



IACCM 2015

14th IACCM Annual Conference and 7th CEMS/IACCM Doctoral Workshop

1-3 October 2015

Vienna University of Economics and Business (WU
Wien),
Vienna, Austria

CONFERENCE THEME:

CONTEMPORARY APPROACHES IN TRAINING & EDUCATION FOR CROSS-CULTURAL COMPETENCE – POTENTIALS, CHALLENGES AND ITS LIMITS

- ◆ Theoretical foundations of Training & Education for cross-cultural competence: old constructs, new frontiers?
- ◆ Application of Cross-Cultural Theories in Teaching, Educational Context and Business Training
- ◆ Power relations and their implications
- ◆ Cultural intelligence

>> Speakers (among others):

- ◆ Univ.Prof.DI.Dr. Edeltraud Hanappi-Egger, Institute for Gender and Diversity in Organizations, WU
- ◆ Univ. Prof. Dr. Jonas Puck, Department of Global Business and Trade, WU
- ◆ Univ. Prof. Dr. Günter Stahl, Institute for International Business, WU



LEADING LOCAL PARTNERS

- ◆ Interdisciplinary Institute of Management and Organisational Behaviour/WU Wien
- ◆ SIETAR Austria

CONFERENCE ORGANIZERS

Local organizing committee:

- ◆ Wolfgang Mayrhofer and Gerhard Fink, WU Wien
- ◆ Barbara Covarrubias Venegas, Saskia Lackner, Sabine Groblschegg
SIETAR Austria

CEMS/IACCM committee:

- ◆ Marie-Thérèse Claes, Louvain
- ◆ Roger Bell, ESADE
- ◆ Gerhard Fink, WU Wien

CONFERENCE DATE

- ◆ 1-3 October 2015

IACCM 2015

This conference brings together scientists and practitioners alike in order to foster the dialogue between practice and theory in the cross-cultural field.

LANGUAGE

The official IACCM Congress language is English. Submissions of proposals must be in English but presentations may be made in German too. If you want to present in German, please specify in your submission.

PARTICIPATION FEE

€ 295,-- for regular participants

€ 245,-- for members of IACCM & SIETAR Austria (membership 2015 confirmed)

€ 110,-- for Ph.D. students and master program students

Registration Deadline:
1 September 2015

BEST PAPER AWARDS

There will be the IACCM 2015 student best paper award, which will be judged by a panel consisting of CEMS professors: Marie-Thérèse Claes, Roger Bell, and Gerhard Fink. The best conference paper award will be judged by a panel comprising Marie Thérèse Claes, Daniel Dauber, and Slawomir Magala.



CONFERENCE THEME

As political, legal and economic barriers are disappearing, questions whether this will cause cultures to converge or harmonize or to resist and accentuate their differences are emerging. Still, business practitioners and scientists ascribe international business failures to a lack of intercultural competence. Cultural barriers are even described as the principal challenge to organizational survival and success. Research has shown that particularly prior to intercultural experiences an adequate preparation has to take place in order to stimulate intercultural competence development. Although literature shows us a rich conceptual and theoretical landscape on intercultural competence; still there is a gap between 'knowing' and 'doing'. Questions regarding the theoretical foundations of Training & Education as well as Application of those Cross-Cultural Theories in Teaching, Educational Context and Business Training remain mostly unexplored. In particular power relations and their implications seem to play a crucial role e.g. in international business ventures.

SPECIFIC TOPICS

The conference committee will not necessarily exclude papers that deal with the more standard matter of cross-cultural management, but preference will be given to contributions which address the themes below:

Theoretical foundations of Training & Education for cross-cultural competence: old constructs, new frontiers?

- ◆ Challenges in cross-cultural research: what is the influence of the researchers' cultural self/perspective?
- ◆ In what way are cross-cultural competence models culturally embedded?
- ◆ Frameworks of Cross-Cultural Analysis & Semiotics

Cultural intelligence

- ◆ What is the role of cultural interfaces?
- ◆ Managerial intelligences: how important are cultural intelligence and emotional intelligence?
- ◆ What cultural differences are there in learning styles (e.g. of international business students)?

Application of Cross-Cultural Theories in Teaching, Educational Context and Business Training

- ◆ Assessing cross-cultural competence: what are predictors? How can it be measured?
- ◆ New methods and didactics of cross-cultural competence?
- ◆ What are new approaches and best practices to foster cross-cultural understanding in organisations?
- ◆ Is there an international business students' cross-cultural competence development?

Power relations and their implications

- ◆ Power relations as a camouflage of cultural differences?
- ◆ Application of cross-cultural theories in specific training settings
- ◆ Analysis of intercultural encounters as differences in attributional styles?

SUBMISSION FOR IACCM 2015



All submissions have to use the IACCM structured abstract format. Template available at <http://www.wu.ac.at/iaccm/conferences>

- ◆ Paper abstracts (maximum 500 words) before June 22, 2015
- ◆ Full papers for accepted abstracts (8.000 words max) before July 31, 2015

All proposal submissions will receive acknowledgment of receipt within one week. Notification of acceptance will be given within a month period.

SUBMISSION FORMATS

Standard presentation (Academic) (30 minutes)

The presenter(s) will give input (20 minutes) and then lead participants in discussing (10 minutes) the proposed topic. While this format permits considerable audience participation, the presenter(s) should propose and follow an outline to permit a thorough examination of all aspects as permitted in the time allowed. For academic presentations preference will be given to the standard presentation format.

Formats for CEMS/IACCM doctoral workshops

Poster session: Each invited student will present a poster of his/her research proposal or current state of the dissertation at an open and easily accessible poster session. Max. Size of poster: DIN A2 – equal to 4 DIN A4 sheets.

All **Doctoral Workshops** take place after the poster session. The goal is that students get as much advice as possible. Thus dissertation project-presentation should be shorter and discussion longer. Depending on actual time schedule, 2-3 student papers will be presented within one doctoral workshop session.

Chair: an appointed student

Presentation: 10 min brief paper presentation, 20 minutes discussion

Formats for Practitioner

Standard presentation (20 minutes)

The presenter(s) will give input (20 minutes) and then lead participants in discussing (10 minutes) the proposed topic. While this format permits considerable audience participation, the presenter(s) should propose and follow an outline to permit a thorough examination of all aspects as permitted in the time allowed.

Workshops (60 minutes)

A workshop features a combination of brief presentation/lecture and interaction with the audience. Within this format the focus is on a simulation or set of exercises and activities aimed at teaching participants how these methodologies can be used in training and education or other professional applications.

Case Studies (60 minutes)

Case studies are real-world examples of new or improved best practices in the cross cultural or international management field. They demonstrate how we, as a professional community, can learn from practitioners' experience. Case studies demonstrate how we can advance ourselves as practitioners and apply our knowledge and skills to designing real world solutions.

CONTACT

14th IACCM ANNUAL CONFERENCE

Barbara Covarrubias Venegas
barbara.covarrubias@sietar.at

Gerhard Fink iaccm.fink@gmail.com

Wolfgang Mayrhofer
wolfgang.mayrhofer@wu.ac.at

7TH CEMS/IACCM DOCTORAL WORKSHOP

Marie Therese Claes mtclaes@gmail.com

Gerhard Fink iaccm.fink@gmail.com

IACCM COUNCIL AND SCIENTIFIC COMMITTEE

- ◆ Prof. Marie-Thérèse Claes (President)
- ◆ Univ.Prof. Dr. Gerhard Fink (Vice-President)
- ◆ Prof. Wolfgang Mayrhofer (Vice-President)
- ◆ Prof. Yochanan Altman (Council Member)
- ◆ Prof. Slawomir Magala (Council Member)
- ◆ Prof. Snejina Michailova (Council Member)
- ◆ Prof. Chiara Cannavale (Council Member)
- ◆ Mag. Barbara Covarrubias Venegas (Council Member)
- ◆ Prof. Roger Bell (Council Member)
- ◆ Dr. Daniel Dauber (IJCCM Executive Editor, General Secretary)
- ◆ Dr. Markus Latzke (Treasurer)

ABOUT IACCM

Setting up an international network of experts in the field of cross cultural competence opens the possibility for co-ordinated know-how transfer and aims at bringing together those who work on this issue in order to promote and develop this subject collectively. The emphasis is laid on the organization of international workshops and conferences which will certainly be favourable for personal connections among the experts and might lead to new links between them as well as to the creation of common research projects. Furthermore it is an aim to facilitate the submission of project proposals, on the one side because the network facilitates finding suitable project partners, on the other because the existence of a consolidated network will in a sense be an encouraging argument with respect to research funds.

ABOUT SIETAR AUSTRIA

SIETAR Austria is an active member of the largest intercultural society worldwide that fosters awareness of intercultural research, politics, economy and education. The global SIETAR network comprises SIETAR International (founded in 1974), SIETAR Europe (since 1991) and more than 30 regional and national networks with over 3000 members.

SIETAR Austria has set its objective to encourage intercultural scopes and ideas. In times of globalization and internationality SIETAR Austria follows the mission to encourage the development and application of knowledge, values and skills which enable effective intercultural and interethnic relations at individual, group, organisation and community levels

VENUE



Vienna University of Economics and Business (WU Wien)
WU Teaching Center (TC)

Address: Welthandelsplatz 1,
1020 Vienna/Austria

Campus map: [here!](#)
(TC > orange building)

Google maps: [here!](#)

FURTHER INFORMATION

Any Questions? iaccm2015@sietar.at

Conference webpage: <http://www.wu.ac.at/iaccm/conferences>

SIETAR Austria webpage: <http://www.sietar.at>

IACCM webpage: <http://www.wu.ac.at/iaccm/index>

IACCM Twitter: https://twitter.com/iaccm_ejccm