



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 conference “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”.**

Programme

Timezone (Moscow time)

12:00 – 12:20	Opening session Elena Orlova, GSOM SPbU, Russia Philippe Lecomte, President of GEM&L, France
12:20 – 13:05	First keynote speech Claudine Gaibrois & Rebecca Piekkari “Moving business students out of their comfort zone: Teaching why and how language diversity matters in IB”
13:05 – 13:15	Short technical break
13:15 – 14:00	Second keynote speech

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

14:00 – 14:30

Lunch break

Round Table Discussions

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

14:30-15:30

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

The panel: experts from academia and business.

Ekaterina Fedotova, Ernst & Young, Senior Manager Audit, Luxembourg
Vadim Klimachev, Gazprom, Head of Corporate Language Training, Russia
Hélène Langinier, GEM&L, EM Strasbourg, France
Artium Leginov, Michelin manager, Moscow, Russia
José Tarantini, Michelin manager, Clermont-Ferrand, France
Mary Vigier, GEM&L, ESC Clermont, France

15:30-15:45

Q&A session

15:45-16:45

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

Wilhelm Barner-Rasmussen, Åbo Akademi University, Finland

Jane Kassis-Henderson, GEM&L, ESCP-Europe, France

Sergei Kladko, University of Innopolis, Russia

Marjana Johansson, Glasgow University, Adam Smith Business school, UK

Elena Orlova, St. Petersburg State University, GSOM, Russia

Virpi Outila, Leeds University Business School, UK

16:45-17:00

Q&A session

17:00-17:10

Conclusion