



**GEM&L Newsletter no. 46**

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Dear GEM&L colleagues and friends,

As I write this first newsletter as President of GEM&L, I want to express what a great honor it is to lead this unique research group together with the members of the administrative board. Our 2025 conference at WU Vienna was another testament to the collegial spirit of our community, with 31 paper presentations; numerous anonymous reviewers; thought-provoking keynote lectures by Gerlinde Mautner and Jasmin Mahadevan; and esteemed panelists Wilhelm Barner-Rasmussen, Marie-Thérèse Claes, Claudine Gaibrois, Rebecca Piekkari, Mike Szymanski, Tracey Toefy, and moderator Miya Komori-Glatz. This successful event was made possible thanks to the organizing team with members from both GEM&L and WU. A heartfelt thank you once again to WU colleagues Johannes Schnitzer, Elisabeth Peters, Magdalena Zehetgruber, Bernadette Hofer-Bonfim, and Miya Komori-Glatz for their hospitality.

Since our conference in May, the new administrative board has been actively collaborating on various GEM&L activities. I would like to take this opportunity to thank the administrative board members for their contributions: Mike Szymanski (Vice President/Scientific manager), Danielle A Taylor (General Secretary), Philippe Lecomte (Treasurer/Honorary President), Michał Wilczewski (Deputy Secretary), Hilla Back (Deputy Treasurer), Amy Church-Morel (External Communication Manager/Webinar Manager), Carlo Brighi (Webmaster/Webinar Manager) and Kristina Humonen (Scientific Monitor). As Kristina will be on leave until September 2026, any announcements regarding new publications in our field can be directed to [info@geml.eu](mailto:info@geml.eu).

Plans for the GEM&L 2026 conference are well underway as you have seen in the call for papers: <https://geml.eu/geml-2026-bi-oslo/geml-conference-call-for-papers-2026/>! Many thanks to the scientific committee, led by Mike Szymanski, for developing the call centered on the topic of "The power of language(s)." The committee also includes Carlo Brighi, Amy Church-Morel, Claudine Gaibrois, Kristina Humonen, Komal Kalra, Philippe Lecomte, Danielle A. Taylor, Michał Wilczewski, and myself. I'm very excited to invite you all to the modern campus of [BI Norwegian Business School](#) in Oslo for the 19<sup>th</sup> annual GEM&L conference which will be held May 27<sup>th</sup>-29<sup>th</sup>, 2026 with a pre-conference visit to the Nobel Peace Center on May 26<sup>th</sup>. If you haven't already marked your calendar, please make sure that you're ready to submit your papers by January 31<sup>st</sup>, 2026.

For GEM&L 2026, we have introduced two submission formats: authors are welcome to submit either full papers (up to 10,000 words including references) or short papers (between 2000-4000 words including references). We hope that this flexibility will encourage everyone to participate, whether you're seeking feedback on a paper in preparation for journal submission or looking for inspiration to develop an early-stage proposal. Either way, we're dedicated to maintaining a community that supports one another's research in the field of language-sensitive IB.

I'm excited to share that we have confirmed both keynote speakers for our conference in Oslo. One of our keynote speakers will be Markus Pudelko, Professor at University of Tübingen, who has made

significant contributions to the field of language-sensitive IB and management research. The other keynote speaker will be Åse Wetås, Director of the Language Council of Norway (Språkrådet), which is the Norwegian state's consultative body on language issues. I think Åse Wetås will bring a valuable Norwegian perspective to our conference program and that these two speakers will complement each other very well. More information about the program will come as we finalize the details.

Looking back at 2025, this has been a big year for GEM&L. With the election of the new administrative board, we also honored the contributions of trusted GEM&L members who have served the GEM&L community for many years: Madeleine Bausch, Komal Kalra, Mary Vigier – founding member and General Secretary for nine years – and last but not least Philippe Lecomte – founding member and President for 18 GEM&L conferences. We're fortunate to continue benefitting from Philippe's experience also in the current board, and we will do our best to ensure that GEM&L remains a vibrant academic home for both long-standing members and newcomers.

Aside from our annual meeting, we also organize regular webinars, hosted by Amy Church-Morel and Carlo Brighi. In October, Lovasoa Ramboarisata, Professor at Université du Québec à Montréal, gave a presentation entitled "Language hegemony revisited: Insights from the Francophone world," highlighting the rich opportunities for meaningful research in IB and management in languages other than French and English. Stay tuned for announcements about the next webinar in early 2026!

For ongoing updates on GEM&L activities and to connect with fellow members, please follow us on LinkedIn: <https://www.linkedin.com/company/geml/>. We encourage you to also use LinkedIn to share your involvement in relevant language-sensitive activities by using the hashtag #GEM&L. Moreover, we're always pleased to receive feedback from our members, so if you have suggestions for future keynote speakers, webinar presenters, or if you're interested in hosting a GEM&L conference in the future, please get in touch with us at: <https://geml.eu/contact-us/>

As we reach the end of 2025, and also the end of this newsletter, I would like to extend, on behalf of GEM&L, our warmest wishes for a joyful and peaceful holiday season. Looking ahead to 2026, we hope for many opportunities for collaboration and growth within our community.

All the best,

Guro