



IACCM 2020 Conference

Challenges in Innovation and Cross-cultural research

28th-30th October 2020 – Seville, Spain

The International Association of Cross-Cultural Competence and Management (IACCM) is an academic forum for experts in all fields of research who take an interest in and are concerned with cross-cultural topics. Workshop on 2020 will be organised by [Cátedra de Responsabilidad Social](#) of the University of Seville (Spain) in association with IACCM.

We hope that we are able to develop and share ideas on these concerns as well as discuss on recent research findings. In this context, IACCM 2020 Workshop will welcome any research focused on cross-cultural.

Tracks include but are not limited to:

- **TRACK 1. “Innovation and Sustainability: a Cross-Cultural approach”** (*Bernabé Escobar, María del Mar Miras*)

Markets, regulators and customers are pressuring organizations to behave in a socially and environmentally way, so that, sustainability is no longer an option for companies. Although there is a number of companies with high level of engagement, they need to continue develop new practices. Innovative companies will be able to find more sustainable solutions for business. According to Institutional Theory, countries’ culture have an influence on the innovation and sustainability practices that organizations carry out. Papers that analyses the relationship of these variables as well as the explicative factors of the them are welcomed.

- **TRACK 2. “New paradigms in cross-cultural research”** (*Marie-Thérèse Claes, Roger Bell*)

5 questions to focus on in our research and training:

- ✓ How can we favour sensitive and effective digital cross-cultural communication in the post Covid-19 world?
- ✓ How can we deal with power inequalities and the realities of neo-colonialism? Critical and post-modernist approaches need to be given more importance.
- ✓ How can we heighten awareness of cross-cultural bias, our own and that of others and focus on tools to identify bias and correct it?
- ✓ How can we move from a posture of neutral observers to commitment to social change in our research and training, explicitly advocating the values we stand for: equality, inclusion, social responsibility and freedom?
- ✓ How can we broaden our approach to overcome our occidental focus in order to better understand diversity?

- **TRACK 3. “Cultures of safety: Tensions and resolutions between good intentions and disastrous outcomes”** (*Gerhard Fink; Steven Wallis*)

The track shall be devoted to unanticipated bad consequences of single value-based policies, behaviors and actions, indicative of the need of considering interconnected values, actions and outcomes; resources and interactions between agents. Related issues may emerge at all levels of social systems, referring to individuals, groups of individuals, or social systems of different size (e.g., organizations at large, corporations, societies, cities, nations, and international organizations). Examples include (but not limited to): How good intentions

interrupt progress; case studies; comparing cultures of different attitudes toward safety; comparing single/few value cultures with many-value cultures; effects of open communication vs. secrecy.

- **TRACK 4. “Cross-Cultural Perspective on Creativity and Innovation”** (*Yochanan Altman, Chiara Cannavale, Fabrizio Maimone*)

Both at a country and at an organizational level, institutions and managers are working to foster creativity in order to guarantee high levels of innovation: new solutions are needed to face the crisis imposed by the COVID – 19 emergency. Creativity becomes more than in the past a key factor to fight stagnation, and to explore new business opportunities. In times of crisis, firms and institution have to manage high level of complexity, and more knowledge is needed on the effects of culture, both country and organizational, on creativity and innovation, so to understand the key factor which can help going out from the crisis, and reach sustainable level of competitiveness.

- **TRACK 5. “Cross-Cultural entrepreneurship: The future directions”** (*Iman Zohoorian Nadali, Lorenza Claudio and Anna Esempio*)

Globalisation is demanding new skills for entrepreneurs that are facing new opportunities and threats that extend national borders. Moreover, while moving abroad, entrepreneurs have to deal with different nations and different cultures: thus, the entrepreneur became a critical figure in order to understand and de-codify the unavoidable cultural distance, which should be used as a competitive advantage. Creating innovation and improving firm’s performance and growth in different cultural contexts results in successfully implementing the internationalisation strategy of the entrepreneurship. As a matter of fact, these new entrepreneurial figures are capable, on one side, to face the multiple cultural contexts in which they operate: geographic areas differ not only in term of values, practices or norms, but also concerning the functioning of institutions, the firms’ failure or success rates and consumers behavior. These are just some of the aspects that culture impacts on and that managers should be aware of. On the other side, entrepreneurs have to deal with the dynamism that characterise a VUCA world, which is not allowing them to create forecasts, and that is requiring rapid and flexible reactions. The latter are fundamental to create new opportunities from the international crisis or to generate the maximum gain from positive situations.

From these points, the need to go deeper into the analysis of the future directions that the cross-cultural entrepreneurship should follow, since the combination of the cross-cultural studies and the entrepreneurship field offer interesting insights for both practice and theory. This panel is welcoming papers focused on the characteristics that cross-cultural entrepreneurs should implement and the new entrepreneurial strategies that can be adopted in order to better face the world complexity, which is constantly increasing, as we witness.

-
- **TRACK 6. “Edutainment and Gamification for Intercultural Intelligence Training and Teaching”** (*Maria Todosiychuk and George Simons*)

Edutainment is a trend reaching new heights in adult education. Intercultural intelligence and Cultural Competence are no exceptions. A growing number of practitioners in our academic and professional fields use a wide variety of fresh perspectives and techniques to involve their audiences in the learning process and to make teaching more vivid, efficient and fun, and, above all, applicable to life, work and society. Edutainment itself is a vast part of modern pedagogy, which includes gamification, storytelling, drama and many other tools and methods. This conference track invites innovative and creative practitioners to submit proposals for presentations or small workshops which reflect their experience and expertise in researching, designing, creating, using, and evaluating fresh methodologies, games, instruments and tools that fall into the category of edutainment. We encourage you to enrich this track and provide conference participants with valuable insights and useful take-aways.

- **TRACK 7. “Intercultural learning for Migrant Children and Adolescents in the EU: Proposals, Challenges and Best Practices”** (*Sietar Spain*).

Intercultural education is a tool of social change and resilience which allows us to understand the mechanisms of social integration. It's a process that puts the school and the family at the heart. Paradigms emerge in this field but the axe is not yet well defined. However, it should be encouraged. This track aims to know what are the current updates and developments in theory, methodology and the practice of teaching, learning and consulting intercultural education for migrant children and adolescents in the EU? What challenges are practitioners, academics and intercultural professionals faced with? For instance, in this track we want to exchange experiences, best practices, innovation, insights and work towards solutions.

The PhD Workshop will be run on 28th of October (afternoon) and the main Conference will take place between 29th and 30th of October 2020. The Scientific program is expected to finish at lunch time.

PhD students working for their theses on topics connected to the conference are invited to submit a proposal by July 20th. If accepted, they will develop a poster and a short presentation to discuss their thesis on October 28th afternoon.

We are looking forward to welcoming you in Seville!

Submissions

Initial abstracts should be emailed to catedrars@us.es. Files should be sent in MS Word format, and the file name should be first author's surname in capital letters (i.e., for a paper with three coauthors: 'COBOS.doc').

The file should include a first page with the title and the contact details of all authors (name, surname, affiliation, phone and email). Additionally, the abstract should not exceed a maximum of 500 words and it should answer the following questions:

- Research Question(s): What is the submission's goal?
- Theoretical Framework: What main concepts, models or theories are used in the paper? Include 3-4 central references.
- Method: Which method is used for the research work?
- Findings: What are the main (expected) outcomes and results?

Abstracts will be reviewed and selected by the Scientific Committee of the conference.

Each individual is limited to one personal appearance on the programme as a presenting author after his/her full registration for the conference. In other words, an author can submit and present only one paper. However a presenter can always be a non-presenting co-author on additional papers.

In order to be included at the programme, at least one author of each accepted paper should be registered by 15 September 2020.

Key Dates

31 March 2020	Panels deadline (1st Call for Abstracts)
20 July 2020	Deadline for PhD Workshop
20 July 2020	Deadline for call for papers/Abstract submissions
30 July 2020	Notification of accepted abstracts
1 October 2020	Full papers submission
15 September 2020	Deadline for early-bird registration
1 October 2020	Deadline for Registration (final programme)

Venue

The conference will be held in Fundación Cajazol (<https://goo.gl/maps/XfnunLAeeDiAx6F27>).

Registration and Conference Fees

Registration for the conference should be done through filling a registration form (all the details about the payment could be found on the registration form). Upon receipt of your registration form and a copy of the bank transfer (email catedrars@us.es), the Congress Secretary will confirm your participation in the conference. You will receive a formal confirmation.

	Early bird	Regular
IACCM member, SIETAR member, University of Seville member, ASEPUC or AECA member	320 EUR	400 EUR
Non-member	400 EUR	480 EUR
PhD student fee	250 EUR	300 EUR
Accompanying person fee	180 EUR	220 EUR

For more detailed information on the conference, accommodation, the venue and logistics, please visit our website (<https://www.disaq.uniparthenope.it/iaccm-conference/>) or contact the conference chairs in catedrars@us.es.

Organising Committee Chairs

Bernabé Escobar
M. Mar Miras
Chiara Cannavale

Scientific Committee

M. Mar Miras-Rodríguez
Bernabé Escobar Pérez
Chiara Cannavale
Barbara Covarrubias Venegas

Marie-Thérèse Claes
Roger Bell
Fabrizio Maimone