



Graduate School
of Management
St. Petersburg University

7th International
GSOM Emerging Markets Conference 2020

**NEW REALITY
DURING & AFTER
COVID-19**



GEM&L and GSOM SPbU Online Joint Symposium 2020

7th International research “Emerging Markets Conference -2020”
GSOM Saint-Petersburg, Russia
17 November 2020

How to bridge research and teaching in the field of “Language-sensitive International Business”.

Program

Timezone (Moscow Time)

11:15 – 11:30

Opening session

Elena Orlova, GSOM SPbU, Russia

Philippe Lecomte, President of GEM&L, France

11:30 – 12:15

First keynote speech

Claudine Gaibrois, University of St. Gallen

Rebecca Piekkari, Aalto University, School of Business,
Finland

*“Moving business students out of their comfort zone:
Teaching why and how language diversity matters in IB”*

12:15 – 12:20

Short technical break

12:20 – 13:05

Second keynote speech

Terry Mughan, Royal Roads University, Canada

“What does research in the field of language and international business have to offer to management education? A discussion and a proposition”

13:05 – 13:30

Lunch break

Round Table Discussions

Moderators: Betty Beeler, GEM&L, France & Tatyana Martynova, GSOM SPbU, Russia

13:30-14:45

Round table 1

“Training business school and university students for global workplaces. Educational experiences and expectations from the corporate world”.

Questions to be discussed (but not limited to):

- What language educators in business schools can learn from global businesses?
- What are the language issues faced by organisations in their international development?
- What are language-related needs of modern business?
- Why promote language diversity in business education?

The panel: experts from academia and business.

14:45-16:00

Round table 2

“Language-sensitive research and teaching: A dialog across multiple boundaries”.

The questions to be discussed (but not limited to):

- To what extent is language-sensitive research impacting management teaching and learning?
- How can we translate language-sensitive research outcomes into teaching agenda?
- What language-sensitive research outcomes need to be incorporated in the language curricula for business schools?

The panel: language-sensitive researchers and language educators

16:00-16:20

Conclusion