



Sinergie
SIMA
Management
Conference



Special Track
CROSS-CULTURAL MANAGEMENT
In collaboration with IACCM



Sinergie-SIMA 2021 Conference

LEVERAGING INTERSECTIONS
IN MANAGEMENT THEORY AND PRACTICE

10-11 June 2021
Palermo, Italy



sinergie
italian journal of management



General program: Leveraging intersections in management theory and practice

<https://www.sijm.it/sinergie-sima-2021-conference/>

10-11 June 2021 – Palermo, Italy

The main topic of the conference will be discussed in plenary and parallel sessions on Thursday 10th and Friday 11th June 2021.

The plenary sessions will center on contributions from well-known academics and professionals who will participate in the debate as keynote speakers, discussants or interviewees. In the parallel sessions, full papers selected through a double-blind peer review will be presented.

One or more sessions will be dedicated to the presentation of extended abstracts to give conference participants the opportunity to present their most recent research and receive comments and suggestions from the session chair and other participants in constructive discussion sessions. A special track will be dedicated specifically to Management Case studies.

The official language of the conference is English, however the submission of full papers and extended abstracts in Italian is welcome and a selection will be included in specific sessions.

Conference Theme and Objectives

An intersection is “the point where two things come together and have an effect on each other”. This is the definition provided by the Cambridge Business English Dictionary. The same definition has offered inspiration for the design of the 2021 conference organized by SIMA, Sinergie and the University of Palermo.

Indeed, a multiperspective approach is needed to generate impactful new knowledge in the field of management studies. The legitimacy of management scholars in society increasingly rests on their ability to create social and economic value by finding solutions and offering effective and timely guidance to leaders in firms and institutions. This is especially true in face of the extraordinary economic, societal, health and environmental challenges firms and governments are currently tackling worldwide because of the COVID-19 pandemic.

At this link you can find the call for papers:

<https://www.sijm.it/sinergie-sima-2021-conference/call-for-paper/>

Special Joint Tracks

Special tracks are co-organized with specific international scientific academies or networks and will be held within the general conference. They will give participants an opportunity to meet international research partners and present their work in a focused context. Special tracks papers and extended abstracts are required to meet the same standards as manuscripts in the general conference; they will be reviewed by a dedicated group of reviewers.



Special track

Cross-Cultural Management

In collaboration with IACCM

Organizers: Chiara Cannavale and Marie-Thérèse Claes

The track Cross-Cultural Management aims at exploring the intersection between Cross-Cultural Management and the different areas of research in the field of management. Cross-Cultural Management arose during the '80s as a multidisciplinary field of research inspired by anthropology, sociology, psychology and by the behavioral theories applied in the field of organization. It has found a large application in management and marketing, in human resource management as well as in knowledge management or leadership. The different ways to approach the study of culture and to analyse the effects of cultural values strongly depend on the level of analysis (meso, macro, micro), and on the specific area of research. A long debate has been promoted about the limits of positivism, and the necessity to implement a post-modernist approach to cross-cultural management, but the different perspectives, the different paradigms and their effectiveness seem to rely on the specific aim and target of the different researches (management, marketing, human resources, technology and innovation management, communication, creativity, entrepreneurship.....)

This track welcomes contributions by scholars, young researchers and practitioners interested in developing the field of cross-cultural management, and in finding new applications of its contents. Contributions on the different approaches to study and compare cultures are also welcome.

Topics of interest include, but are not limited to:

- New frontiers of Cross-Cultural Management Research;
- Cross-Cultural Entrepreneurship and Innovation;
- Cross-Cultural marketing and communication;
- Identity and cohesion: how can we find a balance?
- ICT, smart working, and learning on distance: does culture play a role?

The Best Track Paper Award SIMA-IACCM will be awarded in the closing ceremony.

To submit full papers or extended abstract please follow the general conference instructions and templates <https://www.sijm.it/sinergie-sima-2021-conference/call-for-paper/>

Both extended abstract and papers have to be sent to: laura.ciarmela@sinergieweb.it and in copy to: chiara.cannavale@gmail.com and mtclaes@gmail.com

Please indicate in the proposal that you are submitting to this Special Track, mentioning in the object of your email: Submission Sinergie SIMA Conference 2021- FP or EA Special track Cross Cultural Management.

Deadline: March 15th

Suggested readings

Lee, E., Nguyen, D., & Szkudlarek, B. (2020). Global migration and cross-cultural management: Understanding the past, moving towards the future. *The SAGE Handbook of Contemporary Cross-Cultural Management*, 409.

Srivastava, S., Singh, S., & Dhir, S. (2020). Culture and International business research: A review and research agenda. *International Business Review*, 101709

Romani, L., Barmeyer, C., Primecz, H., & Pilhofer, K. (2018). Cross-cultural management studies: state of the field in the four research paradigms. *International Studies of Management & Organization*, 48(3), 247-263.

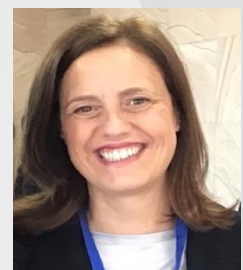
Tian, M., Deng, P., Zhang, Y., & Salmador, M. P. (2018). How does culture influence innovation? A systematic literature review. *Management Decision*, 56 (5), pp. 1088-1107.

Lücke, G., Engstrand, Å. K., & Zander, L. (2018). Desilencing complexities: Addressing categorization in cross-cultural management with intersectionality and relationality. *International Studies of Management & Organization*, 48(3), 294-313.

Chiara Cannavale

Associate professor
DiSAQ – Università di Napoli Parthenope

IACCM President



Marie-Thérèse Claes

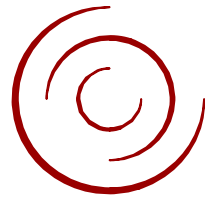
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Sinergie Italian Journal of Management (formerly Sinergie rivista di studi e ricerche) is a peer-reviewed scholarly publication (ISSN 0393-5108) focusing on the main trends in management studies. Founded in 1983. Free open access journal (www.sijm.it).

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Italian Society of
MANAGEMENT

Società Italiana di Management (or SIMA) is the Scientific Society of Italian Professors of Management. It was established in 2013 and currently has around 500 members. SIMA aims to contribute to the development and dissemination of excellent management knowledge in the academic, economics and social fi It works to promote management studies research in academic and scientific institutions (www.societamanagement.it) to address societal needs



Sinergie is published quarterly by Fondazione CUEIM, whose objective is creation and dissemination of the managerial culture in the society.