

21st CENTURY WAVES OF CHANGE

SIETAR
EUROPA
Congress2017

CULTURAL DEXTERITY FOR TURBULENT TIMES

22-27 MAY 2017
DUBLIN / IRELAND



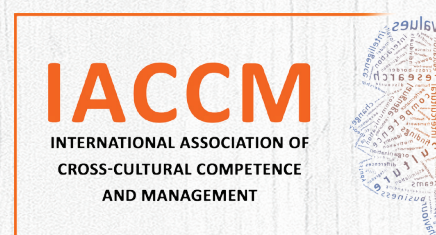
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WELCOME TO THE SIETAR EUROPA CONGRESS IN DUBLIN, IRELAND!



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STAY UPDATED! DOWNLOAD THE OFFICAL CONGRESS APP VIA:

https://whova.com/portal/sieta_201705

CONTACT US VIA:

dublin2017@sietareu.org | communication@sietareu.org

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Dear colleagues and friends,

it is a great pleasure to share with you the program for the SIETAR Europa congress entitled “21st century waves of change: Cultural dexterity for turbulent times”, which takes place in Dublin from 24-27 May 2017.

The congress brings together members, individuals and representatives from all over the world. The global SIETAR network is the largest intercultural society worldwide, committed to fostering awareness and the development and application of knowledge, values and skills enabling effective intercultural and interethnic relations at the individual, group, organisation and community levels. The network is multi-disciplinary working across the fields of anthropology, psychology, sociology, education, management, international relations, religion, gender studies, cultural studies and political science.

Coming from a multi-disciplinary membership base, it was important to not only capture intercultural relations on all these levels but also look at the bigger picture, at how socio-economic and political events and connections are changing our cultural landscape and world order.

With all these diverse interests, concerns and topics, we are pleased to offer four practitioner tracks:

Track 1: Business and organisational challenges

Track 2: Socio-political concerns

Track 3: Shaping intercultural professions

Track 4: Practicing perspective change

In addition to these four tracks, we are pleased once again to include an **academic track** in cooperation with the IACCM for the second consecutive SIETAR Europa congress thereby bringing the research element back to SIETAR. We also once again present the **SIETAR Film and Media Festival** which illustrates how the diversity of culture can be a means of raising awareness and fostering understanding and dialogue.

We received 228 papers and were able to accept 84 in the practitioner and 54 in the academic tracks, plus 10 films. The formats of presentations include TED style talks, workshops, panels and roundtables. We have excellent keynote speakers who join us each day to pose some questions, share their insights and views in the intercultural field. It is always difficult to select final papers, however the selection was done through a review process where each contribution was reviewed by two people. We are thankful to our members and participants who submitted papers, who made their way to the congress, who continue to add value to the intercultural field and to the SIETAR family.

SIETAR is a fully voluntary organisation and so each congress is made possible through the sheer passion, commitment and devotion of the members and individuals who come together in different committees and work tirelessly to put on a high quality, inspiring and engaging event.

I wish to thank all members, individuals and organisations who support SIETAR, and who have made this congress possible. The list is long, but I am warmed by each person's dedication and commitment to the beliefs and values of SIETAR and to the sense of community that we share.

Without further ado, may I wish each of you an excellent congress, may you continue your path to discover, learn and share!

All things good,
Dr. Pari Namazie
SIETAR Europa President

CONGRESS EVENT OVERVIEW

Wednesday, 24th of May 2017

- 18:00 - 19:00 **IACCM General Assembly** (Room E 301)
- 18:30 - 20:00 **Welcome reception** (DCU Auditorium & Atrium)
Enjoy a glass of wine and a chat with other congress participants.

Thursday, 25th of May 2017

- 8:30 - 9:45 **Congress opening** & facilitated keynote session (Room E 218)
- 14:30 - 15:30 **Newcomers meeting** (Room E 301)
SIETAR Europa invites all the newcomers to join this session.
- 18:15 - 20:15 **SIETAR Europa World Café on Migration** (Room E 224)
Join us for a discussion on the current situation of Migration in Europe and the role of Interculturalists.

Friday, 26th of May 2017

- 8:30 - 9:45 **Opening – Day 2** (Room E 218)
- 12:00 - 13:30 **SIETAR Global Connect Presidents' meeting** (Room E 301)
- 13:30 - 14:30 **SIETAR Europa National Presidents' lunch** (DCU Canteen)
- 18:15 - 19:45 **SIETAR Europa General Assembly** (Room E 301)
- 20:00 - open end **Gala dinner** (Regency Hotel)
Join us for a festive dinner with Irish Dancers and dancing party.

Saturday, 27th of May 2017

- 9:00 - 9:45 **Opening – Day 3** (Room E 218)
- 16:30 - 18:30 **Maria Jicheva Remembrance** (Room E 301)



Track 1: Business & organizational challenges

getting on board and working together

What does it mean to work together?

How can multicultural as well as virtual teamwork be enhanced?



Track 2: Sociopolitical concerns

we are all in the same boat

How can cultural sensitivity become part of the creation and application of arts, law, media, health and education systems?



Track 3: Shaping intercultural professions

setting the sails to develop competence

What are the recent updates and fresh developments in theory, methodology and practice?

How can SIETAR Europa contribute to the professionalization of the intercultural field?



Track 4: Practicing perspective change

setting our compass

What are the opportunities & challenges of hybrid identities?

How do Europeans & non-Europeans participate in shaping European cultures?



Track 5: IACCM Academic Track

The academic track of the SIETAR Europa Congress 2017 is organized in cooperation with the IACCM (International Association of Cross-Cultural Competence and Management). About IACCM: www.wu.ac.at/iaccm/about-iaccm/



FILM & MEDIA FESTIVAL

The 6th SIETAR Film & Media Festival 2017 welcomes filmmakers whose work puts them at the interface of culture.



Academic Paper



Panel



Poster session



Roundtable



TED talk



Workshop

ABOUT DUBLIN



Dublin is a culturally diverse city with great museums (many of which are free of charge) and the hub of many international businesses. Whether it is about art, antiques, film, design, or theatre, there is a lot to see and do in Dublin.

Dublin was founded by the Vikings in the 9th century. Today it is a vibrant information technology hub on the River Liffey, near the east coast of the independent Republic of Ireland.

Dublin is the capital of the Republic of Ireland. The city has a population of more than 500,000 people, with a metropolitan area of more than 1.8 million inhabitants.

Dublin International Airport is the main gateway from outside the island. There are also ferry boats to England and France and a good road network to other cities and points of interest on the island.

Within a day's excursion, you can discover the city of Belfast in the north, and beautiful natural landscapes such as the Cliffs of Moher. As night falls, Dublin is known for its pubs, with some, such as The Old Storehouse, offering live musical entertainment.

Dublin Tourist Board. Discover the top things to do, such as self-guided walking tours, restaurants, theatre, nature and coast. For more information, go to www.visitdublin.com/!

Welcome!



GETTING TO THE CONGRESS AND REGISTRATION



DCU Dublin City University:

St. Patrick's Campus (Block E)
Drumcondra Road Upper, Drumcondra
Dublin 9, Ireland

Here are some links on how to reach the DCU St. Patrick's Campus:

By bus:

Public Connectivity to DCU: https://www.dcu.ie/info/public_transport.shtml

Dublin bus - Real time information service can be found here: <https://www.dublinbus.ie/>.

By taxi:

from the airport, for 15 euro one-way; airport Taxi: <http://www.airporttaxi.ie/>

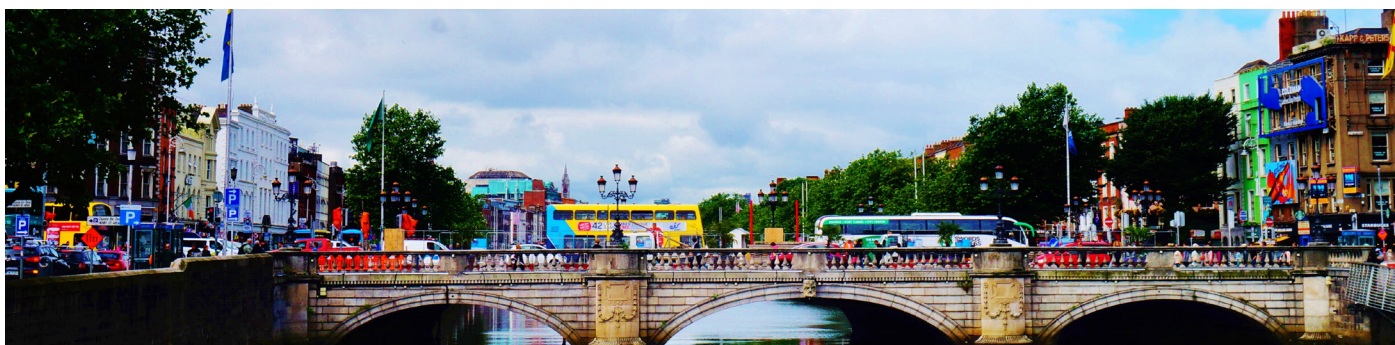
Registration:

The registration desk is located on the ground floor of the DCU. Allocated times for the registration are:

Wednesday, 24th of May	10:00 - 18:30
Thursday, 25th of May	8:00 - 17:00
Friday, 26th of May	8:00 - 17:00
Saturday, 27th of May	8:30 - 11:00

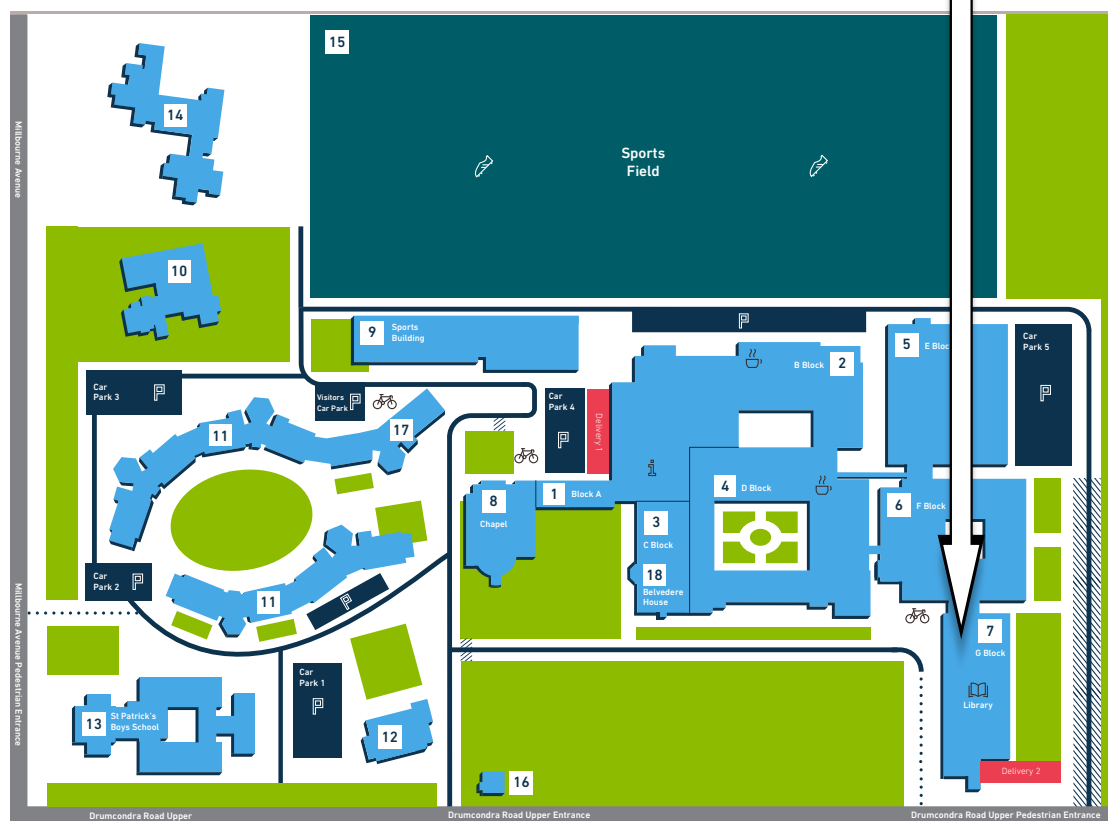
Registration for all the university accommodations takes place on Wednesday between 15:00 - 22:00.

Meals & Coffee breaks: Coffee breaks take place on the ground floor outside the congress rooms, in the foyer and in room E224 where the exhibitor stands are located.



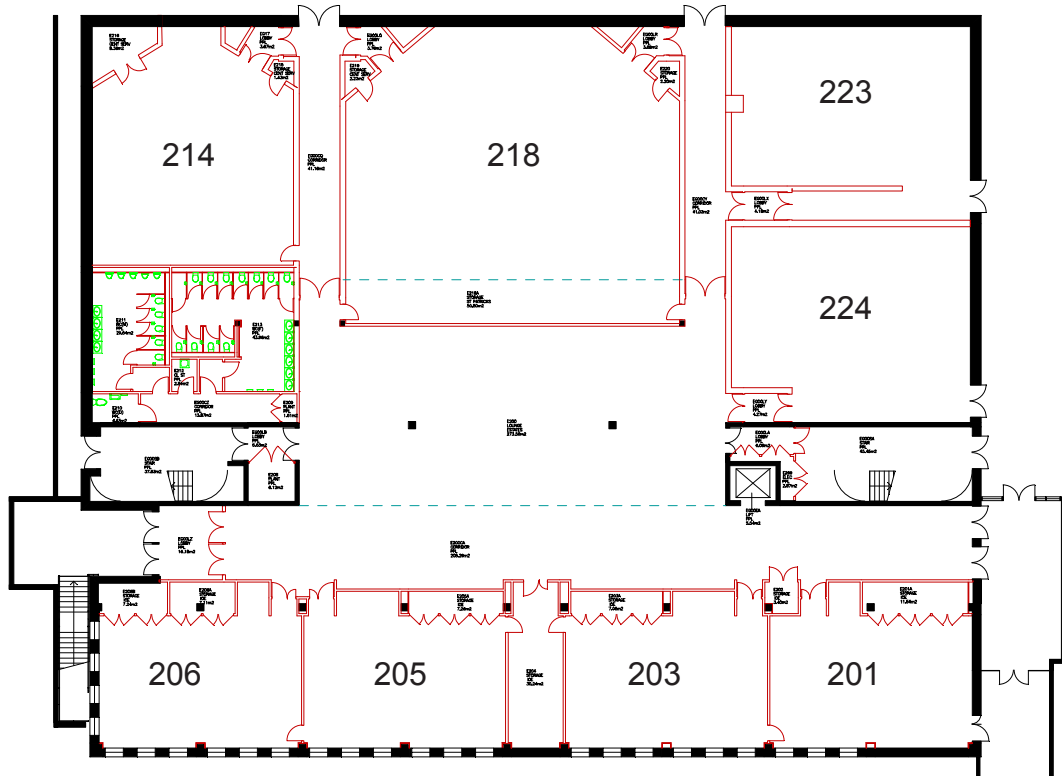
MAP OF THE DCU ST.PATRICK'S CAMPUS

The congress will take place in block E (follow arrow).

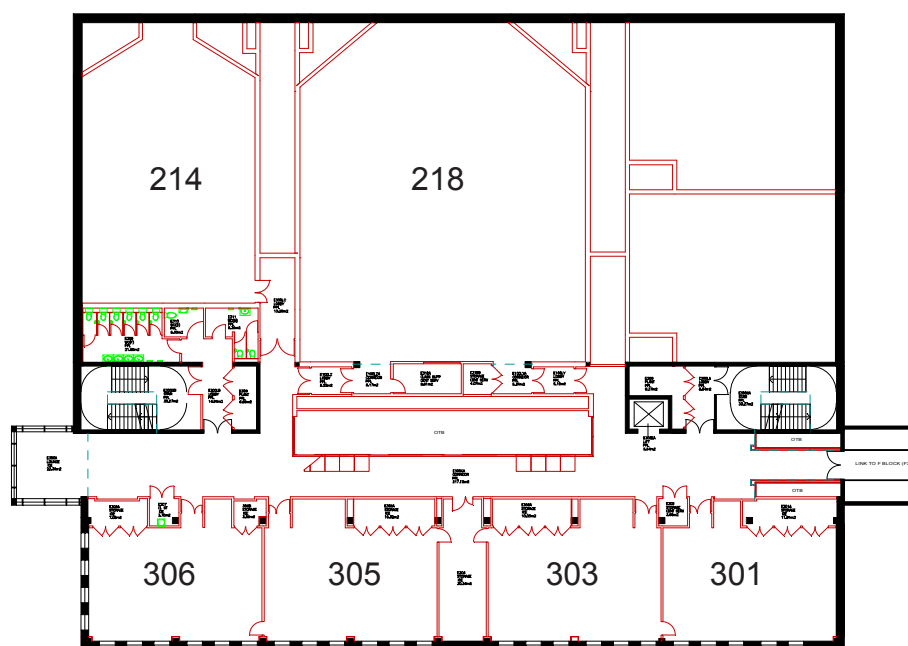


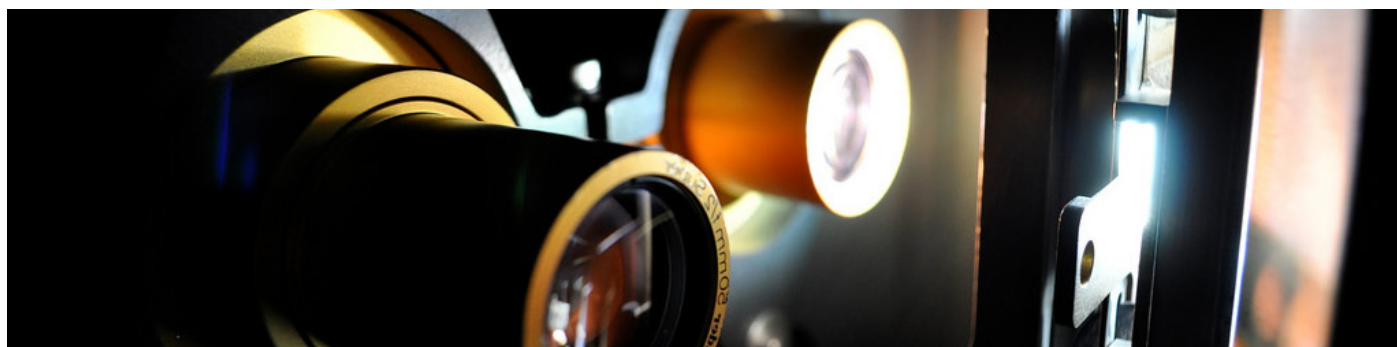
GROUND FLOOR PLAN OF BLOCK E — DCU ST. PATRICK'S CAMPUS

Ground floor plan



First floor plan





Welcome to the Film and Media Festival at the SIETAR Europa Congress 2017!

This year the Film Festival team, led by Marianne van Eldik Thieme, chose movies corresponding with the four tracks of our congress' programme.

Track 1 "Business & Organizational Challenges", responsible: Matthew Hill

Track 2 "Socio-political concerns", responsible: Marianne van Eldik Thieme, assisted by Mijnie Oosterom

Track 3 "Shaping intercultural professions", responsible: Maura di Mauro

Track 4 "Practicing perspective change", responsible: Nouredinne Erradi

On Thursday, the 25th of May 2017, movies corresponding to Track 3 and 1 are going to be shown. In Track 3 documentaries focus on responsible tourism and in Track 1 films focus on business aspects and characteristics of Irish culture.

On Friday, the 26th of May 2017, movies corresponding to Track 4 and Track 2 are going to be shown. In Track 4 the focus is in mobility and identity and Track 2 films focus on socio-political concerns of crossing borders.

OVERVIEW

Thursday, 25th of May 2017

10.00 – 11.30	"Holi-days" by Randi Malkin Steinberger
12.00 – 12.45	"Ni Hao Holland – The Chinese are coming" by Willem Timmer
12.45 – 13.30	"Framing the Other" by Willem Timmer
14.30 – 15.10	"Will you have a cup of tea with Father Ted?" presented by David Walsh
15.20 – 16.00	"The Vikings, what business can learn from them" presented by Joseph Kearns
16.30 – 17.30	"Cinema Film Clips Used to Illustrate Intercultural and Diversity Learning Points when Training Business Executives" presented by Matthew Hill

Friday, 26th of May 2017

10.00 – 11.00	"Go back to where you came from" by Ivan O'Mahoney
12.00 – 13.30	"The Mayor, mobility is a human right" by Bregtje van der Haak
14.30 – 16.00	"Crossing Borders" by Arnd Wachter
16.30 – 18.00	"Stranger in Paradise" by Guido Hendrikx

“Holi-days” - 50 min - by Randi Malkin Steinberger

Thursday, 25th of May 2017 | 10.00 – 11.30

Why do we visit pilgrim's places, art capitols and tourist's paradises en masse? Travelling from Jerusalem via Florence to Las Vegas, Steinberger takes the answers to these questions to an increasingly general plane. In Jerusalem (welcoming 3 million visitors a year), we see tourists visiting the holy places, buying souvenirs and putting themselves through torments that Jesus Christ once endured. What they are looking for is elucidated in short statements by pilgrims, tour operators, church leaders, guides, scientists, souvenir vendors, etc. All these opinions put forward a few basic ideas. Tourism and commerce overgrow religion. Sacred places and objects give people the feeling that they are part of some higher order. In the same way, we look at Florence, where each year 6 million tourists drink in the prime of Renaissance Art. The (street) interviews allow the same conclusion as in Jerusalem. People feel dumbfounded and overwhelmed. The countless tourists and the massive trade in souvenirs 'have turned the city into a congealed moment in time.' The climax of this film journey is reached in Las Vegas. In this city, 36 million people a year enjoy replicas of famous cities and monuments, cinematic reconstructions of historical moments, spectacular shows and dazzling gambling palaces. Here, the reality, which people also look for in Jerusalem and Florence, is better and more typical (and even more soulless) than in reality.

Additional information: we will screen more film trailers on mass tourism, a discussion with the audience after the screenings will take place.

“Ni Hao Holland – The Chinese are coming” - 24 min - by Willem Timmer

Thursday, 25th of May 2017 | 12.00 – 12.45

Ni Hao Holland is a documentary about Chinese tourists and their quest for the authentic Dutch experience. Cherry has long dreamt of swapping her home city Beijing for the Dutch village Giethoorn. She has heard and read a lot about this mythical place. The day arrives that she and her friend hop on the plane in search of adventure.

In the meantime, entrepreneurs from Giethoorn work hard behind the scenes to cater to this 'Holland experience'. They want to make the most of the fast-growing flow of Chinese tourists in their village. How is this authenticity created by some and experienced by others?

Additional information: Q&A after the screening with Ilja Kok (producer).

“Framing the Other” - 9 min - by Willem Timmer

Thursday, 25th of May 2017 | 12.45 – 13.30

The Mursi tribe lives in the basin of the Omo River in the south of the east African state of Ethiopia. The women are known for placing large plates in their lower lips and wearing enormous, richly decorated earrings. Every year hundreds of Western tourists come to see the unusually adorned natives; posing for camera-toting visitors has become the main source of income for the Mursi. To make more money, they embellish their “costumes” and finery in such a manner that less of their original authentic culture remains. The film contrasts the views of Mursi women and those of Dutch tourists preparing for a meeting. This humorous and at the same time chilling film shows the destructive impact tourism has on traditional communities.

Additional information: Q&A after the screening with Ilja Kok (producer).

Irish Culture and Training Business Executives

“Will you have a cup of tea with Father Ted?” - 40min - Arthur Mathews & Graham Linehan, presented by David Walsh

Thursday, 25th of May 2017 | 14.30 – 15.10

‘Will you have cup of tea’ was a question frequently asked by Mrs Doyle, one of the key characters in the Irish comedy series, Father Ted and she didn’t take no for an answer! So how much of Irish culture is reflected in the behaviours of the shows main characters and what can we learn from them about the Irish and their way of life? This will be the focus of this presentation by David Walsh.

The presentation will explore Irish culture as its reflected in Father Ted. Participants will view a selection of short clips from the series and will explore just how the show’s writers have managed to weave ‘Irishness’ into the shows script. They will take away a range of understandings and insights into Irish culture which are designed to deepen their understanding of the Irish and their way of life. Father Ted is a sitcom that was produced for Channel 4. Written jointly by Irish writers Arthur Mathews and Graham Linehan and starring a predominantly Irish cast. Set on the fictional Craggy Island, a remote location off Ireland’s west coast, the show starred Dermot Morgan as the eponymous Father Ted Crilly, alongside fellow priests Father Dougal McGuire and Father Jack Hackett. Exiled on the island for various past incidents, the priests live together in the parochial house with their housekeeper Mrs. Doyle. The show was critically acclaimed, receiving multiple BAFTA (The British Academy Television Award) for Best Comedy Programme or Series awards, and remains a popular sitcom in Britain and Ireland.

Additional information: includes extended discussion with the audience.

“The Vikings, what business can learn from them” - 40min - presented by Joseph Kearns

Thursday, 25th of May 2017 | 15.20 – 16.00

The Vikings, who eventually became the Normans, were arguably one of the most successful groups in history due in many ways to their adaptability and pragmatism – two critical requirements of any successful business. But, like in any business, things didn’t always go well... They had one notable failure in Greenland and this story provides lessons for those involved in Mergers and Acquisitions. The Vikings have lessons for companies with complex market relationships, for example, those simultaneously in competition and cooperation with other companies. Vikings often started by raiding ‘rich’ sites to steal what they could. But as their victims became stronger they learned that trade and co-operation were more profitable than sacking and pillaging in the long term.

Additional information: includes extended discussion with the audience.

“Cinema Film Clips Used to Illustrate Intercultural and Diversity Learning Points when Training Business Executives” – 60 min – presented by Matthew Hill

Thursday, 25th of May 2017 | 16.30 – 17.30

Matthew Hill will be introducing a number of cinema film clips from US and World Cinema that can be used in the training room to provoke debate by referencing cultural conflict, hierarchical leadership in action, shocking selling scenarios and dynamic team building in business. The session will be interactive with SIETAR attendees experiencing some of the intended learning points during the session. The screening will be accompanied by a cinema film clip resources list for the attendees to take away and use in their everyday intercultural training, coaching and teaching work.

Additional information: includes extended discussion with the audience.

Mobility and Identity

“Go back to where you came from” - 45min - by Ivan O’Mahoney

Friday, 26th of May 2017 | 10.00 – 11.00

In this powerful series six ordinary people challenge their preconceived notions about refugees and travel to some of the most dangerous and desperate corners of the world, re-tracing the journey of asylum seekers. Deprived of their wallets, phones and passports, the participants are forced to live like refugees. Eventually they find themselves ‘going all the way back’ to war zones that refugees have been trying to escape. After 25 days, the groups meet for a final debrief with host David Corlett. Some have changed their opinions, some have not, but it is clear that regardless of their views, not one of the participants has escaped unaffected by this intense journey.

Additional information: includes extended discussion afterwards with the audience.

“The Mayor, mobility is a human right” – 48 min - by Bregtje van der Haak

Friday, 26th of May 2017 | 12.00 – 13.30

Mayor Leoluca Orlando of Palermo fights for the acceptance of mobility as a human right. In the port of Palermo, he welcomes all migrants from Africa, making no distinction between political asylum and economic refugees. At the Global Parliament of Mayors in The Hague, he launches his revolutionary idea.

Additional information: includes Q&A afterwards with the mayor Leoluca Orlando via Skype.

Social-political Concerns

“Crossing Borders” - 60min - by Arnd Wachter

Friday, 26th of May 2017 | 14.30 – 16.00

Crossing Borders, a documentary by Crossing Borders Films, follows four Moroccan and four American university students as they travel together through Morocco and, in the process of discovering The Other, discover themselves. With group travels and frank discussions, the students confront the complex implications of the supposed clash of civilizations between Islam and the West. At a time when public figures spout xenophobic prose that rejects religious and national groups in their entirety, this hopeful film demonstrates the power of curiosity and empathy to triumph over fear and judgment when people are willing to open their hearts and minds to new ways of seeing each Other and the world. The relationships formed through shared experiences contrast sharply with the media-shaped views Americans and Muslims have of each other. Humor, honesty and a willingness to be challenged all bring individuals closer to each other and the relationships that develop disarm hidden stereotypes.

Additional information: includes extended Q&A afterwards with the director Arnd Wachter.

“Stranger in Paradise” - 70min - by Guido Hendrikx

Friday, 26th of May 2017 | 16.30 – 18.00

“We don’t want you. We just can’t do it.” In a classroom, a teacher uses math to explain to a group of refugees what their arrival will cost society. The asylum seekers try to refute the figures. They will work, won’t they, and contribute to society? The teacher shatters their illusions: half of them will never find work. In three acts, director and screenwriter Guido Hendrikx explains the European view of the refugee crisis. The man receives three groups of migrants, each time adopting a different attitude: dismissive in the first part, then full of empathy and good will in the second. In the last part, he represents actual European immigration policy, with all its complex rules. Hendrikx shows where the refugees’ dreams clash with reality and forces us to think hard about our own position. Is it human to categorize someone else’s life? The absurdity of the dilemma is expounded upon in the prologue and epilogue to this political essay.

Additional information: includes extended Q&A afterwards with the director Guido Hendrikx.

CONGRESS OPENING: KEYNOTES & FACILITATED DISCUSSION

Thursday, 25th of May 2017



Dr. Mai Nguyen-Phuong-Mai

8:30 - 9:45

How do evolutionary biology and neuroscience challenge our Intercultural communication theories?

The field of cultural studies has been visited and shaken lately by some of the most impressive studies on culture conducted by natural scientists. It is a situation that some scholars have considered to be “a wee bit of irony”, that we need colleagues from natural sciences to convince us that nothing about culture actually makes sense, unless being put under the interdisciplinary light with evolution and biology.

This keynote summarizes the leaning points of Nguyen-Phuong-Mai, an interculturalist, when she encounters this emerging field of cultural neurosciences – a discipline that has merely put its name on the radar for less than a decade. The insight challenges our tradition of intercultural theories, inviting us to re-evaluate and refresh our understanding on many fronts, such as the purpose of culture, the binary system of values, the static paradigm, and the notion that individuals are products of culture. Intercultural communication is an interdisciplinary science. And in order to keep up with the complexity of this changing world, it should stay updated.

Dr. Nguyen-Phuong-Mai is an associate professor at the Amsterdam School of International business, specialized in intercultural management, organization leadership and change, as well as Middle East studies.



Dr. Randall Hansen

8:30 - 9:45

Refugees, Immigrants and Others: Defending Immigration in a Populist World

In Europe and the United States, opposition to immigration is rising. In the United States, a presidential candidate who called Mexicans criminals and rapists and who promised to build a wall between the US and Mexico enjoys over 40% support among the American electorate. In the UK, the ‘leave’ campaign won the June 23, 2016 referendum on remaining in the EU on the back of a nakedly anti-immigration campaign. And across Europe, far-right parties – the Freedom Party in the Netherlands, the Front National in France, the Danish People’s Party – are enjoying record levels of support. Even Germany, which used to be a no-go for the far right, has seen the Alternative for Germany win as much as 20% in state elections.

In Europe, three factors have conspired to create a crisis out of immigration. The first is the post-2015 mass influx of refugees, arriving mostly in Germany, Sweden and Austria (in that order). The second is intra-European migration, chiefly East Europeans moving west. And the third is a global rise of populism, in which unscrupulous politicians seek easy answers to complex problems. Demonizing immigrants is one easy answer.

The lecture will provide a brief overview of immigration streams, examine the economics of immigration, and discuss how Europe can exit its current immigration crises.

Dr. Randall Hansen is professor and director of the Centre for European, Russian and Eurasian Studies at the Munk School of Global Affairs in the department of political science at the University of Toronto.

Friday, 26th of May 2017

8:30 - 9:45

Navigating Hybrid Identities in a Globalized World: A Non-European Prospective

The massive transnational migration of labour, refugees, and sojourners in recent decades has birthed a broad range of social contestations, political deadlocks, and economic anxiety among host societies. This tension is experienced by both dominant and non-dominant group members, and even within communities that are traditionally multicultural and immigrant friendly.

The cultural fault line is not only politically divisive, but has in recent years fuelled an intense debate and soul searching on what should be the demographic texture of the recipient or native culture (e.g., should the country be mono- or multicultural? What is the preferred intercultural orientation in pluralist societies?), and how should non-dominant groups behave to be accepted as participating members in the host society (e.g., what to wear, what language to use).

This evolving socio-political landscape has given rise to the discourse on hybrid identity; how marginalised groups traverse between two or more ostensibly competing cultural identities. This presentation offers a comparative reflection from a non-European perspective – namely Singapore and her regional neighbours – on the manifestation and management of cultural hybridity and the reaction and response among the players. This is followed by a scholarly review on a recent initiative based on the social markers of acculturation – a benchmarking exercise on indicators of effective naturalisation – and the implications to policy formulation. Data from a recent cross-national study using the markers of acculturation from Finland, Canada, Japan and Singapore will be presented and discussed.

Dr. Chan-Hoong Leong is head of the Social Lab and Senior Research Fellow Institute of Policy Studies at the National University of Singapore, Singapore.



Dr. Chan-Hoong Leong

8:30 - 9:45

What culture got to do with it: Setting an agenda for studying culture in the modern workplace

Intercultural communication (ICC) particularly in relation to the inter-national and more recently globalised economy has attracted significant interest over the years and the notorious difficulty associated with defining the core terms, notably culture and the intercultural, is well known and widely cited. Since the 80s the number of studies has grown exponentially and ICC skills and competences are commonly associated with a global mindset and the skills individual needs to have or acquire in order to interact successfully and work efficiently in multinational contexts. ICC is also commonly associated with, at least hopes for, team harmony and respect as well as tolerance and empathy. What these ideals mean, for whom and whether they can be achieved, however, is far from straightforward.

Accordingly, in this paper she discusses some of the dominant approaches to intercultural communication research and reflect on their strengths and limitations. Her aim is



Dr. Jo Angouri

KEYNOTES & FACILITATED DISCUSSION

not to engage in the well-known debate between Positivism and Constructionism. and she will not argue for a 'one size fits all' theory. To the contrary, she aims to problematise some core assumptions that have been widely adopted in this field of research and she argues for a holistic and context sensitive approach drawing on a range of current and past projects in professional communication.

She also pays special attention at the gap between ICC theory and practice. Current conceptual work in ICC training by and large pivots on the concept of 'difference' and the need for understanding the cultural 'other'. She starts from a different premise here and discuss how reflexivity and understanding of the context and situated 'self' can equip individuals with skills and attributes that are relevant to the modern workplace. She closes the paper with a framework for studying culture at work and argues for a multidisciplinary agenda bringing together academic research and professional practice.

Dr. Jo Angouri is an associate professor at the University of Warwick..

Saturday, 27th of May 2017

9:00 - 9:45

Can We Speak of Evidence-Based Cross-Cultural Management?

This presentation will highlight some of the challenges that arise in institutionalising the evidence-based model. In particular, it will explore three distinct, but overlapping debates that have significance for the contemporary evidence-based management movement and its growth.

Arising from the call for 'engaged scholarship', it will revisit some of the main trajectories underscoring the emergence of the academic practice divide inherent in business scholarship. In so doing, it will call attention to the consequences of this divide for the nature and state of the contemporary business school on the landscape of higher education, along with preferred approaches to education, professional development and industry engagement which distinguish business education from other disciplines. In a second thread, it will review the root trajectory of the evidence-based management movement as a counterforce against drift and an effort at enhanced systematics.

Beginning with a summary account of its genesis, it will then turn to its import for management scholarship and practice, calling attention to aspects of the manner in which we build cumulative knowledge in our field. In particular, it will scrutinise the extent to which we truly engage with that which has previously been established as part of the effort at building new knowledge. Finally, it will draw upon the example of cross-cultural research in order to illustrate some of the inherent contestations that arise when trying to build evidence based knowledge in the social sciences.

Professor Michael Morley teaches at the Kemmy Business School of the University of Limerick in Ireland and was past president of the International Federation of the Scholarly Associations of Management.



Prof. Michael Morley

CHECK THE CONGRESS PROGRAMME WITH THE WHOVA APP

Check details of the programme online with detailed workshop descriptions and extended abstracts on the contributions from the film festival on the SIETAR Europe congress website or use our **official congress App: Whova!**

Last minute changes will be announced via the Whova App!



Online programme on SIETAR Europa congress website can be found here:
<http://www.sietareu.org/the-congress/programme>



Whova App can be downloaded from here:
https://whova.com/portal/sieta_201705

PROGRAMME OVERVIEW

Wednesday, 24th of May 2017

The programme has been updated last on the 21st of May 2017

Start	End	Length	Room E 303 CEMS Doctoral Workshop/Academic Track
			Session: Intercultural Competence Development Chair: Thomas Greenaway
15.00	15.30	0.30	16 Binder, Nadine: "Promoting and Assessing Students' Intercultural Competence Development - The Role of Self-Reflection, Peer-Learning, and Multi-Method Assessment" (Discussant: Gerhard Fink)
15.30	16.00	0.30	236 Gomez Jimenez, Aurora: "Intercultural Competence and collaborative online learning" (Discussant: Gerhard Fink)
16.00	16.30	0.30	COFFEE BREAK
			Session: Sociocultural Competence Chair: Nadine Binder
16.30	17.00	0.30	226 Greenaway, Thomas William: "Creating 'Global Graduates': in what ways do students develop teamwork skills and intercultural competencies through teamwork?" (Discussant: Marie-Therese Claes)
17.00	17.30	0.30	150 Sosa, Tatiana: "Sociocultural pressures, idealization of the thin ideal, body dissatisfaction and academic achievement: A comparison of adolescent Latinas and European Americans" (Discussant: Marie-Therese Claes)
17.30	18.00	0.30	79 Darren, Chong: "Confucian Values and Expatriates' Intercultural Competencies – A Case of Chinese Expatriates in Poland" (Discussant: Marie-Therese Claes)
IACCM GENERAL ASSEMBLY 18:00-19:00 (Room E 301)			

Additionally: 18:30 - 20:00 **Welcome reception** (DCU Auditorium & Atrium)

PROGRAMME OVERVIEW

Thursday, 25th of May 2017

Start	End	Length	Film Festival	Track 1: Business & Organizational Challenges	Track 2: Sociopolitical concerns	Track 3: Shaping intercultural professions	Track 4: Practicing perspective change	Academic Track	Academic Track
8.30	9.45	1.25							
CONGRESS OPENING: KEYNOTES & FACILITATED DISCUSSION (Room E 218) Dr. Mai Nguyen-Phuong-Mai: "How do evolutionary biology and neuroscience challenge our intercultural communication theories?" Dr. Randall Hansen: "Refugees, Immigrants and Others: Defending Immigration in a Populist World"									
			Room E 223	Room E 206	Room E 205	Room E 203	Room E 201	Room E 303	Room E 305
10.00	10.30	0.30	FILMS IN TRACK 3 "Holi-days" by Randi Malkin Steinberger	186 Workshop Ashworth, Michael George Allan; Dr. Ghellini, Grazia: "Facilitation for turbulent times"	105 Workshop Roettgers, Christina; Opel, Brigitte: "Connect2us - a free tool to introduce cultural differences"	233 Panel Mallon, Benjamin; Oberman, Rowan; Harmon, Hilary; Waldron, Fionnuala: "Building inclusive rights-respecting classrooms through responsive teacher education programmes"	27 TED Cassiday, Patricia: "Multicultural Identities: Creating a Sense of Home"	130 Panel Simic, Ljiljana; Claes, Marie-Therese; Namazie, Pari; Merik, Vincent; Thompson, Livingstone: "European Interculturalism's responsibility"	Room E 305 Session Title: New Media & Competency Development Chair: Yazici, Senem 22 Piskur, Barbara: "Two sides to every story: a qualitative study on web-blogging about intercultural experiences"
10.30	11.00	0.30					5 TED Jackson, Jane: "Combating the 'dark sides of identity' through online coaching"		214 Pouliasi, Katerina: "The role of Cultural Frame Switching and Cultural Conflict in developing intercultural competence in context of cross-border interactions"
11.00	11.30	0.30					157 TED de Waal, Monika Franciska; Ahimi, Nawal: "Stories of hybrid identities and belonging"		195 Maimone, Fabrizio: "The cyber village. The development of intercultural competences in the age of social media"
11.30	12.00	0.30	COFFEE BREAK, NETWORKING, MARKET PLACE WITH BOOKS AND INTERCULTURAL TOOLS						
			Room E 223	Room E 201	Room E 206	Room E 203	Room E 205	Room E 303 Session Title: Bias and Diversity in Organisations. Chair: Brancu, Laura	Room E 305 Session Title: Culture, Communication & Global Citizenship Chair: Fink, Gerhard
12.00	12.30	0.30	FILMS IN TRACK 3 "Ni Hao Holland" by Willem Timmer "Framing the Other" by Willem Timmer	122 TED Cummings-Koether, Michelle J.: "How Psychological Contracts and Cultural Adjustment Impact International Assignments"	48 Panel Kearns, Joseph; Merik, Vincent; McRae, David: "Migration & The Greek Experience - The role of Interculturalists"	232 TED Brown, Martin et al "Aiding Culturally Responsive Assessment in School (ACRAS) – An assessment strategy whose time has come"	25 Workshop Thacker, Maria; Mergler, Yvonne; Ewinghaus, Anne: "Setting Your Ethical Compass: Exploring and Refining Amid Shifting Identities"	17 Claes, Marie-Therese: "Cognitive biases in decision-making in post-bureaucratic organizations"	15 Pruvi, Elena: "A strategic approach to intercultural persuasive communication"
12.30	13.00	0.30		38 TED Mullen, Diane Elizabeth: "Meeting the Diverse Needs of Corporate International Assignees"		88 TED Chew III, William Lloyd: "Interculturalism and Image Studies? An Introduction to Imagology in the 21st Century"		208 Knappitsch, Eithne: "Bias Mindfulness and Perceptual Shifts: Key to Managing a Diverse Employee Base"	94 Scheible, Daniel: "Are Culturally Diverse Teams the More Creative Ones?"
13.00	13.30	0.30		113 TED Sell, Joanna: "Re-narrating European identity through visual storytelling"		35 TED Tobe, Heather: "Developing a Community of Practice: How to create and facilitate your own intercultural jam"		67 Heere, Carlin; Folken, Sandra; Schumacher, Svenja Kristina; Engel, Anna Maria; Kempen, Regina: "Readiness for Workplace Diversity: Development of a German Scale"	197 Van der Poel, Marcel H.: "Educating for Global Citizenship: A Strategic Cultural Intelligent Approach"

LUNCH BREAK						
13.30	14.30	1.00	Room E 223	Room E 203	Room E 206	Room E 205
			223 Workshop Wirths, Christine; Mok-Russo, Julia: "Managing client relationships and customer interaction"	81 Workshop Park, Mary Kay: "Interculturalists' Toolkit for Content Production: Best Practices from Cultural Industries for Meaning Production, Shared Agency, and Mediating Representation"	23 Workshop van der Pol, Yvonne: "The 70:20:10 of intercultural learning"	132 TED Namazie, Pari: "A research study/Iranian Migrant Community"
14.30	15.00	0.30	FILMS IN TRACK 1 Films on Ireland 14:30-15:15 "Father Ted" presented by David Walsh			
15.00	15.30	0.30				
15.30	16.00	0.30				
16.00	16.30	0.30	COFFEE BREAK, NETWORKING, MARKET PLACE WITH BOOKS AND INTERCULTURAL TOOLS			
			Room E 223	Room E 201	Room E 203	Room E 205
16.30	17.00	0.30	68 Workshop Douglas, Grant; Richard, Ingrid: "From International to Intercultural: Promoting Cultural Intelligence Throughout a Higher Education Institution"	155 Workshop Emert, Holly A.: "Fostering International Competence through Holistic Program Design"	143 Workshop Konkel, Michalina: "My cross-cultural profession – in the mirror of others' eyes"	45 Workshop Ehretsmann, Karolina; Dankert, Inga: "Resilience: a cultural perspective"
17.00	17.30	0.30	FILMS IN TRACK 1 You must see this! "Cinema Film Clips Used to Illustrate Intercultural and Diversity Learning Points When Training Business Executives" presented by Matthew Hill			
17.30	18.00	0.30				
18.15	20.15	2.00	SIETAR EUROPA WORLD CAFÉ ON MIGRATION (Room E 224)			

Room E 303 Session Title: Culture & Europe Chair: Pruvli, Elena	Room E 305 Session Title: Cultural Intelligence Chair: Magala, Slawek
216 Barzantny, Cordula: "Global Mindset in Europe: a comparative perspective on local advantage for global reach"	92 Brancu, Laura; Guðmundsdóttir, Svala; Munteanu, Valentin; Bibu, Nicolae: "Students' Cultural Intelligence Profile: A Comparative Study of Romania and Iceland"
129 Simic, Ljiljana; Martel, Kerstin: "Impact of EU-intercultural attitudes toward its external cultural praxis - perceived status discrepancies"	109 Richard, Ingrid; Douglas, Grant; Grimonprez, Etienne; Richard, Sébastien: "From International to Intercultural: Promoting Intercultural Intelligence Throughout the School. The Case of a French School of Management"
64 Daliken, Colletta: "Cultural Issues in Interactions between Social Workers and African Asylum Seeking Families in Ireland"	89 Mirza-Grisco, Diana; Johnson, Richard Boyd; Buko, Svitlana: "A comparative study of cultural intelligence dimensions in Ukraine and Moldova"

Room E 303 Session Title: Organisational Culture & Creativity Chair: Claes, Marie-Therese	Room E 305 Session Title: Leadership, Identity & Values Chair: Maimone, Fabrizio
29 Fink, Gerhard; Yolles, Maurice: "Collective emotional climate in social systems"	158 de Waal, Monika: "TCKs, Identity and leadership"
165 Magala, Slawek: "The Business of Crowdsourcing is Creativity"	138 Shakir, Farah Yasmine; Lee, Yih-Teen: "Connecting Across Cultures: An Empirical Examination of Multicultural Individuals as Global Leaders"
100 Yazici, Senem: "Exploring Organizational Subcultures and Strategic Goals in the Context of a German Higher Education Institution via configuration Model of Organizational Culture"	182 Cannavale, Chiara; Claes, Marie-Thérèse: "The role of previous international experiences for SIEs. The impact of cultural values"

Friday, 26th of May 2017

Start	End	Length	Film Festival	Track 1: Business & Organizational Challenges	Track 2: Sociopolitical concerns	Track 3: Shaping intercultural professions	Track 4: Practicing perspective change	Academic Track	Academic Track
KEYNOTE SPEECHES (Room E 218)									
8.30	9.45	1.15		Dr. Chan-Hoong Leong: "Navigating Hybrid Identities in a Globalized World: A Non-European Perspective" Jo Angouri: "What culture got to do with it: Setting an agenda for studying culture in the modern workplace"					
			Room E 223	Room E 203	Room E 205	Room E 206	Room E 201	Room E 303 Session Title: Intercultural Management Chair: Morley, Michael	Room E 305 Session Title: Culture, Schools & Higher Education Context Chair: Magala, Slawek
10.00	10.30	0.30	FILM IN TRACK 4 "Go back to where you came from" by Ivan O'Mahoney	95 TED Heetvelt, Inge, ten Hoedt, Marianne: "Starring Dutch SMEs in export"	2 Workshop Dixon, Elmer: "Challenges in Policing diverse communities"	114 TED Sell, Joanna: "The impact of migration on Frédéric Chopin's life and oeuvre"	210 ROUNDTABLE Dalikenl, Colletta; Foreman, Maëve; Niraghallaigh, Muireann; Grosu, Alvinai: "Cultural Issues in Interactions between Social Workers and African Asylum Seeking Families in Ireland"	60 Barneyer, Christoph; Franklin, Peter: "Constructive Intercultural Management. A paradigm shift?"	172 Galtczyński, Mariusz: "Combating resistance to multiculturalism: How student attitudes towards diversity and equity vary globally"
10.30	11.00	0.30		133 TED Balasubramanian, Vinita; Vogler, Petra: "Transcultural leadership in the 21st century"		167 TED Nowicka, Marta: "Coaching for expats. How coaching process & tools can support expats and their families and increase chances for a very successful international assignment"	79 TED Harris, Richard: "Uncommon Ground: Cultural Difference in Space"	41 Lindemann, Anke: "Intercultural Project Management - Processes and Methods for multicultural IT-projects"	169 Grenham, Thomas Gerard: "The Role of Inclusive Religious Education in Cultural Perspective Change"
11.00	11.30	0.30				12 TED Mayer, Helene Claude: "Intercultural identity development through narratives"		162 Buko, Swiliana; Johnson, R.Boyd; Mirza-Grisco, Diana: "The Adaptation of the Cultural Intelligence Scale in Central and Eastern Europe: application of focus groups methodology"	135 Sweetman, Bernadette: "E- Evalinto. Towards the design of a training course for teachers in peer mentoring at post-primary level to reduce levels of early school leaving amongst the migrant student population"
11.30	12.00	0.30		COFFEE BREAK, NETWORKING, MARKET PLACE WITH BOOKS AND INTERCULTURAL TOOLS					
			Room E 223	Room E 205	Room E 203	Room E 206	Room E 201	Room E 305 Session Title: Diversity Chair: Cannavale, Chiara	
12.00	12.30	0.30	FILM IN TRACK 4 "The Mayor, mobility is a human right" by Bregje van der Haak	49 Workshop Dodwell-Groves, Emma: "Creating Successful Leadership of Effective Virtual Teams"	PANEL ON ARAB WORLD 7 TED Nejem, Rana: "Bridging the gap to Arab culture"	98 Workshop Robinson, Shannon: "Leveraging Neuroscience to Work Across Differences Effectively in Turbulent Times"	44 Panel Bennett, Milton J; Castiglioni, Ida; Chandrankunnel, Mathew: "Transformative Intercultural Consciousness"		141 Roemer, Ann: "Foundering in a Sea of Whiteness: International Students and Campus/Classroom Climate at U.S. Universities"
12.30	13.00	0.30			14 TED Lake, Ruth Ann: "The Burkini Debate, Exploring issues of Identity Gender and Politics"				62 Chang, Shao-chi; Chen, I-Fen: "The intra-business group effect of initial public offerings"
13.00	13.30	0.30			63 TED Weber, Jeri: "Mediation – cultural best practices in alternative conflict resolution"				175 Voudtsina, Katerina; Kaparellotis, Ilias: "Culture and Entrepreneurial Intention Revisited"

PROGRAMME OVERVIEW

Saturday, 27th of May 2017

Start	End	Length	Track 1: Business & Organizational Challenges	Track 2: Sociopolitical concerns	Track 3: Shaping intercultural professions	Track 4: Practicing perspective change	IACCM Academic Track
9.00	9.45	0.45	KEYNOTE SPEECH (Room E 218) Prof. Michael Morley: "Can We Speak of Evidence-Based Cross-Cultural Management?"				
			Room E 201	Room E 206	Room E 203	Room E 205	Room E 303 Session Title: Culture & Language Chair: van der Poel, Marcel
10.00	10.30	0.30	196 TED Falk-Bano, Klara; Kollath, Katalin: "Going Global: Developing intercultural competence of business students"	78 WORKSHOP Brown, Joel Anthony: "The Death & Rise of a Nation: The U.S. at a Crossroads"	127 TED Pilbeam, Adrian: "Developing your career as an intercultural trainer"	120 Workshop Eun Y. Kim, Professional Presence across Cultures: How to Win Friends and Influence People Locally and Globally	136 Thompson, Livingstone: "Overcoming Religious Polarisation: Lindbeck's Cultural-Linguistic Approach"
10.30	11.00	0.30	19 TED Harvey, Tammie M: "Introduction to Sub-Saharan African Culture: Implications for Business Practices"		76 TED Jenkins, Joyce Milton: "Which came first, the theory or the practice? Top tips for applying intercultural theory to encourage best practice in multicultural teams and organizations"		231 Ward, Monica: "The Benefits of Computer Assisted Language Learning (CALL) for Migrants and Migrant Families"
11.00	11.30	0.30	28 TED Lewis, Richard D., Gjesme, Marit Ineland: "Are values universally understood? The challenges of working with global, organizational cultures when corporate values are differently perceived"		202 TED Shinomiya, Sue: "Deeply Disconnected: Our Public and Private Selves in the Age of Continuous Connectivity"		111 Martin, Karin: "The role of linguistically sensitive education in shaping cultural sensitivity"
11.30	12.00	0.30	COFFEE BREAK, NETWORKING, MARKET PLACE WITH BOOKS AND INTERCULTURAL TOOLS				
			Room E 206	Room E 203	Room E 205	Room E 201	Room E 303
12.00	12.30	0.30	82 Workshop Kilian, Veronique; Willems, Luuk: "The trail of Ricardo Semler: 5 principles of a happiness business boost"	217 TED Bialek, Kinga: "Cross-cultural integration – how does it look like in a young democracy? From the perspective of the cross-cultural psychologist from Poland"	61 Workshop Vignac, Linda: "Knowing, doing, being – Pillars in the development of intercultural competence"	134 ROUNDTABLE Namazie, Pari; Nejem, Rana; Hauser, Andreas; AlYusuf, Muna: "Demystifying the Middle East – Stories, insights, solution"	104 Panel Kviatak, Beata; Brakenhoff, Hanneke; Smit, Iekje: "European Values and the Migration Challenge"
12.30	13.00	0.30		31 TED Fox, Anne: "Training a culture of sustainability"			

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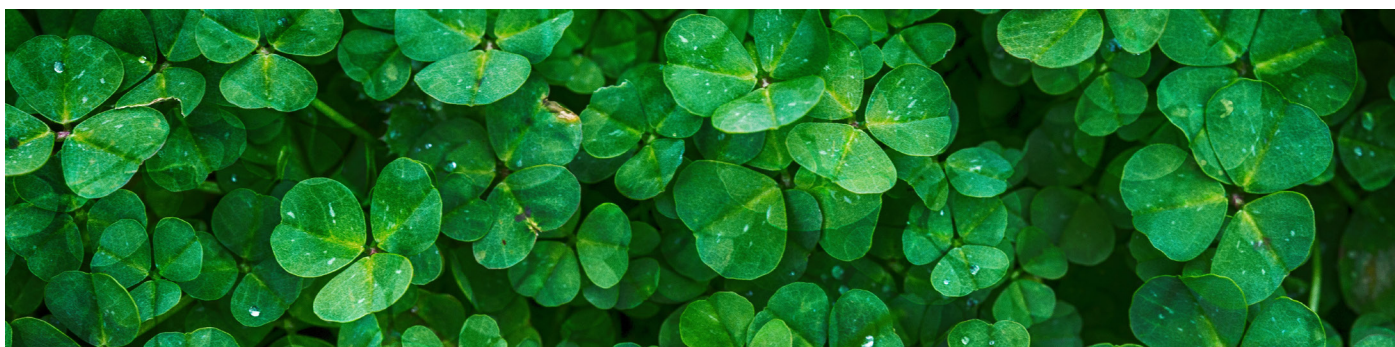
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Agus buíochas ar leith le na intéirínigh go léir agus na daoine as radharc.

I would like to thank everyone who made this Congress a success.
And a special thanks to all the interns and those behind the scenes

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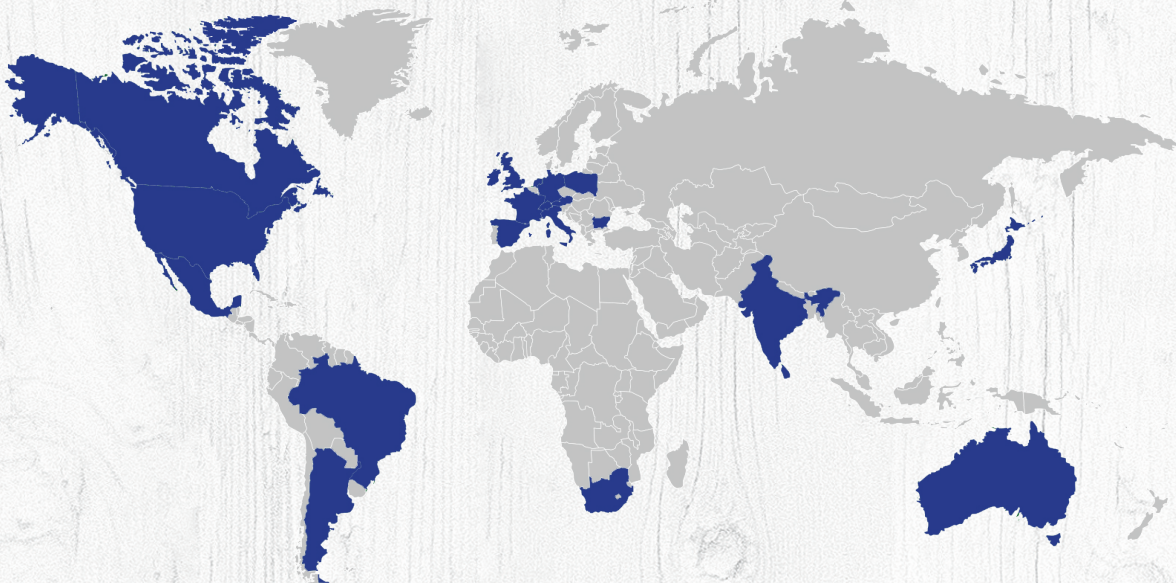
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