



9th International GEM&L Workshop

**Language in Global Management and Business:
Theoretical, Methodological and Empirical Advances**

Helsinki, 10-12 June 2015

Aalto University, School of Business
Runeberginkatu 14–16,
00100 Helsinki, Finland



PROGRAMME OUTLINE

Wednesday, June 10th 2015

- 17:00-18:00 Registration, Main lobby
 18.00-19:00 Welcome reception, Board room
 19:30-21:30 Dinner, Restaurant Mamma Rosa

Thursday, June 11th 2015

- 08:30-09:00 Registration, Main lobby
 09:00-09:15 Welcome, Wihuri hall, C-350
 09:15-10:00 Keynote Address, Prof. Nigel Holden, Wihuri hall, C-350
"A brief history of the language of business in three snapshots".
 10:00-12:00 **Parallel Sessions I**
 12:00-13:00 Lunch, Restaurant Perho
 13:00-13:45 Keynote Address, Director Pia Friberg, Communications Operations, Wärtsilä Corporation, Wihuri hall, C-350
"Reflections on working in a multicultural environment: Case Wärtsilä"
 13:45-15:45 **Parallel Sessions II**
 15:45-16:15 Coffee break, Nokia lobby
 16:15-17:45 **Parallel Sessions III**
 18:00-18:30 GEM&L Workshops research agenda
 18:30-19:30 **GEM&L annual general meeting**
 20:00-23:00 Dinner, Restaurant Kappeli
 Aalto best paper award

Friday, June 12th 2015

- 09:00-09:15 Welcome, Wihuri hall, C-350
 09:15-10:00 Keynote Address, Prof. Robert Phillipson, Wihuri hall, C-350
"The Business of English, Global Panacea or Pandemic? Myths and Realities of 'Global English'"
 10:00-10:30 Coffee Break, Nokia lobby
 10:30-12:30 **Parallel Sessions IV**
 12:30-13:30 Lunch, Restaurant Perho
 13:30-15:30 **Parallel Sessions V**
 15:30-15:45 Coffee Break, Nokia lobby
 15:45-17:15 **Parallel Sessions VI**
 17:15-17:30 Plenary on Management & Language & Closing

Thursday, June 11th 2015

09:15-10:00 Keynote Address, Prof. Nigel Holden, Wihuri hall, C-350

"A brief history of the language of business in three snapshots".

10:00-12:00 Parallel Sessions I

Track 1: The Language Factor in IB

Chair: Susanne Tietze

Room: Wihuri hall, C-350

Track 2: Multilingualism as a Resource

Chair: Robert Phillipson

Room: Fazer, C-331

<p>Jo Angouri & Rebecca Piekkari <i>University of Warwick & Aalto University School of Business</i> Organizing multilingually: Beyond binaries and static oppositions</p>	<p>Mary Vigier & Helen Spencer Oatey <i>ESC Clermont & University of Warwick</i> Code-switching in newly-formed multinational teams: Challenges, strategies and effects</p>
<p>Guro Refsum Sanden <i>Copenhagen Business School</i> Nordea revisited: The Nordic idea and the language policy that came with it</p>	<p>Linda Cohen & Jane Kassis-Henderson <i>ESCP Europe</i> Re-visiting culture and language in global management teams: Towards a multilingual turn</p>
<p>Geneviève Tréguer-Felten <i>CEDISCOR, Paris 3-Sorbonne Nouvelle, CNRS</i> A MNC's corporate code of conduct dressed in new clothing</p>	<p>Patchareerat Yanaprasaart <i>University of Basel</i> "For us, it's more about equal not being the same". Multilingual franca, a model in action for thinking, talking and living corporate diversity?</p>
<p>Herrmann Sebastian Dehnen & Toby Schroedler <i>RWTH Aachen University & Trinity College Dublin</i> The language path of venture capital receiving companies</p>	<p>Cheryl Cordeiro <i>University of Gothenburg</i> Using language metafunctions</p>

13:00-13:45 Keynote Address, Director Pia Friberg, Communications Operations, Wärtsilä Corporation, Wihuri hall, C-350

"Reflections on working in a multicultural environment: Case Wärtsilä"

13:45-15:45 Parallel Sessions II

Track 3: Language & HRM

Chair: Terry Mughan

Room: C-331

Track 4: Interactional Perspectives

Chair: Nigel Holden

Room: A-401

<p>Wei Lu <i>Aalto University School of Business</i> Does low English proficiency lead to high intention of turnover? A study on Chinese middle managers in a foreign MNC</p>	<p>Jane Lockwood, Gail Forey & Christine Simons <i>City University of Hong Kong</i> Virtual team communication: A linguistic perspective on who holds the power.</p>
<p>Markus Pudelko & Helene Tenzer <i>Tübingen University</i> The impact of language barriers on the career perspectives of foreign academics</p>	<p>Johanna Niskavaraa <i>University of Tampere Finland</i> L'usage des rituels communicatifs dans les interactions d'affaires.</p>
<p>Eeva Boström & Joachim Schlabach <i>Turku School of Economics</i> Exploring the plurilingual skills of the individual in the workforce in international business communication: A needs analysis</p>	<p>Amy Church-Morel <i>Université Savoie Mont-Blanc</i> Sensing language dynamics: A team-level approach to comprehensive language auditing</p>
<p>Tassilo Schuster & Helene Tenzer <i>Friedrich-Alexander University Erlangen-Nürnberg & Tübingen University</i> Language barriers in different forms of international assignments</p>	

Thursday, June 11th 2015

16:15-17:45 Parallel Sessions III

Track 5: The Role of Translators

Chair: Dardo de Vecchi

Room: C-331

Track 6: Language and Image Shaping

Chair: Linda Cohen

Room: A-401

<p>Susanne Tietze & Carole Tansley <i>Keele University, Keele Management School & Nottingham Business School</i> The translator as agent in management knowledge transfer</p>	<p>Jennifer Takhar (video conference) <i>Novancia Business School</i> Postcolonialism and the tendentious narratives of international marketing case studies</p>
<p>Marianna Gyapay & Louis-Marie Clouet <i>ISIT Paris</i> Translation as a key strategic tool for performance management</p>	<p>Peter Daly & Dennis Davy <i>EDHEC</i> Sense-giving and impression management in the entrepreneurial pitch: A critical analysis of French speakers pitching in English</p>
<p>Taeyoung Yoo & Cheol Ja Jeong <i>Hankuk University of Foreign Studies Seoul</i> Language barrier and knowledge transfer in multinational organizations: The moderating role of translators' task- and job-identities</p>	<p>Thomas Köllen & Tom Rankin <i>Vienna University of Economics and Business</i> Negative stereotyping of Germans in Austria: The nature and perception of linguistic lines of demarcation in the workplace</p>

Friday, June 12th 2015

09:15-10:00 Keynote Address, Prof. Robert Phillipson, Wihuri hall, C-350

"The Business of English, Global Panacea or Pandemic? Myths and Realities of 'Global' English"

10:30-12:30 Parallel Sessions IV

Track 7: Impact of Corporate Language Policies

Chair: Mary-Yoko Brannen

Room: Wihuri hall, C-350

Track 8: Language and Power

Chair: Rebecca Piekkari

Room: Fazer, C-331

<p>Anne Kankaanranta, Leena Louhiala-Salminen & Tiina Räisänen <i>Aalto University School of Business & Aalto University Language Centre</i> Conceptualizing 'English' as a multifaceted resource in the strategic internal communication of MNCs</p>	<p>Natalie Wilmot <i>Sheffield Business School</i> Language and the faces of power: A theoretical approach</p>
<p>Alexandru Praisler <i>"Dunarea de Jos" University of Galati Romania</i> Marcom language policy and website design with international companies. A case study</p>	<p>Claudine Gaibrois & Chris Steyaert <i>University of St Gallen</i> Beyond essentialism and competition: Investigating productive aspects of power in multilingual organizations</p>
<p>Vesa Peltokorpi & Sachiko Yamao <i>Japan Advanced Institute of Science and Technology & University of Melbourne</i> Host country national's corporate language proficiency and reverse knowledge transfer in multinational corporations</p>	<p>Dorte Lönsmann <i>Copenhagen Business School</i> Embrace it or resist it? Employees' reception of corporate language policies</p>
<p>Sabine Ehrhart & Helene Langinier <i>University of Luxembourg & Strasbourg School of Management</i> Which kind of language ecology for the multilingual workplace?</p>	<p>Betty Beeler & Philippe Lecomte <i>ESC Saint-Etienne & Toulouse Business School</i> Shedding light on the darker side of language in multilingual settings: A Bakhtinian approach</p>

Friday, June 12th 2015

13:30-15:30 Parallel Sessions V

Track 9: Language as a Stress Factor

Chair: Jane Kassis-Henderson

Room: A-401

Track 10: Language and Organization

Chair: Wille Barner-Rasmussen

Room: C-238

Track 11: The Strategic Dimension of Language

Chair: Rebecca Piekkari

Room: C-331

<p>Vasiliki Gargalianou & Katrin Muehlfeld-Kersten <i>University of Antwerp & Universität Trier</i> The effects of gender and personality on foreign language anxiety among adult multilinguals</p>	<p>Dajung Woo & Howard Giles <i>University of California, Santa Barbara</i> Language attitudes and intergroup dynamics in multilingual organizations</p>	<p>Jean-Louis Magakian, Valérie-Inès De la Ville & Nadège Mine-Dufraisse <i>EM-Lyon & IAE-Université de Poitiers</i> Le mot dans la pratique de penser la stratégie: L'exemple de la métaphore vive comme outil de médiation</p>
<p>Angela Mazetti <i>Teesside University Middlesbrough</i> A burning Issue: How 'stress talk' impacts recourse to stress management interventions within the UK Fire and Rescue Service</p>	<p>Fabio Meira <i>Universidade Federal de Santa Catarina Brasil</i> Company-promoted foreign language competency: A necessity or a benefit?</p>	<p>Benjamin Cole & Chen Xiao-Ping <i>Fordham University New York & Michael G. Foster School of Business, University of Washington, Seattle</i> Planting your idea in your boss' mind: A preliminary conceptualization of inception and its consequences in organizations</p>
<p>Vasiliki Gargalianou & Arjen Van Witteloostuijn <i>University of Antwerp</i> The impact of foreign language anxiety on employees' views about their work teams</p>	<p>Mehdi Boussebaa & Andrew D. Brown <i>School of Management - University of Bath</i> Englishization, identities and discipline</p>	<p>Minna Logemann, Rebecca Piekkari & Mirja-Liisa Charles <i>Aalto University, School of Business</i> Identification and textual agency in strategic change: A language-centered approach</p>

15:45-17:15 Parallel Sessions VI

Track 12: Language in Constructing Identities

Chair: Susanne Tietze

Room: Wihuri hall, C-350

<p>Anni Kari Björge & Sunniva Whittaker <i>NHH Norwegian School of Economics</i> Social identity in the linguistically and culturally diverse workplace: The impact of corporate values and language</p>
<p>Cornelia Caseau & Mihaela Bonescu <i>Groupe ESC Dijon</i> Identity building across cultures: The case of the Viennese Heurige</p>
<p>Gerlinde Mautner <i>Vienna University of Economics and Business</i> Organizational behaviour and the linguistic turn: A critical textbook review</p>

17:15- 17:30 Plenary and closing Wihuri hall, C-350

Conference Rooms:

Auditorium	Introductory plenary: Wihuri hall, C-350
Auditorium	Closing plenary: Wihuri hall, C-350
Rooms	Parallel sessions: Wihuri hall C-350, Fazer C-331, C-238 and A-401.

Coffee break, lunch and reception

Reception :	Restaurant Proffa
Coffee break :	Nokia lobby
Lunch :	Restaurant Perho (5 minutes from the School)

Scientific Committee

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

Organizing Committee

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General Information

CONNECTIONS BETWEEN AIRPORT AND HELSINKI CITY CENTER

Aalto University, School of Business is located in the Helsinki city center. The distance from the airport to the city center is 18 km. Travel time by bus 30–40 minutes.

Finnair City Bus

The trip by Finnair City Bus from the main entrance of Helsinki airport to Helsinki city centre (Elielinaukio, next to Central Railway station) takes about 30 minutes. Tickets from the bus driver at **6,30 €** one way. Payment by cash or credit card.

<http://pohjolanliikenne.fi/fi/index/palvelut/finnair-city-bus.html#citybus-english>

Bus 615

At the airport, the bus 615 leaves from terminal T1, platform 2 and from terminal T2, platform 21. In Helsinki, the bus leaves from the Railway station (Rautatientori), platform 3.

A one way ticket from the ticket machine or the driver costs 5 €.

<https://www.hsl.fi/en/timetables-and-routes/terminals/airport-connections>

Taxis

All official taxis are safe to use.

Taxi Helsinki : Taxi from the airport to the city center approximately 45 €, +358 100700.

<http://www.taksihelsinki.fi/en/content/ordering-taxi>

Airport Taxi Yellow Line: From airport to city centre with special price, +358 600 555 555,

http://www.airporttaxi.fi/index_airporttaxi_en.html

HOTELS

Please book your room directly from the hotel, except the bookings to Töölö Towers, which should be sent to bea.alanko@aalto.fi.

Radisson Blu Royal, Runeberginkatu 2, 00100 Helsinki, +358 20 1234 700 8 min. walk, 600 m
reservations.finland@radissonblu.com <http://www.radissonblu.com/royalhotel-helsinki>

Scandic Simonkenttä Helsinki, Simonkatu 9, 00100 Helsinki, +358 9 68 380 12 min. walk, 1 km
simonkentta@scandichotels.com
<http://www.scandichotels.com/Hotels/Finland/Helsinki/Scandic-Simonkentta/#.VDPAN6PyVaQ>

Crowne Plaza, Mannerheimintie 50, 00260 Helsinki, tel. 0800 113 113 15 min. walk, 1.2 km
terhi.lahteenmaki@restel.fi or marjaana.salomaa@restel.fi <http://www.crowneplaza.com>

Scandic Park Helsinki, Mannerheimintie 44-46, 00260 Helsinki, tel. +358 9 47371 14 min. walk, 1.1 km
parkhelsinki@scandichotels.com
<http://www.scandichotels.com/Hotels/Finland/Helsinki/Scandic-Park-Helsinki/#.VDO2FaPyVaQ>

Töölö Towers, Pohjoinen Hesperiankatu 23 A, 00260 Helsinki, +358 (0)2941 24727, 8 min. walk, 650 m
unihome@helsinki.fi. **Please email your room reservation to bea.alanko@aalto.fi**
www.unihome.fi

DOCTORS

Emergency Department of the HUS Töölö hospital is open 24 h, tel. +358 9 4711.

The hospital is located 5 minutes from the School by car, address Töölönkatu 40.

<http://www.hus.fi/en/medical-care/hospitals/toolo-hospital/outpatientclinics/emergency-department/Pages/default.aspx>

Suomen Terveystalo, Jaakonkatu 3 B, 3rd floor, Kamppi, 00100 Helsinki, +358 30 6000.

Located on a 10 minute walk from the School. Open 24 h. <http://www.terveystalo.com/en/>.

WORKSHOP DINNERS

Restaurant Mamma Rosa, a 15 minute walk from the school, <http://www.mammarosa.fi>

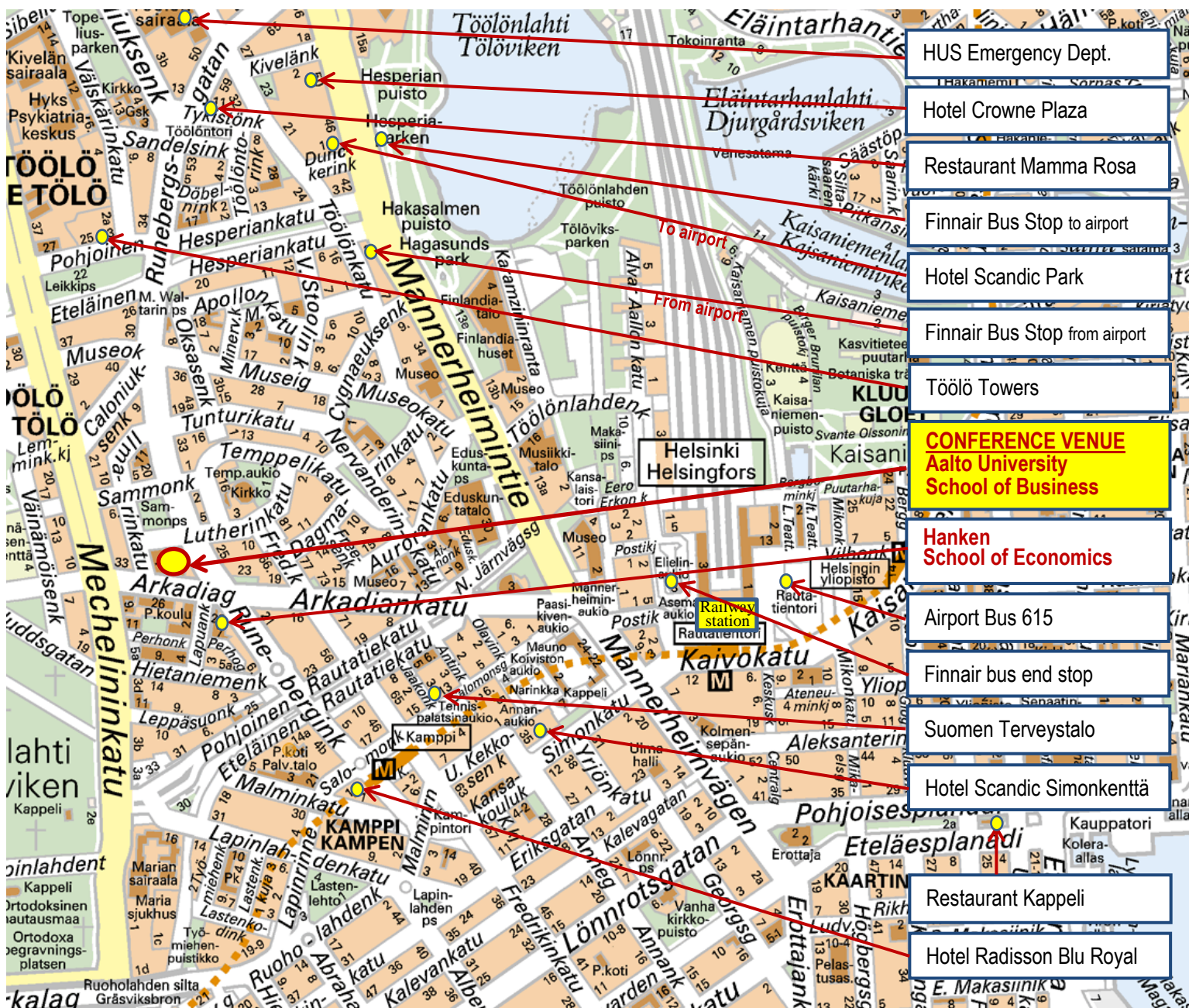


Restaurant Kappeli in the Esplanade park, a 20 minute walk from the school, <http://www.kappeli.fi>



PLEASE SEE ALL LOCATIONS BELOW ON THE AREA MAP.

AREA MAP OF HELSINKI CITY CENTER



- HUS Emergency Dept.
- Hotel Crowne Plaza
- Restaurant Mamma Rosa
- Finnair Bus Stop to airport
- Hotel Scandic Park
- Finnair Bus Stop from airport
- Töölö Towers
- CONFERENCE VENUE**
Aalto University
School of Business
- Hanken
School of Economics
- Airport Bus 615
- Finnair bus end stop
- Suomen Terveystalo
- Hotel Scandic Simonkenttä
- Restaurant Kappeli
- Hotel Radisson Blu Royal

200 m