

### Call for Papers



### *European J. of Cross-Cultural Competence and Management*

## **EURAM18: Special Issue on: "The International Growth of Entrepreneurial Firms: The Impact of Culture"**

#### *Guest Editors:*

Prof. Chiara Cannavale, Università degli studi di Napoli Parthenope, Italy

Prof. Michela Matarazzo, Università Marconi, Italy

Prof. Lara Penco and Prof. Giorgia Profumo, Università di Genova, Italy

Cross-cultural management has attracted more and more scholars' attention because of some important challenges international firms are facing on the global market. Thanks to increasing mobility, firms are becoming multicultural environments where people from different countries meet and work together. These people reflect different working cultures, are inspired by different values and filter their actions through different beliefs, and managers need to build up multicultural teams, finding ways to help people work well together.

In addition, globalisation allows firms the possibility of selling worldwide and to offshore their activities according to specific location advantages; but while geographical distance shrinks, the psychological distance survives, and sometimes consumers perceive multinationals as an expression of cultures they don't like or of countries they perceive as assertive and dominating. This implies the exigency for firms to work on the perceptions of customers, and to try to adapt their products – and sometimes their image – to these specific contexts.

Any kind of international relationship requires cultural adaptation: different values meet, and companies have to find a balance between their home and host culture. Globalisation should not mean standardisation, and cultural competence can help in finding the right balance between ethnocentrism and localism. Internationalisation requires continuous learning, and managers – above all expatriates – become the main source of cultural knowledge for their companies. Positivistic and post-positivistic approaches to cross-cultural management have emerged, and the key point is to understand how companies – and managers – should approach culture, and how they can learn to work on the perception of cultural diversities to build positive and fruitful relationships with the stakeholders in the host markets.

Culture impacts all aspects of management and even the reasoning and processes behind the start-up of new ventures, but the literature on these topics is still fragmented and no consensus has emerged about the influences of culture. Theoretical and empirical explorations are needed to understand how culture impacts the international growth of entrepreneurial firms.

This special issue will be of interest both to scholars who work in this topic and to managers who deal with international environments.

The Guest Editors will be inviting substantially extended versions of selected papers presented at the [Euram Annual Conference 2018](#) for review and potential publication, but are also inviting other experts to submit articles for this call.

### **Subject Coverage**

Suitable topics include, but are not limited, to the following:

- The effect of cultural differences on firms' international growth
- The best approach to cross-cultural management for international firms
- The impact of country culture on firms' inclination towards internationalisation
- The impact of cultural values on entrepreneurship
- The impact of cultural values on the inclination to grow, and on the choice of modes
- The models of cross-cultural management: are they sufficient to explain the implications of cultural differences for international management?
- The impact of culture on global leadership

## Notes for Prospective Authors

Submitted papers should not have been previously published nor be currently under consideration for publication elsewhere. (N.B. Conference papers may only be submitted if the paper has been completely re-written and if appropriate written permissions have been obtained from any copyright holders of the original paper).

All papers are refereed through a peer review process.

**All papers *must* be submitted online.** To submit a paper, please read our [Submitting articles](#) page.

## Important Dates

*Manuscripts due by: 30 November, 2018*

*Notification to authors: 31 January, 2019*

*Final versions due by: 31 March, 2019*