



IACCM 2012
4th CEMS/IACCM Doctoral Workshop and
11th IACCM Annual Conference



IACCM

Political change, cultural dynamics and competitiveness of firms

11th Annual Conference and
4th CEMS CCM / IACCM Doctoral Workshop (3 ECTS)
of the

International Association of Cross-Cultural Competence and Management
20 – 22 June, 2012

Università Parthenope di Napoli

Conference under the patronage of the Italian Academy of Business management (AIDEA).
www.accademiaaidea.it

Location: Conference hall of Villa Doria D'Angri
Via Petrarca, 80
Naples, 20-22 June 2012

Introduction to the theme

Political change, cultural dynamics and competitiveness of firms

Key words: Cross-borders cooperation, Cultural Synergies, Cultural identity, International strategies, Intercultural competence

The recent economic and financial crisis involving the leading industrialized countries has generated a new competitive landscape for companies that can no longer focus on the domestic market or rely on government protection. On the contrary, firms must increasingly adopt new strategic and organizational solutions in order to permit a progressive statement on foreign markets and the creation of high entry barriers for foreign competitors on the domestic market. The need of co-operation and the intensifying of relationships emphasize the importance of mutual respect. However, the need of preserving local identities sometimes represents a huge barrier to integration, with negative effects on collective emotions. New models of interaction are needed and new ways should be highlighted how to go on with integration without threatening core identities.

In this scenario, emerging markets, as e.g. Southern Mediterranean Countries (SMCs) become very important. Reach of production factors and characterized by an increasing demand of infrastructures, they become important destinations of European firms' FDI, which can catch two important opportunities: a) they can exploit the big resources of these countries, and b) they can satisfy the emerging local demand. Consequently, more and more European firms look at SMCs both for the richness of natural resources and for the huge potential future demand. At the same time, FDI requires a thorough analysis of cross-cultural differences and their impact on business

success. When internationalizing, firms need to motivate local workers and to share strategic aims with local partners, in order to accelerate knowledge transfer and organizational learning, but also have to learn by themselves about local politics, cultural specifics and their dynamics.

Culture plays a significant role. It impacts on individual inclination to share knowledge and to recognize the source of knowledge. It influences peoples' capability to accept changes and to cooperate with people coming from different cultural contexts. On all shores of the Mediterranean Sea, core identities have to be maintained, but a broader feeling of belonging should emerge, which could provide the basis for peaceful relationships, and enable favourable socio-economic development in the whole region. Within Europe, most notably the same issues emerge in the Danube region and the Black Sea region.

This conference aims at understanding in depth the new concepts and perceptions of identity and shared identity emerging in Europe and beyond its borders. At the same time, similar processes can be observed in quite a few other regions around the Globe.

Current political and cultural dynamics have strong effects on international relationships and on business, in particular. The conference provides the opportunity to share insights into the prevailing political and cultural streams and their effects on economic and business development of Southern Mediterranean Countries, but also in other European and non-European regions.

A major objective of the 11th Annual Conference of the International Association of Cross-Cultural Competence and Management is to offer interesting insights into theory and practice of cross-border cooperation and to enhance cross-cultural competence.

Conference topics

The three day conference (20-22 June 2012) welcomes papers from a broad range of theoretical and methodological positions and is open to empirical as well as conceptual contributions. The conference will not necessarily exclude papers that deal with the more standard subject matter of cross-cultural management, but preference will be given to contributions which address the themes below:

- Considerations on the emergence of Cultural Synergies
- Cultural Synergies on the Southern Border of Europe.
- Cultural Synergies in other specific regions of Europe and the world
- Intercultural competence, cultural intelligence, efficacy and emotions in organisations.
- Intercultural management and legitimacy management across borders.
- Cross-border knowledge migration (attempts of transfer and adaptations).
- Cultural mapping and diversity configurations in Mediterranean Countries
- Cultural identities, organisational cultures and governance of Euro-med firms.
- Cultural differences and their effects on international alliances with and among SMCs' players

Individual paper contributions, track chair proposals, and full session submissions are welcome.

IACCM explicitly encourages **young researchers** to submit papers. In the framework of the 11th IACCM annual conference, the **CEMS Faculty Group on Cross-Cultural Management** will convene its **4th CEMS/IACCM doctoral workshop**. It aims at young researchers working on a PhD-thesis or a concrete research project who are interested in further developing their theses and

projects and how to get their results published in international journals. The doctoral seminar is chaired by Professors Marie-Thérèse Claes, Jacob Eisenberg, and Gerhard Fink. Other CEMS professors will attend the conference, discuss student submissions, and/or deliver keynote speeches and/or regular papers.

Experienced scholars and journal editors will provide their view of major theoretical and methodological cornerstones of the field and facilitate the discussion of participants' doctoral or publication projects. For fully participating in the workshop, 3 ECTS credit points can be awarded. During the conference, working group sessions with small groups of doctoral students will take place. Participants of the workshop can participate in main conference, too, and attend the keynote speeches and paper sessions.

All papers presented at the conference will be published in the traditional on-line proceedings volume of IACCM.

Selected papers submitted to the conferences will be invited for publication in a special issue of the *European Journal of Cross-Cultural Competence and Management* (EJCCM) – <http://www.inderscience.com/ejccm> and of other journals, yet to be announced.

- Paper abstracts (maximum 500 words) before March 15, 2012
- Full papers for accepted abstracts (5000-7000 words max) before May 15, 2012
- The programme committee will consist of Professors Francesco Calza, Chiara Cannavale, Slawomir Magala and Wolfgang Mayrhofer.
- Submissions should be sent to Chiara Cannavale <chiara.cannavale@uniparthenope.it> and Wolfgang Mayrhofer <wolfgang.mayrhofer@wu.ac.at> with an attachment readable by MS Word

Submission for the 4th CEMS/IACCM doctoral workshop

- Paper abstracts (maximum 500 words) before March 15, 2012
- Research Proposals, Posters or Full papers for accepted abstracts (5000-7000 words; in total no more than 20 pages) before May 15, 2012
- Submissions should be sent to **Marie-Thérèse Claes** <mtclaes@gmail.com> and **Gerhard Fink** <iaccm.fink@gmail.com>

Best paper awards

There will be the IACCM 2012 student best paper award, which will be judged by a panel consisting of CEMS professors: Marie- Thérèse Claes, Jacob Eisenberg, and Gerhard Fink. The best conference paper award will be judged by a panel comprising Francesco Calza, Chiara Cannavale, Slawomir Magala and Wolfgang Mayrhofer.

Participation fee

- € 275,- for regular participants
- € 220,- for members of IACCM (membership 2012 confirmed)
- € 100,- for Ph.D. students and master program students

The fee includes conference participation, conference materials and all meals during the conference.

The payment regulations will be announced after the acceptance of the abstracts.

IACCM Scientific Committee

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Prof. Dr. Marie-Thérèse Claes (Vice-President)
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Prof. Dr. Slawomir Magala (Member of the Council)
Prof. Dr. Snejina Michailova (Member of the Council)
Assoc. Prof. Dr. Juliana Popova (Member of the Council)

IACCM aims

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.

For further information, see the IACCM webpage: <http://www.wu.ac.at/iaccm/index>

PUBLICATION/SUBMISSION REQUIREMENTS

All submitted manuscripts are expected to stand in line with the EJCCM author guidelines:

<http://www.inderscience.com/www/authorguide.pdf>

For more information of how to properly prepare your manuscript for submission to the conference, you might wish to consider existing publications as a point of reference for proper formatting:

<http://www.inderscience.com/www/info/epicks.php?find=ejccm>