



## **9<sup>th</sup> GEM&L International Workshop on Management & Language**

**Helsinki, 10-12 June 2015**

**Aalto University – School of Business**

Runeberginkatu 14–16, 00100 Helsinki Finland

**Hanken School of Economics**

Arkadiankatu 22, 00100 Helsinki, Finland

### **CALL FOR PAPERS**

#### **Language in Global Management and Business:**

#### **Theoretical, Methodological and Empirical Advances**

Scholars and practitioners involved in global management and business have turned their attention to languages as they form the trajectories and channels through which knowledge is generated and shared across an increasingly networked world. Words, meanings and knowledge have become portable and information technologies have rendered communications across national, cultural and linguistic boundaries instantaneous. It has been shown that English, while being a useful *lingua franca* in many cross-border and cross-language encounters, is not a panacea through which all language differences can be resolved. Some literature has been developed around the notion of the 'language barrier', why it exists, what its consequences are and how to overcome it. Other research streams have found that language users 'linguandscape' their linguistic environment by making choices about which language to use in which context, when to switch to English or when to use translation. In other words, they draw on language as a resource.

Over the last three decades scholars, who consider language to be a key element for understanding the functioning of the international corporation, whether large or small, have contributed to the development of a distinct research stream. It is separate from cross-cultural management and has developed its own terminology and methodology which has provided language-centred research with a specific and legitimate epistemological status. Different events and projects have propelled forward the emergence of a 'language-sensitive' agenda for researchers and practitioners; to name but a few, symposia at AIB 2013 and 2014, streams at EGOS 2013 and 2015. Recent special issues in the *Journal of World Business* (2011) and the *Journal of International Business Studies* (2014) and the overall theme at the AOM 2014 (The Power of Words) have seen the number of the papers and contributions about 'language issues' rise and with them debates about the relative role and status of languages in fields such as international business, cross-cultural management, intercultural communication and organisation studies.

Intellectual developments include the emergence of socio-constructionist and critical realist perspectives alongside the classical positivist approach in research on language use in international contexts. Translation both as a theoretical frame as well as an everyday activity in multilingual organizational contexts highlights the importance of contextualizing heuristic processes where language and its social use are embedded. Critical approaches to the status and role of English as the dominant global language have shown that no language is ever socially, culturally and politically neutral. Researchers have begun to investigate the role of English in relation to other languages and also its hegemonic influence on the production of management knowledge. Here, studies located in post-colonial traditions have begun to impact the conceptual development of the 'language-sensitive field'.

Language-sensitive research in the field of global management and business is currently exploding and this call for papers aims to provide purpose and direction for this body of knowledge. We therefore invite theoretical, methodological or empirical papers which carry these current developments forward. The list of themes below is indicative only.

#### Theme 1: Language and Identity

- Contributions about the nexus of ties between language and identities, including national language, English language, but also professional and corporate languages and how they relate to potentially multiple identities.

#### Theme 2: Language and Performance

- Contributions about the role of language/s in global, dispersed and multilingual teams, units of international companies or other organizational forms; the role of language in overall company, group or individual performance; the role of language in particular functions (e.g. marketing; HRM; accounting & finance).

#### Theme 3: Language, Power and Politics

- Contributions about language hierarchies, corporate language policies; languages as used as embedded agency; the interplay of discourse, languages and decision-making.

#### Theme 4: Theoretical and Methodological Avenues

- New paradigms and theoretical approaches to language-based research in global business and management contexts; for example: post-colonialism or critical theory; sense-making; particular linguistic traditions; translation issues; methodological issues.

## Scientific committee

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

## Guidelines for authors

The abstract should indicate the key theoretical, methodological and empirical questions addressed in the paper, the conceptual field(s) informing the paper, if applicable the data set used in the paper and the major theoretical and empirical contributions of the paper. All submissions must be original and should not have been previously accepted for publication.

First page with author's name, affiliation, e-mail and postal address.

Text of the proposal: in .doc(x), anonymous, justified, 2.5 cm margins throughout.

Title: Times New Roman, bold, size 16.

Other titles: Times New Roman, bold, size 12.

Extended abstract (around 1500 words, excluding references) with 6 - 7 keywords. Text: Times New Roman, size 12.

Format for references:

- Austin, J. L. (1962). *How to Do Things With Words*. Cambridge (Mass.): Harvard University Press.
- Steyaert, C., Ostendorp, A., & Gaibrois, C. (2011). « Multilingual organizations as 'linguascapes': Negotiating the position of English through discursive practices », *Journal of World Business*, 46(3), pp. 270-278.

Proposals in French or in English in Word format to be uploaded on the GEM&L website, [www.geml.eu](http://www.geml.eu) by **January 15, 2015**

All submissions will be subjected to a double blind competitive review process on the basis of originality, rigor and relevance with members of the Scientific Committee serving as reviewers. No author information or other identifying information should appear anywhere in the submission.

All authors will be informed about the outcome of the review process no later than **March 15, 2015**

Authors of selected proposals are requested to submit completed papers by **May 15, 2015**. At least one author of each paper must register for the workshop and present the paper in English.

**A collection of the best papers from the workshop will be selected for review for publication in the *International Journal of Cross-Cultural Management (IJCCM)*. Note that only papers written in English or translated into English will be considered for publication.**

For any information concerning the workshop, please contact: [scientifique@geml.eu](mailto:scientifique@geml.eu)

**Schedule:**

Proposed paper:	<b>January 15, 2015</b>
Notice of acceptance:	<b>March 15, 2015</b>
Final paper:	<b>May 15, 2015</b>

**For registration information go to: [www.geml.eu](http://www.geml.eu)**