



GEM&L WEBINAR

The role of ethnic accents in virtual teams: getting intentions right

SPEAKERS

Dr. Mike Szymanski

Associate Professor of Business Administration, Gies College of Business, University of Illinois at Urbana-Champaign



Dr. Carlo Brighi

Postdoctoral Associate, Ivey Business School (Western University) & Research Associate, York University



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Webinar summary:

In today's globalized workplace, effective communication within diverse virtual teams is critical. But how does accent-based status influence team dynamics and feedback interpretation? We will present and discuss findings from our recently published study of 117 participants exchanging voicemails and written messages. Using insights from social identity theory and media synchronicity theory, we'll discuss how accents shape perceptions, impact collaboration, and influence feedback interpretation in global virtual teams. We'll also discuss practical strategies for fostering inclusive communication and highlight future research directions.