification and textual agency in strategic change: A language-centered approach

### 15:45-17:15 Parallel Sessions VI

<table>
<thead>
<tr>
<th>Track 12: Language in Constructing Identities</th>
<th>Chair: Susanne Tietze</th>
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<td>Room: Wihuri hall, C-350</td>
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- **Anni Kari Björge & Sunniva Whittaker**
  *NHH Norwegian School of Economics*
  Social identity in the linguistically and culturally diverse workplace: The impact of corporate values and language

- **Cornelia Caseau & Mihaela Bonescu**
  *Groupe ESC Dijon*
  Identity building across cultures: The case of the Viennese Heurige

- **Gerlinde Mautner**
  *Vienna University of Economics and Business*
  Organizational behaviour and the linguistic turn: A critical textbook review

### 17:15- 17:30 Plenary and closing

*Wihuri hall, C-350*
Conference Rooms:
Auditorium: Introductory plenary: Wihuri hall, C-350
Auditorium: Closing plenary: Wihuri hall, C-350
Rooms: Parallel sessions: Wihuri hall C-350, Fazer C-331, C-238 and A-401.

Coffee break, lunch and reception
Reception: Restaurant Proffa
Coffee break: Nokia lobby
Lunch: Restaurant Perho (5 minutes from the School)

Scientific Committee
Christophe Barmeyer, University of Passau, Germany
Wilhelm Barner-Rasmussen, Hanken School of Economics, Finland
Betty Beeler, ESC- Saint Etienne, France
Mary-Yoko Brannen, Gustavson School of Business, University of Victoria, Canada
Linda Cohen, ESCP Europe, France
Eric Davoine, FSES - University of Friburg, Switzerland
Dardo de Vecchi, Kedge Business School, France
Valérie Delavigne, Université Sorbonne Nouvelle, France
Jacques Igalens, Dean of Toulouse Business School, France
Anne Kankaanranta, Aalto University School of Business, Finland
Jane Kassis-Henderson, ESCP Europe, France
Helena Karjalainen, Ecole de Management de Normandie, France
Philippe Lecomte, Toulouse Business School, France
Patrick Leroyer, Aarhus University, Denmark
Leena Louhiala-Salminen, Aalto University School of Business, Finland
Ulrike Mayrhofer, Université Lyon 3, France
Terry Mughan, Gustavson School of Business, University of Victoria, Canada
Rebecca Piekkari, Aalto University School of Business, Finland
Joël Pleutret, Groupe ESC Troyes, France
Susan Carol Schneider, University of Geneva, Switzerland
Susanne Tietze, Keele University, Keele Management School, United Kingdom
Geneviève Tréguer-Felten, CNRS, France
Dorra Yahiaoui, Kedge Business School, France

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General Secretary of GEM&L, Professor, ESCP Europe
Vice Dean, Professor, Aalto University, School of Business
Assistant to Vice Deans, Aalto University, School of Business
General Information

CONNECTIONS BETWEEN AIRPORT AND HELSINKI CITY CENTER

Aalto University, School of Business is located in the Helsinki city center. The distance from the airport to the city center is 18 km. Travel time by bus 30–40 minutes.

Finnair City Bus
The trip by Finnair City Bus from the main entrance of Helsinki airport to Helsinki city centre (Elielinaukio, next to Central Railway station) takes about 30 minutes. Tickets from the bus driver at 6,30 € one way. Payment by cash or credit card.
http://pohjolanliikenne.fi/fi/index/palvelut/finnair-city-bus.html#citybus-english

Bus 615
At the airport, the bus 615 leaves from terminal T1, platform 2 and from terminal T2, platform 21. In Helsinki, the bus leaves from the Railway station (Rautatientori), platform 3. A one way ticket from the ticket machine or the driver costs 5 €.

Taxis
All official taxis are safe to use.
Taxi Helsinki: Taxi from the airport to the city center approximately 45 €, +358 100700.
http://www.taksihelsinki.fi/en/content/ordering-taxi
Airport Taxi Yellow Line: From airport to city centre with special price, +358 600 555 555,
http://www.airporttaxi.fi/index_airporttaxi_en.html

HOTELS
Please book your room directly from the hotel, except the bookings to Töölö Towers, which should be sent to bea.alanko@aalto.fi.

Radisson Blu Royal, Runeberginkatu 2, 00100 Helsinki, +358 20 1234 700 8 min. walk, 600 m reservations.finland@radissonblu.com http://www.radissonblu.com/royalhotel-helsinki

Scandic Simonkenttä Helsinki, Simonkatu 9, 00100 Helsinki, +358 9 68 380 12 min. walk, 1 km simonkentta@scandichotels.com http://www.scandichotels.com/Hotels/Finland/Helsinki/Scandic-Simonkentta/#.VDPAN6PyVaQ

Crowne Plaza, Mannerheimintie 50, 00260 Helsinki, tel. 0800 113 113 15 min. walk, 1.2 km terhi.lahteenmaki@restel.fi or marjana.salomaa@restel.fi http://www.crowneplaza.com

Scandic Park Helsinki, Mannerheimintie 44-46, 00260 Helsinki, tel. +358 9 47371 14 min. walk, 1.1 km parkhelsinki@scandichotels.com http://www.scandichotels.com/Hotels/Finland/Helsinki/Scandic-Park-Helsinki/#.VDO2FaPyVaQ

Töölö Towers, Pohjoisen Hesperiankatu 23 A, 00260 Helsinki, +358 (0)2941 24727, 8 min. walk, 650 m unihome@helsinki.fi. Please email your room reservation to bea.alanko@aalto.fi
www.unihome.fi
DOCTORS

*Emergency Department of the HUS Töölö hospital* is open 24 h, tel. +358 9 4711. The hospital is located 5 minutes from the School by car, address Töölönkatu 40. [http://www.hus.fi/en/medical-care/hospitals/toolo-hospital/outpatientclinics/emergency-department/Pages/default.aspx](http://www.hus.fi/en/medical-care/hospitals/toolo-hospital/outpatientclinics/emergency-department/Pages/default.aspx)


WORKSHOP DINNERS

Restaurant Mamma Rosa, a 15 minute walk from the school, [http://www.mammarosa.fi](http://www.mammarosa.fi)

Restaurant Kappeli in the Esplanade park, a 20 minute walk from the school, [http://www.kappeli.fi](http://www.kappeli.fi)
PLEASE SEE ALL LOCATIONS BELOW ON THE AREA MAP.

AREA MAP OF HELSINKI CITY CENTER