



18th GEM&L International Conference on Management & Language

Vienna University of Economics and Business, Austria

8- 10 May 2025

**Challenges of language and communication in rapidly changing
business contexts**



Conference venue:
Welthandelsplatz 1,
1020 Vienna, Austria

The organizers wish to warmly thank our partner



PROGRAMME OUTLINE

All times are CEST (local) time

Wednesday 7 May 2025, Pre-Conference

- 17:30 **Pre-conference guided tour** (free for participants, sponsored by WU)
Meeting place: [WU campus entrance West \(Welthandelspl., 1020 Vienna\)](#)
- 19:00 **Welcome Dinner at “Meierei” (Address: Prater Hauptallee 3)**
(pre-paid upon registration)

Thursday, 8 May 2025, Day 1

- 08:45–09:30 Registration with coffee/tea
- 09:30–10:00 Welcome address [Room AD.0.114 Meeting Room 1](#)
Philippe LECOMTE, President of GEM&L
Jens SEIFFERT-BROCKMANN, Head of the Department of Business Communication, WU Vienna
Elisabeth PETERS, Department of Business Communication, WU Vienna
- 10:00–11:00 First keynote address [Room AD.0.114 Meeting Room 1](#)
Gerlinde MAUTNER, Vienna University of Economics and Business
Leadership through the language lens
- 11:00– 11:30 Coffee break with **group photo in front of Meeting Room 1**
- 11:30–12:30 **Cross-cultural and Strategic Management special session** [Room AD.0.114 Meeting Room 1](#)
Guest editors: Leigh Anne Liu, Philippe Lecomte, Guro Sanden, Michał Wilczewski
Authors: Wilhelm Barner-Rasmussen, Amy Church-Morel, Jagat Kunwar, Hélène Langinier, Johanna Niskavaara, Guro Sanden, Mary Vigier, Michał Wilczewski
- 12:30–13:30 Lunch at “Das Campus” (building D2)
- 13:30–15:10 **Session 1**
- 15:10–15:30 Coffee break
- 15.30–16:20 **Session 2**
- 16:20–16:40 **Nigel HOLDEN prize and GEM&L awards** [Room AD.0.114 Meeting Room 1](#)
- 16.40- 18:10 **GEM&L ANNUAL GENERAL MEETING and board elections** [Room AD.0.122 Meeting Room 2](#)

19:30 **Reception & Gala Dinner with Welcome Drink** [Wiener Rathauskeller](#)
([Rathausplatz 1](#))

Friday, 9 May 2025, Day 2

08:30–09:00 Coffee/tea

09:00–10:00 **Second keynote address** [Room AD.0.114 Meeting Room 1](#)
Jasmin MAHADEVAN, Hochschule Pforzheim
Intersections of language and power in international business studies: Observations from critical ethnography

10:00–11:15 **Session 3 – Parallel tracks**

11:15–11:45 Coffee break

11:45–13:00 **Round table on IB and communication teaching** [Room AD.0.114 Meeting Room 1](#)

13:00–14:00 Lunch at “Mensa” (building TC)

14:00–15:40 **Session 4 – parallel tracks**

15:40–16:00 Coffee break

16:00–17:40 **Session 5**

17:40– 18:30 **GEM&L new board meeting** [Room AD.0.122 Meeting Room 2](#)

19:00 **Dinner at Restaurant Stadtheuriger Gigerl** ([Rauhensteingasse 3](#))
(pre-paid upon registration)

Saturday, 10 May 2025, Day 3

08:30–09:00 Coffee/tea

09:00–10:40: **Session 6**

10:40–11:00 Coffee break

11:00–12.15 **Session 7**

12:15–13.00 **Closing session with final cocktail** [in front of Meeting room 1](#)

13:00 **Afterwork for doctoral students** organized by Bernadette Hofer-Bonfim & Magdalena Zehetgruber
Meeting point: [registration desk](#)