



SIG 07 - IM - International Management

We invite you to submit your research to explore the theme of

NAVIGATING HIGH WATERS Managing in an age of disruption

for the EURAM 26th Conference.

We look forward to receiving your submissions.

ST07_02 - Management and cultures: Qualitative organizational research

Proponents:

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Short description:

This track explores the complex role of cultures in organizations, including emerging cultures in the digital transformation of organizations, using qualitative methods. We welcome papers that address cross-cultural encounters in work settings, the Global South, multicultural individuals, languages in organizations, the international transfer and recontextualization of management tools, and the interplay of cultures and power relations in diverse organizations. It addresses also methodological questions: How to get access to international settings? How to compare equivalent situations across countries? How to deal with language and translation issues? What strategies enable academics to produce meaningful intercultural research?

Long description:

This track explores the complex role of culture in organizations and its implications, including those arising from the digital transformation of organizations. It welcomes papers using qualitative methods and that address topics such as the following:

- 1) Global South (non-Western) perspectives in international organizations: How do boundary spanners create synergy between MNC entities? How are power asymmetries balanced within MNCs? What new cultures are negotiated, and how? What are the emerging, innovative international HR practices in SMEs, born-global start-ups, and NGOs?
- 2) Transfer of International Management Practices across Contexts: How are management methods and HR policies recontextualized? What role do social actors play in these complex processes, and how do they benefit from the transfer and standardization of practices? How do entrepreneurs in the Global South navigate and reinterpret Western management models? What culturally embedded models of entrepreneurship are emerging?
- 3) Culture and Artificial Intelligence: What is the role of artificial intelligence? Is AI culturally rooted? What impact does it have on culture and intercultural interactions? What role does AI play in cross-cultural management research? What are the consequences, benefits and risks?
- 4) Migrants and Boundary Work: Individuals with intertwined cultural identities can play valuable roles in boundary work. How to leverage competencies and resources of culturally resourceful individuals as well as their resilience, careers and professional opportunities in organizations?

AUTHORS GUIDELINES

<https://conferences.euram.academy/2025conference/authors-guidelines-for-full-papers/>

3) Culture and Artificial Intelligence: What role does artificial intelligence play? Is AI culturally rooted? What impact does it have on culture and intercultural interactions? What role does AI play in cross-cultural management research? What are the consequences?

4) Migrants and Boundary work: Individuals with intertwined cultural identities can play valuable roles in boundary work. How can the competencies, resources, resilience, careers, and professional opportunities of these individuals be leveraged within organizations?

5) Culture and Languages: How are language practices in organizations intertwined with cultures? What role do translation and cultural interpretations play in international work settings? How do languages convey emic understandings of management practices? What role do idiosyncratic terms play?

6) Conducting Qualitative Research: How can access to international settings be gained? How can the tension between contextualization and generalization be managed? What innovative methods (e.g., ethnographic studies, thick descriptions, and longitudinal field studies) enable academics to conduct meaningful intercultural research?

We welcome papers that shed light on the behind-the-scenes processes of qualitative research and which critically discuss the advantages and challenges of qualitative methods in intercultural settings.

Keywords:

- cross-cultural management
- multicultural individuals
- qualitative method
- Global South
- language
- digitalization

UN Sustainable Development Goals (SDG):

Goal 3: Good health and well-being for people; Goal 8: Decent work and economic growth; Goal 10: Reducing inequalities; Goal 11: Sustainable cities and communities

Publication Outlet:

- International journal of CCM
- European Journal of International Management
- Journal of qualitative research

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