

# GEM&L and GSOM SPbU

## Online Joint Symposium 2021

8<sup>th</sup> International research “Emerging Markets Conference -2021”  
 GSOM Saint-Petersburg, Russia  
 6 October 2021

**Language in International Business: Synergies between research,  
 teaching and management practices**

### Programme

#### Timezone (Moscow Time)

<b>11:15-11:30</b>	<b>Opening session</b> Elena Orlova, GSOM SPbU, Russia Philippe Lecomte, President of GEM&L, France
<b>11:30-12:15</b>	<b>First keynote speech (GEM&amp;L)</b> Professor Sierk Horn, Munich University of Applied Sciences, Germany  <i>Myths and realities: Foreign Language Training in Business                  Schools</i>
<b>12:15-12:20</b>	Short technical break
<b>12:20-13:05</b>	<b>Second keynote speech (GSOM)</b> Professor Elena Orlova, Head of Business Language department, GSOM SPbU, Russia Vadim Klimachev, Gazprom, Head of Corporate Language Training, Russia  <i>Trans-environmental collaboration and integration in language-                  sensitive courses: New academia-corporation alliances</i>
<b>13:05-13:30</b>	Lunch break

## Round Table

13:30-14:45	<i>Multilingual reality of international business: paving the way to linguistic inclusion</i> Moderator: Dr Betty Beeler
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**Questions to be discussed** (but not limited to):

	<ul style="list-style-type: none"><li>- Language diversity as a corporate value of high significance Increasing the relevance of language-related issues in global companies</li><li>- The language of power, identity, capability and anxiety as less visible but strong impacts in the organization</li><li>- Why language diversity fails to be a broadly recognized topic in business schools</li><li>- How to embrace and promote different forms of multilinguality in the workplace</li></ul>
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The panel: experts from academia and business

**Thierry Faysse**, delivery manager at QuEST Global Engineering, France

**Tamym Abdessemed**, Dean and CEO of ISIT, France

**Christophe Engel**, Consulting, Audit in CSR, France

**Miya Komori-Glatz**, Senior Lecturer at Vienna University, Austria

## Workshop

14:45-16:00	<i>Harmonizing multilingual global business and multilingual global education. Preparing managers for their future role in an international economy and a globalized world</i> Moderator: Dr Mary Vigier
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**The questions to be discussed** (but not limited to):

	<ul style="list-style-type: none"> <li>- Broadening the notion of language and communication in the classroom (for example, multimodal communication, limitations of language, tech talk and expert languages, diversity of accents, etc.)</li> <li>- Integrating language and language diversity into the mainstream management knowledge canon</li> <li>- Making "language-sensitive teaching and learning" part of the business school ethos. The culture of interdisciplinary communication as a critical factor in cross-functional communication</li> <li>- Teaching multilingual-multicultural students: sharing practices of valorizing native languages, identities and culture of all participants. Communication challenges in a linguistically diverse classroom</li> </ul>
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The panel: language-sensitive researchers and language educators

**Amy Church**, Université Savoie Mont-Blanc, France

**Tatyana Martynova**, GSOM, University of Saint-Petersburg, Russia

**Guro Refsum Sanden**, University of Gothenburg, Sweden

**Mike Szymanski**, Moscow School of Management SKOLKOVO, Russia

<b>16:00-16:20</b>	<b>Conclusion</b>
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