

GEM&L and GSOM SPbU

Online Joint Symposium 2021

8th International research “Emerging Markets Conference -2021”
 GSOM Saint-Petersburg, Russia
 6 October 2021

**Language in International Business: Synergies between research,
 teaching and management practices**

Programme

Timezone (Moscow Time)

11:15-11:30	Opening session Elena Orlova, GSOM SPbU, Russia Philippe Lecomte, President of GEM&L, France
11:30-12:15	First keynote speech (GEM&L) Professor Sierk Horn, Munich University of Applied Sciences, Germany <i>Myths and realities: Foreign Language Training in Business Schools</i>
12:15-12:20	Short technical break
12:20-13:05	Second keynote speech (GSOM) Professor Elena Orlova, Head of Business Language department, GSOM SPbU, Russia Vadim Klimachev, Gazprom, Head of Corporate Language Training, Russia <i>Trans-environmental collaboration and integration in language- sensitive courses: New academia-corporation alliances</i>
13:05-13:30	Lunch break

Round Table

13:30-14:45	<i>Multilingual reality of international business: paving the way to linguistic inclusion</i> Moderator: Dr Betty Beeler
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Questions to be discussed (but not limited to):

	<ul style="list-style-type: none">- Language diversity as a corporate value of high significance Increasing the relevance of language-related issues in global companies- The language of power, identity, capability and anxiety as less visible but strong impacts in the organization- Why language diversity fails to be a broadly recognized topic in business schools- How to embrace and promote different forms of multilinguality in the workplace
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The panel: experts from academia and business

Thierry Faysse, delivery manager at QuEST Global Engineering, France

Tamym Abdessemed, Dean and CEO of ISIT, France

Christophe Engel, Consulting, Audit in CSR, France

Miya Komori-Glatz, Senior Lecturer at WU Vienna University of Economics and Business, Austria

Workshop

14:45-16:00	<i>Harmonizing multilingual global business and multilingual global education. Preparing managers for their future role in an international economy and a globalized world</i> Moderator: Dr Mary Vigier
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The questions to be discussed (but not limited to):

	<ul style="list-style-type: none">- Broadening the notion of language and communication in the classroom (for example, multimodal communication, limitations of language, tech talk and expert languages, diversity of accents, etc.)- Integrating language and language diversity into the mainstream management knowledge canon- Making "language-sensitive teaching and learning" part of the business school ethos. The culture of interdisciplinary communication as a critical factor in cross-functional communication- Teaching multilingual-multicultural students: sharing practices of valorizing native languages, identities and culture of all participants. Communication challenges in a linguistically diverse classroom
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The panel: language-sensitive researchers and language educators

Amy Church, Université Savoie Mont-Blanc, France

Tatyana Martynova, GSOM, University of Saint-Petersburg, Russia

Guro Refsum Sanden, University of Gothenburg, Sweden

Mike Szymanski, Moscow School of Management SKOLKOVO, Russia

16:00-16:20	Conclusion
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