



Message from the Chairman

Newsletter n° 37

Date : 5 October 2022

Dear GEM&L friends,

This is the autumn letter of the GEM&L. I write this letter with a lot of bitterness in front of the spectacle of the world in which we live today. War in Ukraine, economic recession, worsening social inequalities, uncertainty about the future, climate challenge, gigantic migration of populations fleeing war and poverty, deleterious and ultra-radical ideologies of a neo-feminism that does a disservice to the cause of women or of an anti-racism that reinvents new forms of racism. The world is in a very bad way.

Yet humanity also contains admirable women and men who act for the good of others (doctors, carers, charitable and humanitarian organisations) for scientific progress, for the development of a sustainable and socially responsible world. All this warms the heart.

The GEM&L community is part of this world where human relationships are at the heart of all projects. It is dynamic and well and we are very proud of it. I wish all of you the best, personally, professionally and with your families.

During this year, the management of GEM&L has been renewed. I would like to thank all the members and the new board of directors who re-elected me to lead GEM&L. I feel honoured. This year, GEM&L in its current form has been in existence for ten years. It is an association of language-sensitive IB researchers who promote the study of the place of language in international management. We can be proud of the work you have done over the past ten years.

The GEM&L Board has been deeply renewed and restructured with specific missions to improve its efficiency. I would like to welcome the new members of the Board: Guro Refsum Sanden, GEM&L Vice President and Head of the Scientific Council, Mike Szymanski, Treasurer, Danielle Taylor, Deputy Treasurer, Mary Vigier, General Secretary and Michal Wilczewski, Deputy General Secretary, Amy Church-Morel, External Communication Manager, Komal Kalra, Webmaster, Madeleine Bausch, Webinar Manager & Deputy Scientific Manager and Kristina Humonen, Scientific Monitor. All of them are already hard at work to move our projects forward. I would like to thank them all very much.

The 2023 conference will take place in Paris from 10 to 12 May 2023 at ISIT, the French translation and interpreting college. The theme of the 2023 conference is "Language in

International Business: Current perspectives on societal challenges". The call for papers is ready. You will receive it soon.

Next week, on 4 October 2023 at 16:00 CET, the 5# GEM&L Webinar will take place with Professor Helene Tenzer, LMU, Germany as guest speaker. This webinar is already a great success with 88 registrations.

From 1 to 2 September 2022 a seminar was held at the NHH in Bergen, Norway, in honour of our dear colleague Anne Kari Bjørge, whose scientific contribution to the field of language sensitive IB research is remarkable. Guro Sanden and I were honoured to be invited to this seminar where we were pleased to meet other GEM&L members, Anne Kankaanranta, Miya Komori-Glatz, Marie Thérèse Claes, Sunniva Whittaker, Victoria Schrøder. Many thanks to Annelise Ly for organising this very moving tribute. The contributions to this seminar are available from Annelise.

The GEM&L website will soon be operational. It will be more modern, user-friendly and interactive. Thanks to Komal and Amy who have contributed a lot to its development.

If this newsletter started on a gloomy note, I would like to end it on a happier note and as a proof of the dynamism of our scientific community, I would like to quote the latest article by Rebecca Piekkari, Claudine Gaibrois and Marjana Johansson published in the Journal of comparative international management and entitled "A Review of Language-Sensitive Research in International Business: A Multi-Paradigmatic Reading". Essential reading.

Happy academic year to all !

Dr. Philippe Lecomte
President of GEM&L

