

The Conference General Track sponsors the following specific topics

15_01 **Toward a responsible management of cultural diversity**

The ambition of this stream is to provide a platform for all scholars interested in diversity and Cross-Cultural Management (CCM) or generally, the management of differences, to meet and discuss how to contribute to the development of more sustainable organisations, responsible leadership and fairer societies by addressing the theoretical and educational limitations and challenges of these streams of research. We believe that currently, CCM and diversity studies are facing several hindrances that can hamper the valorisation of differences across and within organisations, communities, and societies.

For example, the nature of knowledge and tools applied in CCM education and training serves primarily the corporate and managerial agenda, and only secondarily, the ambition to understand and relate to the cultural other (Blasco, 2004). Likewise, reducing diversity to a business case or a strategic advantage confines their meaning to one of the means toward a financial end. What practices and considerations about the others do we develop with such a perspective?

A second example is that management research and education tend to approach the world from the standpoint of those in a privileged position, yet without acknowledging that explicitly (Zanoni et al. 2010; Szkudlarek, 2009; Fougère & Moulettes, 2011). This standpoint results in (western male) managers' views being implicitly presented as the (only) legitimate ones. How is this going to contribute to the development of responsible leadership and more inclusiveness in tomorrow's increasingly global society?

Another challenge faced by these streams of work is their theoretical stagnation. For example, cultural dimensions frameworks, while critiqued for over two decades (McSweeney, 2002; Witte, 2012), constitute still the hegemonic frameworks for operationalizing culture. Similarly, gender and race, as understood in the North-American context, are two primary facets of theoretical work for the management of diversity. What paradigms are we promoting through these operationalizations of diversity? And how sustainable are they?

We invite all forms of contributions that deal with CCM and diversity research and education, or more generally, with the management of differences. Contributions can describe a problem linked to these streams of research or address specifically issues of sustainability. Critical perspectives on existing theoretical frameworks, training or education are welcomed. We also encourage theoretical and empirical papers that present alternative models that can address these challenges and limitations. Examples of sustainable management of (cultural) diversity are welcome, as are illustrations of the challenges linked to a responsible management of all forms of diversity.

Proponents	Laurence Romani	Stockholm School of Economics	Laurence.Romani@hhs.se
	Henriett Primecz	Corvinus University Budapest	
	Betina Szkudlarek	University of Sydney Business School	
Keywords	cross-cultural management education	Diversity management	critical management studies