



## **SIG 05 - GRDO - Gender, Race, and Diversity in Organisations**

We invite you to submit your research to explore the theme of *The Business of Now: the future starts here* for the EURAM 20<sup>th</sup> Conference.

We look forward to receiving your submissions.

### **ST05\_03 - Migration / Identity / Power: Integration and Cross Cultural Management Challenges**

#### **Proponents:**

Jasmin Mahadevan, Pforzheim University; Henriett Primecz, Corvinus University of Budapest; Lotte Holck, Copenhagen Business School; Vedran Omanovic, Gothenburg University.

#### **Short description:**

Organizational and societal diversity is increasing, with migration as a key contributing factor. Yet, often, we observe critical ideologies of difference and sentiments of presumed 'cultural difference' that exclude certain groups, such as migrants. Management thus needs to figure out how to meet integration challenges, how to value diversity and do justice to multiple cultures, and how to acknowledge the intersectionality of people's cultural and social identifications at work. We invite contributions that highlight critical effects and/or responsible practices, and that generally inform the management of culture, identity, diversity and migration.

We offer development towards a journal special issue (see full call).

#### **Long description:**

This standing track rests on the insight that any organizational or societal change towards increased diversity, for instance as triggered by migration, inevitably challenges established ideas of culture and identity, and is also linked to critical power-effects of who is (not) included and why. We thus wish to investigate how exactly culture, identity and power come together under the conditions of increased diversity.

Our 2020 motto is "migration", but contributions might also focus on culture, identity or diversity in general.

Our idea is to engage in conversation, to cross disciplines, and to develop and publicize knowledge long-term. To this end, we invite empirical and conceptual studies that highlight critical effects and/or best practices around issues of migration, integration, identity, culture or diversity, and that facilitate a more inclusive practice regarding these matters.

The starting point of this standing track is the realization that we need to bring together diversity studies and cross-cultural management to understand and manage the contemporary challenges associated with perceptions and realities of 'difference'. For instance, race, despite being neglected



by cross-cultural management, nonetheless influences cross-cultural interactions and corporate practices (Jackson, 2017). At the same time, there is also culture in diversity categories, for the same difference might be explained with 'race' in North America and with 'ethnicity', 'migration' or 'culture' in Europe (Lentin, 2008).

With diversity categories, we mean those markers due to which groups of people are systematically or historically disadvantaged. We consider culture as 'any learned and social way of how one is expected to do or perceive things' (our own words). Thus, cultural differences might also arise from interactions between professional, ethnic, religious, organizational groups, or involve diversity categories such as gender, age, tenure or others. Likewise, there might be culture in diversity categories and how they are used.

Migration complicates the picture, as it blurs and shifts the borders between 'we' and 'the other'. For instance, notions of ethnicity tend to underpin ideas of nationality and national culture (Barth, 1969), and migration challenges such dominant and culturally-learned requirements for identification, recognition and belonging.

We thus invite you to reflect upon, problematize and challenge with us the differences that seem 'normal', and to develop knowledge for helping organizations meet contemporary diversity, integration and cross-cultural management challenges responsibly.

We (Jasmin) are happy to discuss ideas and give advice in advance, also in light of our next publication, a special issue on "the politics of difference" (in Culture and Organization, 2022).

**Keywords:**

migration  
identity  
power  
diversity  
cross-cultural management  
critical

**UN Sustainable Development Goals (SDG):**

Goal 5: Gender equality, Goal 10: Reducing inequalities, Goal 16: Peace, justice and strong institutions, Goal 17: Partnerships for the goals.

**Publication Outlet:**

Special issue in Culture and Organization on the

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## **AUTHORS GUIDELINES**

<http://www.euramonline.org/submissions-guidelines-2020/authors-chairs-discussants-guidelines.html>