

# GEM&L WEBINAR SERIES

## Webinar#3 – Heterogeneity within Homogeneity: Language Diversity, Identity and Clustering

February 25, 2021, 3pm GMT | 4pm CET | 10 am EST

### ABOUT GEM&L

GEM&L is a scientific association of academics and practitioners focused on issues of language in international business. Our aim is to strengthen the relationship between research, education, and practice, and encourage research that can help unravel the language and communication barriers faced by educational institutions as well as practitioners. To know more, please visit our webpage at [www.geml.eu](http://www.geml.eu)

### OVERVIEW

#### GEM&L Webinar Series

**Date:** February 25, 2021

**Time:** 3PM GMT/ 4PM CET/ 10 AM EST/7 AM PST

**Duration:** 90 minutes

**Registration:** Please register for the webinar by clicking [HERE](#).

### SPEAKER



#### Dr. KOMAL KALRA

MSc., PhD

Komal Kalra received her Master's in Management from IE Business School, Spain and PhD in International Management and Organization from Gustavson School of Business, University of Victoria, Canada and would be joining the Newcastle University Business School, UK as a Lecturer in International Management in 2021. She was the winner of the 2020 Academy of International Business Alan M. Rugman Young Scholar Award. Her research focuses on issues related to language in International Business, multicultural and multilingual teams, and gender diversity, especially in emerging economies. In her doctoral dissertation, Komal employed social identity theory and communication accommodation theory to analyze the impact of within country language diversity on the emergence of linguistic clusters and the implementation of on-the-job training programs. One of the key findings highlights that language diversity and linguistic identity seldom operate in isolation, they often intersect with other attributes of social identity such as gender, education, and regional dialects to influence the emergence of clusters. In this webinar, she will share the findings of her dissertation and discuss why some of the key assumptions related to social identity theory and communication accommodation did not hold true in the Indian context. Komal is a member of the GEM&L scientific committee and board of directors.