

**GEM&L and GSOM (SPbU)  
Online Joint Symposium 2020**

7<sup>th</sup> 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”.**

**Programme**

- 12:00- 12:20**      **Opening session**  
**Elena Orlova, GSOM**  
**Philippe Lecomte, GEM&L**
- 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 & Tatyana Martynova

**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 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.**

**15:35-16:35 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**

**16:35-17:00 Conclusion**