

6TH WORKSHOP ON INTERNATIONAL STRATEGY AND CROSS CULTURAL MANAGEMENT

On September 22-23, 2008 Sebastian Reiche hosted the 6th edition of the Workshop on International Strategy and Cross Cultural Management at IESE Business School. The workshop was sponsored by the European Institute for Advanced Studies in Management (EIASM) and gathered around 40 scholars from 18 countries. Over the two days, a total of 34 papers were presented across four workshop tracks, chaired by Chris Carr (University of Edinburgh), Africa Ariño (IESE Business School), Markus Pudelko (University of Edinburgh) and Sebastian Reiche (IESE Business School).

Highlights of the workshop were the keynote speeches by Prof. Shalom Schwartz (Hebrew University) on “Cultural Value Orientations: Nature & Implications of National Differences” and Prof. Paula Caligiuri (Rutgers State University) on “Developing Cultural Agility in Global Business Leaders”, as well as a welcome address by Joan Enric Ricart, Professor at IESE and Scientific Director of EIASM.

The workshop’s Best Paper Award was given to Paula Neto (ISCA), António Brandão and António Cerqueira (both University of Porto) for their paper titled “The Macroeconomic Determinants of Cross Border Mergers and Acquisitions and Greenfield Investments”. The best and most suited papers of the workshop will be published in a Special Issue of the International Journal of Cross Cultural Management.

In addition to the scheduled paper sessions, the workshop provided ample opportunities for attendants to discuss their work in an informal way and exchange ideas beyond their immediate research interests. As Chris Carr highlighted, “bringing together scholars of International Strategy and Cross Cultural Management under one roof helps us to enhance the dialogue between these two related, yet still somehow distinct domains.”

Part of the workshop was also a social program that consisted of a welcome reception at CaixaForum on Montjuïc, as well as a conference dinner with typical Catalan cuisine at Can

Cortada restaurant. Overall, the workshop turned out to be a great success. In September 2009, the workshop will reconvene at the Helsinki School of Economics in Finland. Previous workshops were held in Växjö (Sweden), Edinburgh (UK), Vienna (Austria), Toulouse (France) and Istanbul (Turkey).