

GEM&L Newsletter n°44

Wednesday, 26 February 2025



Dear GEM&L colleagues and friends,

We hope that you had a relaxing and refreshing summer break and fruitful participations in the various summer academic conferences with thought-provoking and stimulating ideas for your research.

The new academic year has started, and the wonderful 2024 Warsaw Conference is now behind us. It was a big success thanks to our colleague and Deputy General Secretary, Michał WILCZEWSKI, to the great welcome by Professor Konrad JANOWSKI, Rector of the University of Economics and Human Sciences, in Warsaw, to our two outstanding keynote speakers, Professor Helene TENZER, LMU, Germany and Agnieszka CHIDLOW, Birmingham University Business School. GEM&L was honoured at the conference by the presence and faithful support of Professor Eric CORNUEL, President of EFMD. The roundtable about *AI in language-sensitive IB research: Opportunities and challenges* gave rise to rich and fruitful discussions between the panellists and the audience. Thanks to all participants for this enlightening event.

We now turn to the future with our next GEM&L event that will take place on October 17, 2024, at 3:00 pm, Paris time. The keynote talk of our **8th GEM&L webinar** will be delivered by Professor Sylvie CHEVRIER, Université Gustave Eiffel, Paris. Sylvie will examine the question: “What does the culture of a society consist of? Revisiting national cultures through the metaphor of language.” She is one of the rare French experts in cross-cultural management with a strong sensitivity for language issues in international management, inspired by the interpretive approach to culture represented by Philippe d’Iribarne’s or Jean-François Chanlat’s school of thought. Please register online now using the following link: <https://geml.eu/geml-webinar-8-sylvie-chevrier-october-17/>

Our second event this year will be the panel discussion about *Language in IB and management: Perspectives for the next 50 years*, which will take place at the **50th EIBA Annual Conference, Helsinki**, December 12-14, 2024. We invite all colleagues who plan to attend the conference to mark December 13, 2024, at 2:00 pm on their respective calendars. For more information see: <https://geml.eu/eiba-2024-50th-anniversary-geml-panel-session/>

GEM&L is also organising a **Special Issue on Language in IB** in the journal *Cross-Cultural & Strategic Management*. The guest editors are Leigh Anne LIU, Philippe LECOMTE, Guro, R. SANDEN and Michał WILCZEWSKI. The submission deadline is approaching: **September 30, 2024**. For more information about the SI and the submission process, see: <https://www.emeraldgrouppublishing.com/calls-for-papers/future-language-international-business-management>

Last but not least, we hope you have kept in mind that the next **GEM&L International Conference** will be held at Vienna University of Economics and Business (WU Vienna) on 8-10 May 2025. The title of the 18th GEM&L Conference is “*Challenges of language and communication in rapidly changing business contexts*”. The call for papers will soon be online on the GEM&L website.

We look forward to seeing you again next year in the beautiful Vienna.

Kind regards

Philippe Lecomte
President of GEM&L