

## GEM&L Newsletter n°40



Dear friends of GEM&L

This is the mid-year newsletter for 2023. We hope that your academic year is coming smoothly to a close and that it has given you every satisfaction.

We would like to share with you some news about our association, whether you are active members or supporters of GEM&L. First of all, we would like to thank those of you who took part in the 16th GEM&L International Conference, which was held at ISIT, Paris from 10 to 12 May 2023. It was a very rich and high-quality conference on the relationship between language and the societal challenges facing a changing world.

The first keynote speaker, Professor JANNE TIENARI, Hanken School of Economics, Finland, took a critical stance on language as discourse, particularly as academic discourse from a constructivist perspective. He defines this critical position as a call for researchers to take responsibility for defining their subject. He develops the theme of the researcher's respect for his or her own practice, for the way of doing research in language-sensitive IB research that goes beyond simple reflexivity. The question is how to give meaning to our academic research practice in social, societal and global terms.

The second keynote speech, by Professor ANDREA WHITTLE, Newcastle University Business School, UK, also adopted a critical stance promoting an ethic of responsibility by introducing the theme of "moral reasoning", which she defined as follows: "Moral reasoning involves apparently mundane but important discourse about 'right and wrong' that serves to construct and maintain the 'social order'". This questioning goes beyond the traditional field of the organisation's ethical commitments and social responsibility.

The conference also provided an opportunity to bring together a panel of eminent researchers around the two keynote speakers, moderated by Professor WILHELM BARNER-RASMUSSEN, Åbo Akademi University, Finland. Professor REBECCA PIEKKARI, Aalto University School of Business, Finland; Professor MARJANA JOHANSSON, University of Glasgow, UK; Professor LEIGH ANN LIU, Georgia State University, USA; and Ms HELEN ZEITOUN, CEO & Founder of Datae Humanum, representing the corporate world, spoke about their methodological practices and the way in which they envisage new forms of work organisation, new technologies and data processing in the age of artificial intelligence.

The gala dinner took place at 'La Coupole', an art deco landmark of Parisian artistic life during the Roaring Twenties, where the memory of emblematic figures of Parisian Bohemia such as Giacometti, Braque, Hemingway, Zadkine, Sartre and Beauvoir hangs in the air. We would like to thank Ms Magdalena WANOT, Director of Marketing & Communications, EFMD, who honoured us with her presence to present the prizes for this conference. Congratulations TO PETER DALY and DARDO DE VECCHI, as well as to KRISTINA HUMONEN for the 2023 EFMD Best Paper Award; to CARLO BRIGHI for the 2023 NIGEL HOLDEN PRIZE Best Doctoral Paper Award; and to MADELEINE BAUSCH for the 2023 Best Reviewer Award.

Finally, thanks to everyone, to the organisers, professors and students of ISIT for this wonderful 2023 conference.

Next year the GEM&L conference will take place at University of Economics and Human Sciences in Warsaw, under the responsibility of our Administrative Board colleague MICHAŁ WILCZEWSKI, from 22 to 24 May 2024.

The next webinar will take place in October-November 2023. The keynote speaker has not yet confirmed.

The new website is up and running. We invite you to visit it. We often receive requests for information which can be easily answered on the GEM&L website. Please also note that you can share your publications and current research projects with the GEM&L community by using the "share your information" button.

Have a good summer!

Philippe Lecomte  
President of GEM&L

