

**TRANSCULTURALISM, DIVERSITY AND THE FUTURE OF  
MANAGEMENT****Joint track between the Business & Society SIG and the Gender, Race and  
Diversity in Organisations SIG**

In recent decades the national and international context of business and management has undergone radical transformations. The increased pace of globalisation and technological advancement radically altered the movement of capital and labour across national borders, service sector in general and financial services specifically became prominent areas of business for the developed countries whereas many transnational and multinational companies moved their manufacturing operations into less developed parts of the globe. In the aftermath of the global financial crisis, businesses came under close scrutiny regarding their responsibility to their shareholders and to society at large. Consequently, management is facing variety of challenges, notably overfinancialization, technological innovations, demographic changes, transcultural diversity, ethical interrogations and political turbulences. The aim of this track is to discuss the future of management and managerial practices across these challenges. The particular focus will be on the relationships between demographic changes, transculturalism and management of diverse workforce in the context of future of management.

We welcome papers presenting historical reflections as well contemporary analysis that will enable us to imagine a better future and a better management for Europe and the World. The contributions may be theoretical or empirical, and may investigate a single organisational or county context as well as present comparative analysis between different societal or organizational contexts. Papers may answer some of the following questions:

- What is the present experiences and future of transculturalism in Europe and elsewhere?
- How does transcultural diversity change managerial practices?
- What are the innovative practices for promoting and reaping the benefits of intercultural diversity? What are the challenges?
- What does history teach us about managing transculturalism and intercultural diversity?
- What is the role and responsibilities of different stakeholders in shaping the responses to transculturalism?
- What are the main discourses and debates about transculturalism and who are the 'losers' or the 'winners' in these debates?

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