



9th GEM&L International Workshop on Management & Language

Helsinki, 11-12 June 2015

Aalto University – School of Business

Runeberginkatu 14–16, 00100 Helsinki Finland

Hanken School of Economics

Arkadiankatu 22, 00100 Helsinki, Finland

CALL FOR PAPERS

Language in Global Management and Business:

Theoretical, Methodological and Empirical Advances

Scholars and practitioners involved in global management and business have turned their attention to languages as they form the trajectories and channels through which knowledge is generated and shared across an increasingly networked world. Words, meanings and knowledge have become portable and information technologies have rendered communications across national, cultural and linguistic boundaries instantaneous. It has been shown that English, while being a useful *lingua franca* in many cross-border and cross-languages encounters, is not a panacea through which all language differences can be resolved. Some literature has been developed around the notion of the 'language barrier', why it exists, what its consequences are and how to overcome it. Other research streams have found that language users 'linguascapes' their linguistic environment by making choices which language to use in which context, when to switch to English or when to use translation. In other words, they draw on language as a resource.

Over the last three decades scholars, who consider language to be a key element for understanding the functioning of the international corporation, whether large or small, have contributed to the development of a distinct research stream. It is separate from cross-cultural management and has developed its own terminology and methodology which has provided language-centred research with a specific and legitimate epistemological status. Different events and projects have propelled forward the emergence of a 'language-sensitive' agenda for researchers and practitioners; to name but a few, symposia at AIB 2013 and 2014, streams at EGOS 2013 and 2015. Recent special issues in the *Journal of World Business* (2011) and the *Journal of International Business Studies* (2014) and the overall theme at the AOM 2014 (The Power of Words) have seen the

number of the papers and contributions about 'language issues' rise and with them debates about the relative role and status of languages in fields such as international business, cross-cultural management, intercultural communication and organisation studies.

Intellectual developments include the emergence of socio-constructionist and critical realist perspectives alongside the classical positivist approach in research on language use in international contexts. Translation both as a theoretical frame as well as an everyday activity in multilingual organizational contexts highlights the importance of contextualizing heuristic processes where language and its social use are embedded. Critical approaches to the status and role of English as the dominant global language have shown that no language is ever socially, culturally and politically neutral. Researchers have begun to investigate the role of English in relation to other languages and also its hegemonic influence on the production of management knowledge. Here, studies located in post-colonial traditions have begun to impact the conceptual development of the 'language-sensitive field'.

Language-sensitive research in the field of global management and business is currently exploding and this call for papers aims to provide purpose and direction for this body of knowledge. We therefore invite theoretical, methodological or empirical papers which carry these current developments forward. The list of themes below is indicative only.

Theme 1: Language and Identity

- Contributions about the nexus of ties between language and identities, including national language, English language, but also professional and corporate languages and how they relate to potentially multiple identities.

Theme 2: Language and Performance

- Contributions about the role of language/s in global, dispersed and multilingual teams, units of international companies or other organizational forms; the role of language in overall company, group or individual performance; the role of language in particular functions (e.g. marketing; HRM; accounting & finance).

Theme 3: Language, Power and Politics

- Contributions about language hierarchies, corporate language policies; languages as used as embedded agency; the interplay of discourse, languages and decision-making.

Theme 4: Theoretical and Methodological Avenues

- New paradigms and theoretical approaches to language-based research in global business and management contexts; for example: post-colonialism or critical theory; sense-making; particular linguistic traditions; translation issues; methodological issues.

Scientific committee

Barmeyer Christophe, University of Passau, Germany
Barner-Rasmussen Wilhelm, Hanken School of Economics, Helsinki, Finland
Beeler Betty, ESC- Saint Etienne, France
Borzeix Anni, CRG Ecole Polytechnique, France
Brannen Mary-Yoko, Gustavson School of Business, University of Victoria, Canada
Cohen Linda, ESCP-Europe, France
Davoine Eric, FSES - University of Friburg, Switzerland
de Vecchi Dardo, Kedge Business School, France
Delavigne Valérie, Université Sorbonne Nouvelle, France
Igalens Jacques, Dean of Toulouse Business school, France
Kankaanranta Anne, Aalto University School of Business, Finland
Kassis-Henderson Jane, ESCP-Europe, France
Karjalainen Helena, Ecole de management de Normandie, France
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Leroyer Patrick, Aarhus University, Copenhagen, Denmark
Louhiala-Salminen Leena, Aalto University School of Business, Finland
Mayrhofer Ulrike, Université Lyon 3, France
Mughan Terry, Gustavson School of Business, University of Victoria, Canada
Piekkari Rebecca, Aalto University School of Business, Finland
Pleutret Joël, Groupe ESC Troyes, France
Schneider Susan Carol, University of Geneva, Switzerland
Tietze Susanne, Keele University, Keele Management School, Staffordshire, United Kingdom
Tréguer-Felten Geneviève, CNRS, France
Yahiaoui Dorra, Kedge Business School, France

Guidelines for authors

The abstract should indicate the key theoretical, methodological and empirical questions addressed in the paper, the conceptual field(s) informing the paper, if applicable the data set used in the paper and the major theoretical and empirical contributions of the paper. All submissions must be original and should not have been previously accepted for publication.

First page with author's name, affiliation, e-mail and postal address.

Text of the proposal: in .doc(x), anonymous, justified, 2,5cm margins throughout.

Title: Times New Roman, bold, size 16.

Other titles: Times New Roman, bold, size 12.

Extended abstract (around 1500 words, excluding references) with 6 - 7 keywords. Text: Times New Roman, size 12.

Format for references:

- Austin, J. L. (1962). *How to Do Things With Words*. Cambridge (Mass.): Harvard University Press.
- Steyaert, C., Ostendorp, A., & Gaibrois, C. (2011). « Multilingual organizations as 'linguascapes': Negotiating the position of English through discursive practices », *Journal of World Business*, 46(3), pp. 270-278.

Proposals in French or in English in Word format to be uploaded on the GEM&L website, www.geml.eu by **January 15, 2015**

All submissions will be subjected to a double blind competitive review process on the basis of originality, rigour and relevance with members of the Scientific Committee serving as reviewers. No author information or other identifying information should appear anywhere in the submission.

All authors will be informed about the outcome of the review process no later than **March 15, 2015**

Authors of selected proposals are requested to submit completed papers by **May 15, 2015**. At least one author of each paper must register for the conference and present the paper in English.

Authors having attended the workshop will have the possibility to submit their paper for publication in a ranked international journal.

For any information concerning the conference, please contact: scientifique@geml.eu

Schedule:

Proposed paper: **January 15, 2015**

Notice of acceptance: **March 15, 2015**

Workshop registration deadline : **March 31, 2015**

Final paper: **May 15, 2015**