

International Association of Cross-Cultural Competence and Management Conference

29-31 October 2025

Corvinus University of Budapest, Hungary



Conference Program

Final Version



Presenting at the conference

Presentation guidelines

Each session lasts 1.5 hours and typically includes up to three presenters. Presenters have 15 minutes to deliver their presentation and 10–15 minutes for questions and discussion, unless the session chair specifies a different format.

To make the most of your presentation time, thorough preparation is essential. Before the conference, we recommend that you:

- Identify the central findings and messages you want to convey.
- Ensure your audience understands your purpose, methods, findings, and implications.

If you plan to use visual materials, please:

- Bring a pen drive with your presentation on the day of your session.
- Arrive in the allocated room at least 5–10 minutes before the session begins to open and check your presentation.

Session Chair guidelines

Unless otherwise indicated in the programme, each session lasts 1.5 hours. As the session chair, please arrive in the assigned room 5–10 minutes early. Before the session starts, confirm with the presenters how they would like to be introduced. The order of presentations follows the sequence listed in the conference programme.

During the session, please:

- Introduce the speakers to the audience.
- Monitor time: give presenters a 5-minute and 2-minute warning to ensure equal time allocation.
- Facilitate discussion once all presentations have been concluded.
- If no questions arise, have one or two prepared to initiate discussion.
- Conclude by thanking both the speakers and the audience for their contributions.

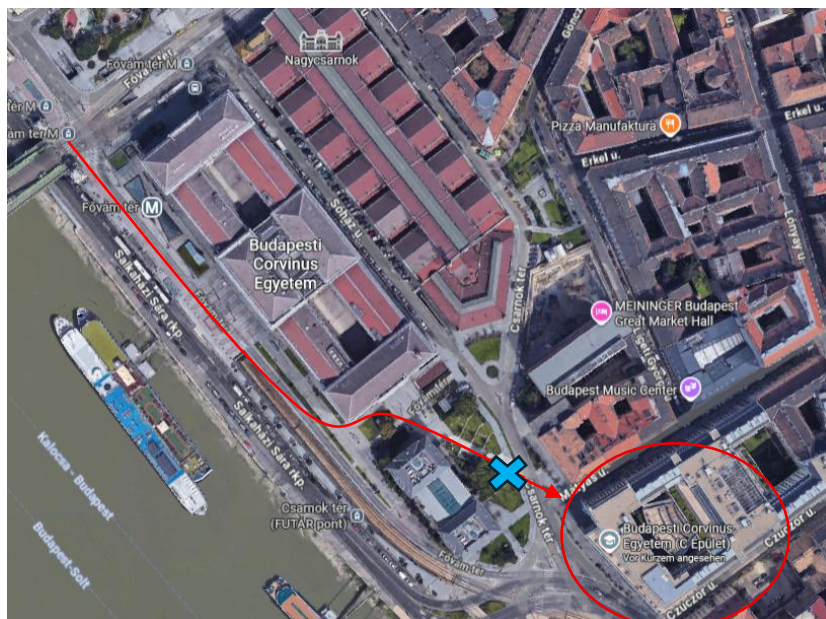
Finding Your Way to the Conference

C Building (Közraktár utca 4–6, 1093 Budapest)

The C Building of Corvinus University is located on the Pest side of the Danube, right behind the Great Market Hall (Központi Vásárcsarnok) and close to the Liberty Bridge (Szabadság híd). It's about a 3–6 minute walk from the major public transport hub, Fővám tér. All Conference events on **Wednesday** will take place there.

Arriving by Metro or Tram:

(1) Take Metro Line M4 (Green Line) or Tram 2 / 2B / 23 / 47 / 48 / 49 to Fővám tér; (2) Once outside, face the Danube River and the Liberty Bridge (right side of the main building); (3) Walk in between the Corvinus main building on your left and the riverbank to your right for about 300 meters; (4) Pass the statue on the square at the end of the main building and cross the street; (5) Enter the C-Building.

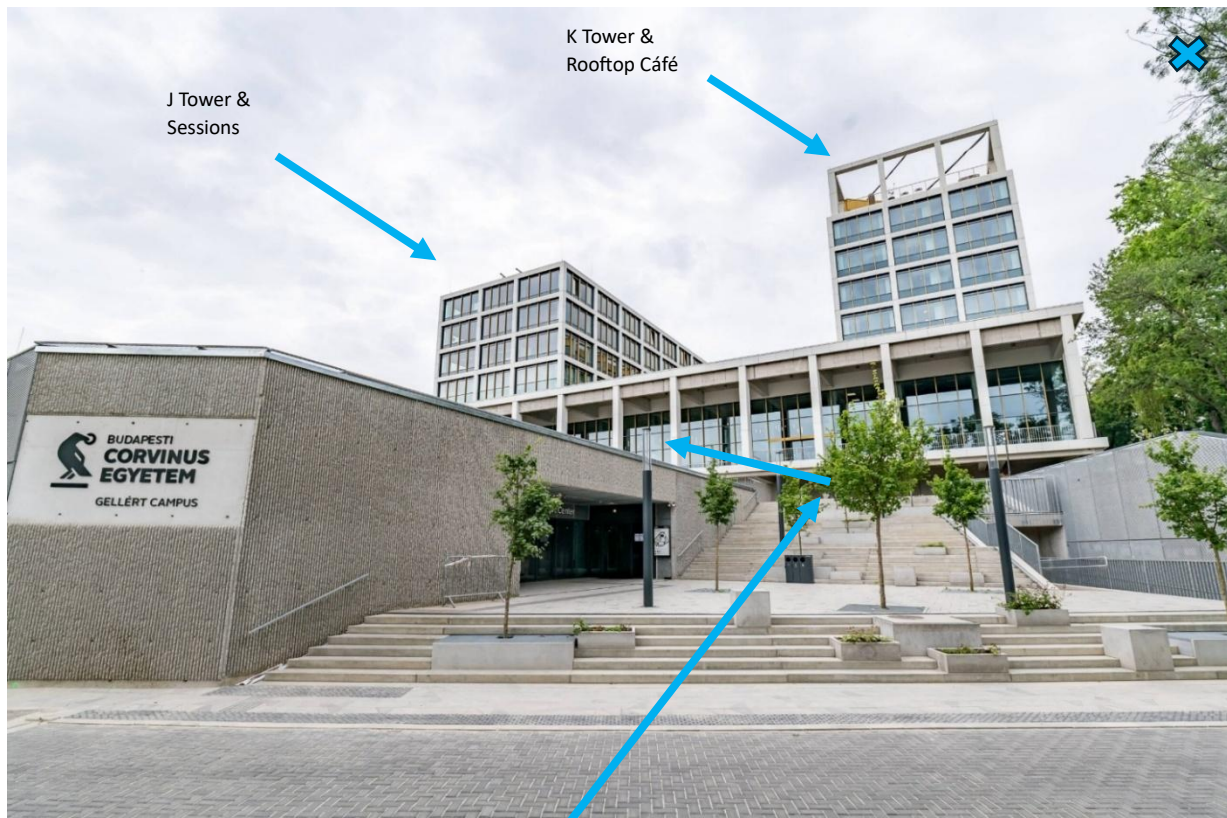
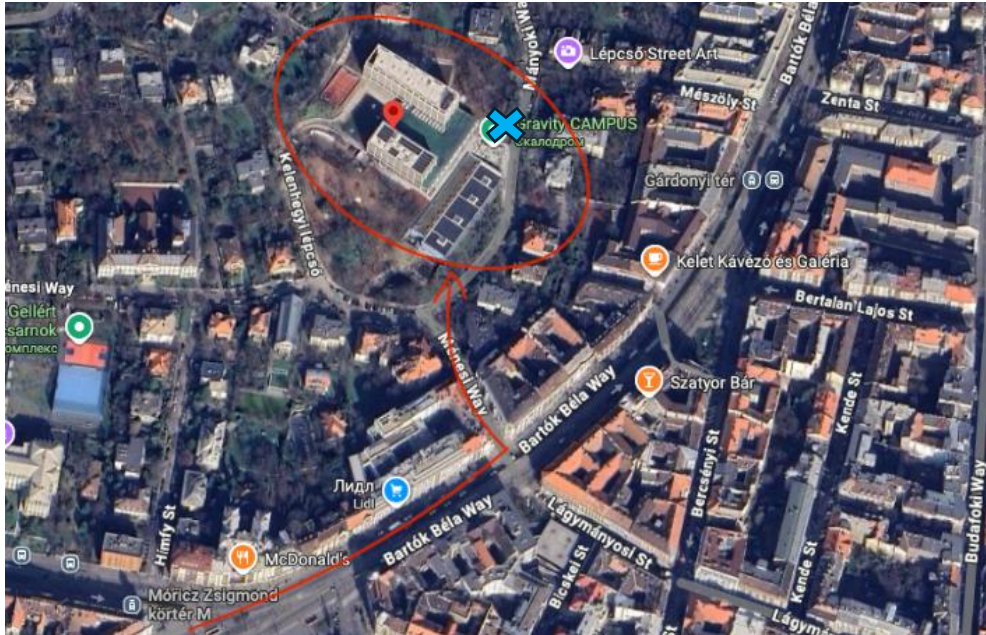


Gellért Campus (Mányoki út 9, 1118 Budapest)

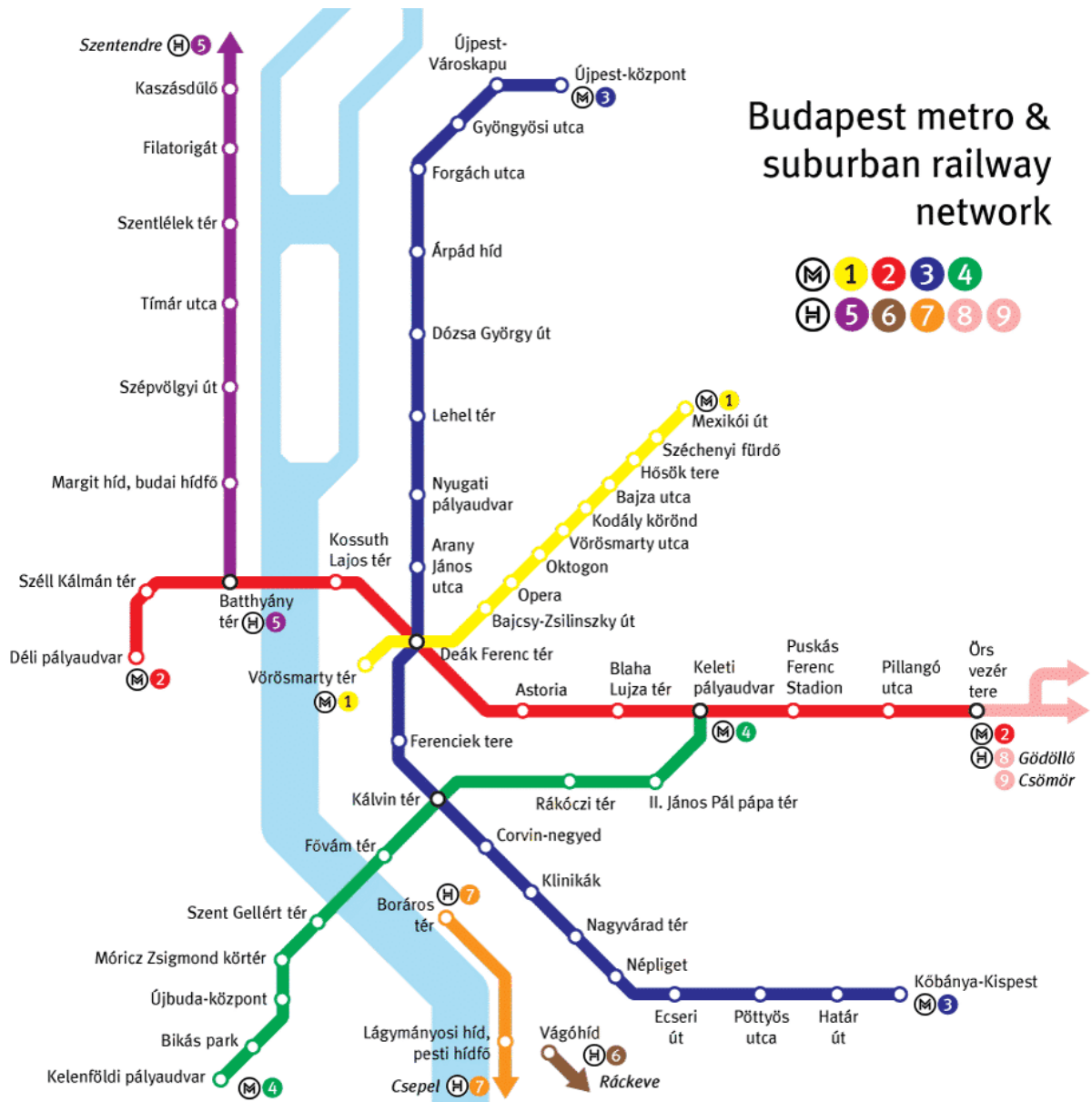
The Gellért Campus of Corvinus University is located on the Buda side of the Danube, near Gellért Hill and the Budapest University of Technology and Economics (BME). It's about a 7minute walk from the major public transport hub, Móricz Zsigmond körtér. All conference events on **Thursday and Friday** will take place there.

Arriving by Metro or Tram:

(1) Take Metro Line M4 (Green Line) or Trams 6, 47, 48, or 49 to Móricz Zsigmond körtér; (2) Once outside, follow Bartók Béla út in the direction of Gellért Hill (toward the Danube River); (3) After about 300 meters, turn left onto Ménesi út; (4) Continue uphill for approximately 150 meters and then follow Mányoki út to the right until you reach Corvinus University's Gellért Campus on your left-hand side; (5) Enter the Gellért Campus.



Budapest Metro Map



Detailed Program

Time	Section	Room
Wednesday (29.10.)*		
09:00-11:45	Workshop I. – Prof. David Guttormsen Cross-Cultural Aspects in Qualitative Fieldwork	Lecture Hall C.IX.
11:45-12:45	Break	Lecture Hall C.VIII.
12:45-15:00	Workshop II. – Vincent Merk Cultural Factors	Lecture Hall C.IX.
15:00-16:00	Break	Lecture Hall C.VIII.
16:00-18:00	Opening Ceremony <u>Greetings:</u> <i>Bruno van Pottelsberghe, Rector of Corvinus University of Budapest</i> <i>Marie-Thérèse Claes, President of IACCM</i> <i>Henriett Primecz, Miklós Stocker, Conference Chairs</i>	C.XI. Auditorium (2nd floor)
	Keynote I. – Prof. Mária Csutora Reducing the carbon footprint: From shifting responsibility to taking responsibility	
18:00-19:30	Finger Food and Networking	Lecture Hall C.IX.
19:30-21:30	Sightseeing Tour in Downtown Pest; Meeting Point: Sisi Statue (Madách Tér)	Madách Imre tér 7, 1075
Thursday (30.10.)		
08:00-09:00	Arrival, Coffee and Get Together	Lounge & Fresh Corner
09:00-10:30	Session 1-6	
	Session 1 Sustainability, A & Dynamics of Knowledge Sharing Session Chair: Christiane Erten	J 501
	Session 2 Global Mobility - New Forms of Expatriation Session Chair: David Guttormsen & Roland Szilas	J 505
	Session 3 Diversity, Equity and Inclusion, A Session Chair: Anna Laura Hidegh	J 301
	Session 4 Digitalization, AI in Multicultural Work, A Session Chair: Robert Marciniak & Senem Yazici	J 304
	Session 5 Cultural Competences, A Session Chair: Bice Della Piana	J 302
	Session 6 Universities as Multicultural and Multilingual Organisations: Cultural, Governance, and Leadership Challenges Session Chairs: Gergely Kováts & Kateřina Machovcová	J 303
10:30-11:00	Coffee Break	Lounge & Fresh Corner
11:00-12:00	Keynote II. – Prof. Helen Spencer-Oatey If Nation-Based Models of Culture are Inadequate, Where Next? Learning from Intercultural Pragmatics	M101 Auditorium
12:00-13:00	Lunch	Lounge & Fresh Corner
13:00-14:30	Book Session Session Chair: Prof. Henriett Primecz <u>Hofstede matters</u> Dr. Christiane Erten, Prof. Marie-Thérèse Claes, & Dr. Senem Yazici <u>Routledge Companion to Cross-Cultural Management</u> Dr.. Natalie Wilmot & Prof. Claudine Gaibrois	K709 Rooftop Café
14:30-15:00	Coffee Break	Lounge & Fresh Corner
15:00-16:30	Sessions 7-12	
	Session 7 Role of Language in International Business Session Chair: Claudine Gaibrois & Natalie Wilmot	J 501
	Session 8 Constructive Cross-Cultural Management, A Session Chair: Éva Révész	J 505
	Session 9 Diversity, Equity and Inclusion, B Session Chairs: Henriett Primecz & Anna Laura Hidegh	J 301

	Session 10 Digitalization, AI in Multicultural Work, B Session Chair: Robert Marciniak & Senem Yazici Session 11 Geopolitical Turbulences and Cross-Cultural Management Session Chair: Liu Xiaomeng Session 12 Open Track, A Session Chairs: Marie-Thérèse Claes	J 304 J 302 J 303
16:30-16:45	Coffee Break	Lounge & Fresh Corner
16:45-18:00	IACCM Panel – The Future of Cross-Cultural Management Panel Chair: Prof. Marie-Thérèse Claes Panelists: Prof. Chiara Cannavale; Prof. Henriett Primecz; Prof. Bice Della Piana; Prof. Grant Douglas; Dr. Christiane Erten; Dr. Lorenza Claudio; Dr. Senem Yazici; Dr. Sina Grosskopf	M101 Auditorium
18:00-19:00	Dress Break	
19:00-23:00	Awards Ceremony and Gala Dinner	Lounge & Fresh Corner
Friday (31.10.)		
08:00-09:00	Arrival, Coffee and Get Together	Lounge & Fresh Corner
9:00-10:30	Keynote 3 – Dr. Christof Miska Focusing on Purpose as Opportunity for Intercultural Research	M101 Auditorium
10:30-10:45	Coffee Break	Lounge & Fresh Corner
10:45-12:15	Sessions 13-17 Session 13 Human Resource Management and Human Resource Development Session Chair: Sára Csillag Session 14 Constructive Cross-Cultural Management, B Session Chair: Sina Grosskopf Session 15 Diversity, Equity and Inclusion, C Session Chair: Henriett Primecz Session 16 Culture and Leadership Session Chair: Wendelin Küpers Session 17 Cultural Competences, B Session Chairs: Andrea Toarniczky	J 501 J 505 J 301 J 304 J 302
12:15-13:30	Lunch	Lounge & Fresh Corner
13:30-15:00	Keynote 4 – Prof. Vlad Vaiman Beyond Borders and Bias: AI, Culture, and the Future of Talent	M101 Auditorium
15:00–15:30	Coffee Break	Lounge & Fresh Corner
15:30-17:00	Sessions 18-21 Session 18 Sustainability, B Session Chair: Lorenza Claudio Session 19 Global Virtual Teams & Intercultural Communication Session Chair: Katul Yousef Session 20 Cultural Competences, C Session Chairs: Bice Della Piana & Andrea Toarniczky Session 21 Open Track, B Session Chair: Chiara Cannavale & Marie-Thérèse Claes	J 501 J 505 J 301 J 304
17:00-17:15	Coffee Break	Lounge & Fresh Corner
17:15-18:45	Meet the Editor Session - Journal of Business Ethics - International Journal of Cross-Cultural Management - Journal of Global Mobility - Budapest Management Review (Vezetéstudomány) - European Journal of Cross-cultural Management	K709 Rooftop Café

All events will be held at Corvinus University of Budapest Gellért Campus (entrance at Mátyóki út 9, 1118 Budapest), except stated otherwise

*This event day will take place in a different venue. C building is at Budapest, Közraktár u. 4-6, 1093

Session 1

Sustainability, A & Dynamics of Knowledge Sharing

Room: J 501

Session Chair: Christiane Erten

1. Noémi Szilvia Lőrincz; Gergely Balázs; Márta Kiss: Behind the Hype - Can Automotive Companies Really Drive Circular Economy Efforts?
2. Erjan Akhmedov: Why Circular Economy Transitions Are Harder for Oil-Exporting Countries: Structural and Cultural Barriers
3. Máté Zavarkó: Running Offside and Losing Pace: A Knowledge Absorption Perspective on Progressive Regulation and Frozen Strategies for ESG-driven Organizational Changes

Session 2

Global Mobility – New Forms of Expatriation

Room: J 505

Session Chair: David Guttormsen & Roland Szilas

1. Zsolt Havran; Diána Fűrész; Ákos Jarjabka: Cross-cultural Management in Professional Football: Cultural Differences and Global Mobility
2. David S. A. Guttormsen: Intra-MNE Talent Management and Global Mobility Impeded: The Role of Competition
3. Selin Aksoy; Dzeneta Karabegovic; Kyoko Shinozaki: Beyond Lifestyle Migration: Commercial, Social, and Health Infrastructures in International Retirement Migration to Hua Hin, Thailand

Session 3

Diversity, Equity and Inclusion, A

Room: J 301

Session Chair: Anna Laura Hidegh

1. Rehna Sotto: Compromise–Adaptation (Com-Ad) Theory for Multicultural Workplace Communication Inclusion: An Introduction
2. Henriett Primecz; Alexandra Bristow; Anna M. Górska; Irina Cheresheva; Anna Laura Hidegh; Marton Rác; Martyna Śliwa: Careers of Women Managers in Illiberal Context of Hungary and Poland: A Qualitative Research
3. Christiane Erten; Anett Hermann: The Concept of Ingroups and Outgroups put into Practice at the Example of Visible Religion at the Workplace

Session 4

Digitalization, AI in Multicultural Work, A

Room: J 304

Session Chair: Robert Marciniak & Senem Yazici

1. Papa Balla Ndong: Ethical Digital Leadership with Intercultural AI: The AICOSMO Ubuntu Model
2. György Drótos: Cross-Cultural Issues of AI: Systematic Literature Review and Agenda for Further Research
3. Róbert Marciniak: Agentic AI In Business Services Sector: Systematic Literature Review of Opportunities, Challenges, And Implications

Session 5

Cultural Competences, A

Room: J 302

Session Chair: Bice Della Piana

1. Henri de Jongste; Lisa Ahshoff; Denise Lemke; Sina Wieschhörster; M'hamed Chabouh; Andrea Merker: Modelling Intercultural Online Meetings - Interactants and Roles
2. Bálint Blaskovics; Viktória Csibi: Cultural Influences on the Project Management Leadership Styles
3. Rosangela Feola; Bice Della Piana; Chiara Crudele; Bianca Barone: Mapping entrepreneurship education in Italian University: a teaching-model analysis

Session 6

Universities as Multicultural and Multilingual Organisations: Cultural, Governance, and Leadership Challenges

Room: J 303

Session Chair: Gergely Kováts & Kateřina Machovcová

1. Grant Douglas: Looking Back to Look Forward: From a Passport to the World to Empowering Changemakers for a Better Society. A Personal View from the Field After 30+ Years of Internationalisation in a New Era of Sustainability and Inclusion
2. Kateřina Machovcová; Emanuel Tamir: Resilience in Academic Middle Management: Comparing Crisis Responses in Israel and the Czech Republic
3. Gergely Kováts: The Role of University Senates in Hungarian Model Changing Institutions
4. Verônica Barreto: Reflections on Pedagogical Tutoring in Graduate Studies: An Ethnographic Study in a Private Higher Education Institution in the City of São Paulo

Session 7

Role of Language in International Business

Room: J 501

Session Chair: Claudine Gaibrois & Natalie Wilmot

1. Lotta Kokkonen; Teija Natri: Multilingual Communication in Teams and Organizations; Opportunities and Challenges for HE Education
2. Ruriko Otomo: A Diachronic Analysis of Representations of Migrant Workers in Japan's EPA Program: Focusing on Language
3. Irina Cheresheva; Márton Rácz; Alexandra Bristow; Anna Górska; Anna Laura Hidegh; Henriett Primecz; Martyna Śliwa: Női menedzserek and Kobiety Menedżerki: Translanguaging as a Methodology for Researching Women's Careers in the Semi-Periphery

Session 8

Constructive Cross-Cultural Management, A

Room: J 505

Session Chair: Éva Révész

1. Milton Bennett; David Trickey: Constructivist Theory into Organizational Practice: Using a Small Language Model AI to interpret Intercultural Viability
2. Alexander Frame; Andrea Cnyrim; Tobias Grünfelder Campoverde; Julika Baumann Montecinos; Naiara Arnaez Ortega: Going Beyond Difference-Based Conceptions of Multicultural Teams to Foster Transcultural Understanding within Organisations: from Research to Practice
3. Sina Grosskopf: Multicultural Individuals as Creative Change Agents: How Migrants Disrupt Organizational Routines

Session 9

Diversity, Equity and Inclusion, B

Room: J 301

Session Chair: Henriett Primecz & Anna Laura Hidegh

1. Ida Castiglioni: Is There a Space for Diversity in the Italian Welfare System? The Case of DEI in Organ Donation/Transplantation and Minority Communities.
2. Johannes Brandstetter; Almina Bešić: A Multi-Stakeholder Approach to the Sustainable Labour Market Integration of Low- and Middle-Skilled Refugees

Session 10

Digitalization, AI in Multicultural Work, B

Room: J 304

Session Chair: Robert Marciniak & Senem Yazici

1. Fekadu Agmas Wassie; László Péter Lakatos: Bridging the Skills Gap: Redefining Information Technology Proficiency of Auditors in the Digital Age
2. Sára Csillag; Carmen Svastics; Zsuzsanna Győri: Breaking Barriers: Digitalisation, AI, and Entrepreneurs with Disabilities in a Global Context

Session 11

Geopolitical Turbulences and Cross-Cultural Management

Room: J 302

Session Chair: Liu Xiaomeng

1. Zsolt Havran; Diána Fűrész; Ákos Jarjabka: Geopolitical Turbulences and Flows of Human Capital: the Global Mobility of Football Players
2. Adrian Josef Amon: Resilient Giants: Evidence on Crisis Stability and Institutional Embeddedness in the World's Largest Cooperatives
3. George Simons; Amna Ben Amara: The 4D Game: Dictatorship, Decolonization, Deculturalization, Diversophy

Session 12

Open Track, A

Room: J 303

Session Chair: Marie-Thérèse Claes

1. Forster Ampadu; Bice Della Piana; Sara Carbone: Bold Roots: How Ubuntu Inspires Risk-Taking in African Entrepreneurship
2. Chiara Cannavale; Lorenza Claudio: Individual Culture and Consumer Behaviour
3. Nohaila Kartti; Chiara Cannavale: Exploring the Impact of Individual Cultural Distance on Value Co-Creation Mechanisms in International Innovation Teams

Session 13

Human Resource Management and Human Resource Development

Room: J 501

Session Chair: Sára Csillag

1. Éva Vajda; Attila Wieszt; Amitabh Anand: The Perceived Justice of Performance Management in Family Firms – A Case Study Research
2. Sára Csillag; Péter Csizmadia: Human Resource Practices Across Borders: Insights from European Micro and Small Enterprises
3. Rita Koris: From Critical Self-Reflection to Employability: Exploring Gaps in Student Self-Perceptions through Cultural Lenses
4. Beáta Pajor: Employee Engagement in the Hungarian IT Sector

Session 14

Constructive Cross-Cultural Management, B

Room: J 505

Session Chair: Sina Grosskopf

1. Anda Nóra Milassin; Gábor Kovács: Collaboration of Hungarian and Indian IT Engineers – Insights from the Hungarian Perspective
2. David S. A. Guttormsen; Jon Hovland Honerud; Erik Lankut; Jakob Laurant; Cathrine Seierstad; Nina K. Prebensen; Kristin Bentsen; Marius Rohde Johannessen: Artificial Intelligence and Intercultural Unknowns: Towards a Future Interdisciplinary Research Agenda
3. Sina Grosskopf; Helene Cristini: From Homo Deus to Homo Curator - A Philosophical- Negative Theological Turn in Cross-Cultural Management for the Positive Anthropocene

Session 15

Diversity, Equity and Inclusion, C

Room: J 301

Session Chair: Henriett Primecz

1. Lisa-Marie Stauffer: Assigned Places, Chosen Futures: Gendered Leadership Pathways in a Conservative Welfare State – the Case of Austria
2. Noémi Krátki: Abstract: The Common Good Created under the Name of Social Innovation
3. Gábor Rónaföldi-Széll; Anna Laura Hidegh; Attila Wieszt: Succession in Hungarian Family Firms as Gendered Organizations

Session 16

Culture and Leadership

Room: J 304

Session Chair: Wendelin Küpers

1. Csaba Kiss; Renátó Tóth; Attila Nagy; Ottó Benczenleitner; László Tóth: Relationship Between Coach-Athlete Relationship and Resilience among Junior Players of State-Accredited Ice Hockey Academies in Hungary
2. Borbála Szüle; Zoltán Soma Kárpáti: Trust Matters: Mediation Effects in the Relationship Between Family Firm Culture Professionalization and Business Performance
3. Julianne Czifra; Csilla Csukonyi: Workplace Power Abuse Viewed Through a Cross-Cultural Lens – an Exploratory Study from the Visegrad Countries
4. Gavkhar Turaeva; Zoltán Buzády: Simulating Leadership Across Cultures: Exploring the Role of Sustainable and Transformational Leadership Styles in Decision-Making

Session 17

Cultural Competences, B

Room: J 301

Session Chair: Andrea Toarniczky

1. Bice Della Piana; Sara Carbone; Sofia Galderisi; Serena Fariello: Fostering Internationalization and Inclusion through Peer-to-Peer Intercultural Support in Public Universities: The Case of Unisa Buddy System
2. Micaela Tempesta; Forster Ampadu; Bice Della Piana; Sara Carbone: AI as a Catalyst for Innovation in Advertising: Preliminary Insights in terms of Cultural Adaptations
3. Robert Johnson: Embracing uncertainty: Is there a link between openness to cultural learning and adoption of generative AI technology?

Session 18

Sustainability, B

Room: J 501

Session Chair: Lorenza Claudio

1. Tamara Rita Csordás: Cross-Cultural Influences on Climate Communication: Understanding how Young Adults in Internationalized Educational Environments in Hungary Perceive and Respond to Sustainability Messaging
2. David S. A. Guttormsen; Lailani L. Alcantara; Lucy Zhou Korvald: Plastic-Pickers and the Cost of Sustainability as Negative Externality: A Forgotten Stakeholder-Group in Sustainability Discourses?
3. Gábor Kovács: Western and Eastern Interpretations of Sustainability

Session 19

Global Virtual Teams & Intercultural Communication

Room: J 505

Session Chair: Katul Yousef

1. Judit Vegh; Marie-Thérèse Claes; Joyce Jenkins; Andrea Dúll; Lan Anh Luu Nguyen: Privilege Dynamics: Expatriates' Perceived Privilege During Crisis
2. Katul Yousef; Borbála Szüle: Intercultural Communicative Competence and its Impact on Teamwork: A Comparative Study of Face-to-Face and Virtual Classroom Teams
3. Vivienne Gaskell: Crisis Communications: an Intercultural Mediation Process Based on Collective Intelligence

Session 20

Cultural Competences, C

Room: J 301

Session Chair: Bice Della Piana & Andrea Toarniczky

1. Judit Hidasi; Katinka Antal: The Role of Cultural Intelligence in Multinational Team Performance
2. Janaína Maria Bueno; Adriana Roseli Wunsch Takahashi; Zorana Jerinic Ivic: Organizational Intercultural Competence: A Multilevel and Dynamic Perspective
3. Kyriaki Koukouraki: Reimagining Foundation Education through Intercultural Competence: A Learning Needs Perspective

4. Bice Della Piana; Sara Carbone; Sofia Galderisi; Serena Fariello: Fostering Internationalization and Inclusion through Peer-to-Peer Intercultural Support in Public Universities: The Case of Unisa Buddy System

Session 21

Open Track, B

Room: J 304

Session Chair: Chiara Cannavale & Marie-Thérèse Claes

1. Vincent Merk: An Interactive Journey into Open Dialogue with the UNESCO Story Circle Approach
2. Selin Aksoy; Dzeneta Karabegovic; Kyoko Shinozaki: Reproducing Inequality Through Privileged Mobilities: A Case Study of International Retirement Migration to Hua Hin, Thailand
3. Maria Ferraro; Francesca Avallone; Riccardo Resciniti: The Role of Message Explicitness in Brand Activism: A Cross-National Study of Instagram Engagement
4. Senem Yazici; Max Schwarzbach; Evelyn Zuidma-Tempel; Konrad Schneidenbach: Continuous Ecosystem Ambidexterity: Reframing Open Innovation through AI and Cross-Border Collaboration