

10th International GEM&L Conference

16 - 18 March 2016

ESCP EUROPE
79, avenue de la République
Paris 75011
France

Crossing language boundaries in organisations
Le défi des frontières linguistiques dans les organisations

PROGRAMME



PROGRAMME OUTLINE

Wednesday, March 16th 2016

- 17:00-18:00 Registration: Hall bas
 18.00-19:00 Welcome reception: Forum
 19:00-21:30 Welcome Dinner: Restaurant "Chez Justine": 96, rue Oberkampf, Paris 11^{ème}

Thursday, March 17th 2016

- 08:30-09:00 Registration: Hall bas
 09:00-09:20 Welcome address: Salle Europe
Frank BOURNOIS, Directeur Général ESCP EUROPE
Philippe LECOMTE, Président du GEM&L
 09:20-09:40 Opening speech: **Pierre-Louis DUBOIS**, secrétaire Général de la FNEGE
 09:45-10:30 First keynote address: Prof. **Mary-Yoko BRANNEN**, Gustavson School of Business, University of Victoria, Canada
Recontextualization and the Not-So-Obvious Language Challenges of Crossing Organizational Boundaries.
 10:30-11:00 Coffee break: Forum
 11:00-12:30 Round table: Salle Europe
Knowledge transfer, Translation, Mediation in International Business
 12:30-14:00 Lunch: Forum
 14:00-15:30 **Parallel Sessions I:** Room 3115 – Room 3116
 15:30-16:00 **Workshop sessions I :** Salle Europe – Room 3115 – Room 3116
 16:00-16:30 Coffee break: Forum
 16:30-18:00 **Parallel Sessions II:** Salle Europe – Room 3115 – Room 3116
 18:00-19:30 **GEM&L annual general meeting and GEM&L Board meeting: Salle Europe**
 20:15-23:00 GEM&L 10th Anniversary Celebration Dinner : Restaurant « Le Train Bleu », **A legendary place in Paris, Gare de Lyon, Paris 12^e**

Friday, March 18th 2016

- 08:45-09:00 Welcome coffee: Forum
 09:00-09:40 Opening speech: **Véronique CHANUT**, Présidente de la CEFDG, **Eric CORNUEL**, Directeur de l'EFMD : Salle Europe
 09:40-10:25 Second Keynote, Prof. **Chris STEYAERT**, University of St. Gallen, Switzerland:
In search of "un pont neuf": between translating and translanguaging
 10:25-10:45 Coffee Break: Forum
 10:45-12:45 **Parallel sessions III:** Salle Europe – Salle Dalsace
 12:45-14:10 Lunch: Forum
 14:10-14:30 TELEVIC presentation: Salle Europe
 14:30-15:00 DGLFLF presentation: Salle Europe
 15:00-15:30 **Workshop Sessions II:** Salle Europe – Salle Dalsace – Salle Raymond Martin
 15:30-16:30 **Parallel sessions IV:** Salle Europe – Salle Dalsace
 16:30-16:45 Coffee Break: Forum
 16:45-17:45 GEM&L research Workshops agenda and Plenary on Management & Language & Closing:
Salle Raymond Martin

FULL PROGRAMME

Wednesday, March 16th 2016

- 17:00-18:00** Registration: Hall bas
- 18.00-19:00** Welcome reception: Forum
- 19:00-21:30** Welcome dinner, Restaurant "Chez Justine": 96, rue Oberkampf, Paris 11^{ème}

Thursday, March 17th 2016

- 08:30-09:00** Registration: Hall bas
- 09:00-09:20** Welcome address: Salle Europe
Frank BOURNOIS, Directeur Général ESCP EUROPE
Philippe LECOMTE, Président du GEM&L
- 09:20-09:40** Opening speech: **Pierre-Louis DUBOIS, secrétaire Général de la FNEGE**
- 09:45-10:30** Keynote address: **Prof. Mary-Yoko BRANNEN, Gustavson School of Business, University of Victoria, Canada**
Recontextualization and the Not-So-Obvious Language Challenges of Crossing Organizational Boundaries.
- 10:30-11:00** **Coffee Break:** Forum
- 11:00-12:30** Round table: **Knowledge transfer, Translation, Mediation in International Business:** Salle Europe
Daniel COTTA, Business Development Manager, Gregori International
Lynne FRANJIE, Professeur des universités, Université de Lille 3
Jean-René LADMIRAL, Professeur à l'Université Paris Diderot et à l'ISIT, Paris
Florence MELIN, Conseiller du Président / President Adviser, Robert Bosch France, SAS
Rebecca REYNAUD, interprète de conférence, Directrice de l'Office Européen de Communication
- 12:30-14:00** **Lunch:** Forum

14:00-15:30 Parallel Sessions I

Track 1: Challenging Linguistic Hegemony I	Track 2: The Language Factor in Emotions and Values
Chair: Claudine Gaibrois	Chair: Natalie Wilmot
Room 3115	Room 3116
Susanne Tietze <i>Keele University, Keele Management School</i> Multilingual research, monolingual publications: management scholarship in English only?	Qiu Wang, Jeremy Clegg, Anna Gajewska De Mattos, & Peter Buckley <i>Leeds University Business School, GB</i> What A Feeling: An empirical study of the nexus of emotion and cultural friction in the context of intra-MNC knowledge transfer
Rebecca Piekkari & D. Eleanor Westney <i>Aalto University, School of Business & MIT Sloan School of Management, Canada</i> Expatriates as Translators in Japanese Transplants: The Complexities of a "Common" Corporate Language	Maike Rosen & Katrin Mühlfeld-Kersten <i>Universität Trier</i> What does not fit is made to fit? P-O fit and individual and corporate values in different language environments
Sierk Horn, Rebecca Piekkari & Susanne Tietze <i>Ludwig Maximilian University of Munich, Germany, Aalto University, School of Business & Keele University, Keele Management School</i> Coping with Manuscript Rejection: a Comparative Study of the Strategies of English Language Users	Patchareerat Yanaprasart <i>University of Basel</i> Behavior aspects of the Leadership Capabilities in Action: Stepping beyond 'linguistic' comfort zones

15:30-16:00 Workshop sessions I

Salle Europe Jennifer Takhar <i>Novancia Business School</i> Translating culture into commerce: Who wants to be a Chief Culture Officer?	Room 3115 Louis-Marie Clouet <i>ISIT</i> ISIT cross-cultural Lab : experiment new ways to learn, research & innovate	Room 3116 Claudine Gaibrois <i>University of St. Gallen</i> When the orphan gets the focus of attention: Lessons learnt and best practices from management teaching focusing on language
---	---	---

16:00-16:30 Coffee break: Forum**16:30-18:00 Parallel sessions II**

Track 3: Challenging Linguistic Hegemony II	Track 4: Language and Sense-making	Track 5: Microlevel Language Dynamics
Chair: Rebecca Piekkari	Chair: Susanne Tietze	Chair: Jane Kassis-Henderson
Salle Europe	Room 3115	Room 3116
Hélène Langinier, Sabine Ehrhart & Wille Barner-Rasmussen <i>Strasbourg School of Management, University of Luxemburg & Åbo Academy University, Turku, Finland</i> Translanguaging practices in multilingual business contexts: Observations from France and Finland	Betty Beeler & Philippe Lecomte <i>ESC Saint-Etienne & Toulouse Business School, France</i> Sense-making across borders: A knowledge management approach to intercomprehension	Guro Refsum & Dorte Lønsmann <i>Copenhagen Business School</i> Ad hoc and informal: Crossing language boundaries at the front-line level
Claudine Gaibrois <i>University of St Gallen, Switzerland</i> Hybrid forms of language use and their role for overcoming barriers in multilingual organizations	Elena Chiocchetti <i>European Academy of Bolzano, Italy</i> SMEs in a historically multilingual region facing multilingual communication and knowledge management: best practice approaches or lost opportunities?	Emmanuelle Sauvage <i>IAE de Bordeaux, France</i> Here, we understand each other perfectly well.
Peter Daly & Dennis Davy <i>EDHEC Lille, France</i> Lost in Instruction: Challenges facing Business School Faculty when using English as a Medium of Instruction	Miyuki Takino <i>University of Southampton, GB</i> Challenges of bilingual managers in less globalised international companies	Anne Morel-Lab <i>Université de la Nouvelle-Calédonie</i> Languages go-between in an international industrial project Contextualization of language boundary-crossing

18:00-19:30 GEM&L annual general meeting and GEM&L board meeting: Salle Europe

20:15-23:00 GEM&L 10th Anniversary Celebration Dinner, Restaurant « Le Train Bleu », A legendary place in Paris, Gare de Lyon, Paris 12^e

Friday, March 18th 2016

08:45-09:00 **Welcome coffee: Forum**

09:00-09:40 Opening speech: **Véronique CHANUT**, Présidente de la CEFDG, **Eric CORNUEL**, Directeur de l'EFMD : Salle Europe

09:40-10:25 Keynote Address: **Prof. Chris STEYAERT**, University of St. Gallen, Switzerland
In search of "un pont neuf": between translating and translanguaging

10:25-10:45 **Coffee Break: Forum**

10:45-12:45 **Parallel sessions III**

Track 6: Managing Linguistic Capital

Chair: Betty Beeler

Salle Europe

Track 7: Translation Processes

Chair: Wilhelm Barner -Rasmussen

Salle Dalsace

<p>Guro Refsum & Anne Kankaanranta <i>Copenhagen Business School & Aalto University School of Business</i> Non-formalised language policies: Hidden, implicit, and non-existent</p>	<p>Cheryl Cordeiro <i>University of Gothenburg & ABB Corporate research</i> Language and a translation of perspectives: uncovering the knowledge zones represented in the Uppsala Model</p>
<p>Susanne Lesk <i>WU – Vienna University of Economics and Business, Austria</i> Improving the Coherency of Language Policies in Organisations: The Role of Human Resource Management in the Field of Multilingual SMEs</p>	<p>Geneviève Tréguer-Felten <i>CEDISCOR, Paris 3-Sorbonne Nouvelle, CNRS</i> For transparent translations but not see-through translators!</p>
<p>Sachiko Yamao & Tomoki Sekiguchi <i>Graduate School of Economics Osaka University, Japan & The University of Melbourne, Australia</i> What Prevents One from Accepting International Assignment? Organizational Change and Language Perspectives</p>	<p>Natalie Wilmot <i>Sheffield Business School</i> Linguistic and Organisational Boundary Crossing in International Supply Chains: Opening the Black Box of Translation Processes</p>
<p>Al-Naemi Mai <i>London School of Economics, GB</i> How Lingua Franca Fluency and Social Capital Yield Better Career Outcomes in the MNC: The Role of Social Language and Advice Seeking Network</p>	<p>Cheol Ja Jeong & Taeyoung Yoo <i>Hankuk University of Foreign Studies Seoul</i> Hidden voices in the multinational organizations' communication process: An analysis of cognitive gaps between translators and managers</p>

12:45-14:10 **Lunch: Forum**

14:10-14:30 **TELEVIC Presentation: Salle Europe**

14:30-15:00 **DGLFLF Presentation (Délégation Générale à La Langue Française et aux Langues de France) : Salle Europe**

15:00-15:30 Workshop sessions II

<p>Salle Europe Rosalind Mc Culloch <i>QUT Business School, Queensland University of Technology, Australia</i> Chinese students as 'boundary crossers' in western universities: against a 'deficit' model</p>	<p>Salle Dalsace Peter Daly & Dennis Davy <i>EDHEC- Lille</i> Teaching the Art of Pitching on Postgraduate Business and Executive Programmes.</p>	<p>Salle Raymond Martin Carl Storz <i>Télécom Ecole de management - Paris</i> The "Limit" Between French and English and Making Sense of Anglicisms in the French Press</p>
--	--	--

15:30-16:30 Parallel Sessions IV**Track 8: Other Perspectives****Chair: H  l  ne Langinier****Salle Europe**

Nigel Holden & Sierk Horn
Leeds University Business School, GB & Ludwig Maximilian University of Munich, Germany
 Language and the development of trade networks in early modern Europe: modern reflexes, unexpected consequences

Track 9: Learning to Cross Boundaries**Chair: Anne Kankaanranta****Salle Dalsace**

Jane Kassis-Henderson, Rosalind Mc Culloch & Linda Cohen
ESCP-EUROPE & QUT Business School, Queensland University of Technology, Australia
 Boundary crossing and reflexivity: navigating the complexity of global organisations

Miya Komori-Glatz
WU Vienna University of Economics and Business, Austria
 Multicultural student teamwork through a BELF lens

16:30-16:45 Coffee Break: Forum

16:45-17:45 GEM&L research Workshops agenda and Plenary on Management & Language & Closing: Salle Raymond Martin

Conference Rooms:

Introductory plenary: Salle Europe

Closing plenary: Salle Raymond Martin

Thursday parallel sessions: Salle Europe – Rooms 3115 – 3116

Friday parallel sessions: Salle Europe – Salle Dalsace – Salle Raymond Martin

Coffee break, lunch and reception: Forum

Scientific Committee

Jo **Angouri**, University of Warwick, United Kingdom

Christophe **Barmeyer**, University of Passau, Germany

Wilhelm **Barner-Rasmussen**, Åbo Akademi University, Turku, Finland

Betty **Beeler**, ESC- Saint Etienne, France

Mary-Yoko **Brannen**, Gustavson School of Business, University of Victoria, Canada

Marie-Thérèse **Claes**, Louvain School of Management, Belgium

Linda **Cohen**, ESCP-Europe, France

Eric **Davoine**, FSES - University of Friburg, Switzerland

Peter **Daly**, EDHEC, France

Dardo **de Vecchi**, Kedge Business School, France

Valérie **Delavigne**, Université Sorbonne Nouvelle, France

Claudine **Gaibrois**, Universität St. Gallen, Switzerland

Pamela J. **Hinds**, Stanford University, USA

Nigel **Holden**, Leeds University Business School, United Kingdom

Jacques **Igalens**, IAE, Toulouse, France

Anne **Kankaanranta**, Aalto University School of Business, Finland

Helena **Karjalainen**, Ecole de management de Normandie, France

Jane **Kassis-Henderson**, ESCP-Europe, France

Philippe **Lecomte**, Toulouse Business School, France

Patrick **Leroyer**, Aarhus University, Aarhus, Denmark

Leena **Louhiala-Salminen**, Aalto University School of Business, Finland

Ulrike **Mayrhofer**, Université Lyon 3, France

Terry **Mughan**, Royal Roads University, Victoria BC, Canada

Rebecca **Piekkari**, Aalto University School of Business, Finland

Joël **Pleutret**, Groupe ESC Troyes, France

Pamela **Rogerson-Revell**, University of Leicester, United Kingdom

Susan Carol **Schneider**, University of Geneva, Switzerland

Helen **Spencer-Oatey**, University of Warwick, United Kingdom

Susanne **Tietze**, Keele University, Keele Management School, Staffordshire, United Kingdom

Geneviève **Tréguer-Felten**, CNRS, France

Mary **Vigier**, Groupe ESC Clermont- Auvergne, France

Patchareerat **Yanaprasart**, Universität Basel, Switzerland

Lena **Zander**, Uppsala University, Sweden

Ling Eleanor **Zhang**, King's College London, United Kingdom

Organizing Committee

Philippe LECOMTE President of GEM&L, Professor, Toulouse Business School

p.lecomte@tbs-education.fr Tel : +33 6 62 38 49 13

Linda COHEN Treasurer of GEM&L, Professor, ESCP Europe

linda.cohen.eu@gmail.com Tel : +33 6 12 99 67 66

Jane KASSIS-HENDERSON General Secretary of GEM&L, Professor, ESCP Europe

jkassis@escpEurope.eu Tel : +33 1 49 23 27 98

Dardo DE VECCHI President of the GEM&L scientific committee

dardo.devecchi@kedgebs.com

General Information

CONNECTIONS BETWEEN AIRPORT AND PARIS CITY CENTER

ESCP-EUROPE

is located in the center of PARIS, 11th arrondissement. The distance from the airport to the city center is 18 km. Travel time by bus 60–80 minutes.

Taxis

All official taxis are safe to use.

Taxi from CDG airport to the city center approximately 60 €

<http://www.aeroportsdeparis.fr/en/passengers/access/paris-charles-de-gaulle/taxi/paris-cdg-taxi>

Taxi from ORLY airport to the city center approximately 50 €

<http://www.aeroportsdeparis.fr/en/passengers/access/paris-orly/taxi/taxi>

Travel by public transportation, bus or metro in Paris is easy and inexpensive. The nearest metro station is Rue Saint-Maur (line 3) which is at the doorstep of our building. You may download a map of the Paris Métro [here](#).

Bus to Roissy Charles de Gaulle airport (North of Paris).

http://www.ratp.fr/en/upload/docs/application/pdf/2014-07/depliant_aeroports_2014.pdf



Bus from Paris-Gare de l'Est and Gare RER Roissypôle.

TRAVEL TIME / 60 – 80 min.

ROISSYBUS

BUS (OPÉRA) **RoissyBus**

Liaison en bus climatisé entre Paris (Opéra) et l'aéroport Charles de Gaulle (tous les terminaux sont desservis).
Air-conditioned bus service between Paris (Opéra) and Charles de Gaulle Airport (serving all terminals).
Collegamento in autobus con aria condizionata tra Parigi (Opéra) e l'aeroporto Charles de Gaulle (serve tutti i terminal).

1 TICKET 11€

DURÉE / TRAVEL TIME / DURATA → 75 min.

OÙ / WHERE / DOVE → 11 Rue Scribe, 75009 Paris

DIR. CDG → 05:15 - 00:30
DIR. PARIS → 06:00 - 00:30

FRÉQUENCE / FREQUENCY / FREQUENZA → 15 - 20 min.

Bus to ORLY airport (South of Paris).

http://www.ratp.fr/en/ratp/r_61836/orly-airport/

HOTELS

Please book your room directly from the hotel

Apart'Hôtel Citadines 114 € per night

Address: 75 Avenue Parmentier, 75011 Paris. Phone: +33 0 825 01 03 38

Hotel Gabriel Paris 150 € per night

Address: 25 Rue du Grand Prieuré, 75011 Paris, Phone: +33 1 47 00 13 38

Les Jardins du Marais 146 € per night

Address: 74, rue Amelot, 75011 Paris Phone : +33 1 40 21 20 00

reservations@homeplazza.com

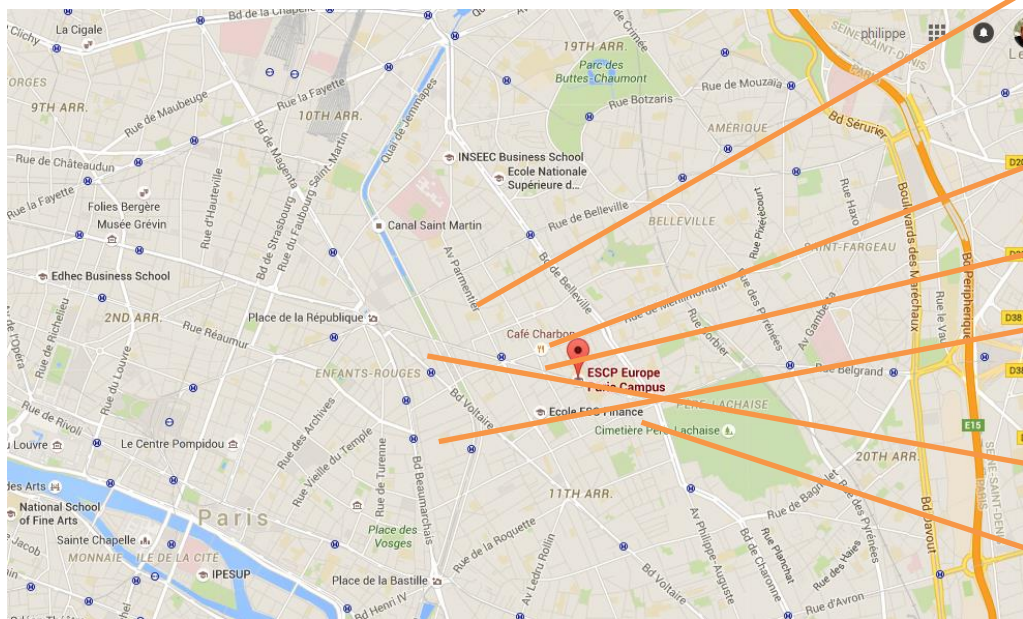
Hotel ibis Paris Père Lachaise 70 € per night 3-star hotel

Address: 80 Rue de la Folie-Regnault, 75011 Paris Phone: +33 1 53 36 82 92

Hotel Verlain: 110 € per night

Address : 97, Rue Saint-Maur 75011, PARIS. TEL: + 33 1 43 57 44 88

AREA MAP OF PARIS 11TH arr.



Appart'Hotel

« Chez Justine »

Hotel Verlain

Les Jardins du marais

Hotel Gabriel

IBIS Père Lachaise

CONFERENCE DINNER

Wednesday, March 16th 2016,

Welcome dinner,

Restaurant "Chez Justine", 96 rue Oberkampf,
Paris 11^{ème}



Thursday, March 17th 2016,

GEM&L 10th Anniversary Celebration Dinner,

Restaurant « Le train bleu », A legendary place in
Paris, Gare de Lyon, Paris 12^è

<http://www.le-train-bleu.com/uk/index.php#index.php>

