

3° SEMINARIO INTERCULTURALE

SIETAR Italia è lieta di invitarvi al Workshop Interculturale
venerdì 8 novembre 2013 - 16.00-18.30
presso Servizi Estero Via Torriani 29 Milano

Beyond Hofstede

Facilitator: Bettina Gehrke

Abstract: Since the publication of Geert Hofstede's seminal book, *Culture's Consequences: International Differences in Work-Related Values* in 1980, Hofstede's cultural frameworks have been an integral part of international business research and practice. Hofstede is a reference for any interculturalist, because his value dimensions are a powerful tool to explain how culture is related to management preferences across countries.

Although increasing criticism has been voiced against his work over the last decade (e.g. McSweeney, 2002), his oeuvre still has an undeniable influence on intercultural training, teaching and research.

In this workshop I will discuss the conceptual and methodological critique associated with cultural frameworks, such as Hofstede, Hall, Trompenaars or GLOBE, typically used in intercultural training. Do we need a new understanding of culture in this age of globalization? Are cultural dichotomies such as individualism-collectivism or high-low context communication sufficient to facilitate our understanding of today's complexities? Are there alternative perspectives to explain cultural differences?

The idea of this workshop is to challenge some of our assumptions often made too easily in explaining cross-cultural differences and to reflect on implications for intercultural trainings.



Bettina Gehrke currently teaches Cross-Cultural Management to international Master students at Bocconi University. She has held faculty appointments in Wiesbaden, Munich, Bergamo, Shanghai and St. Petersburg.

As a professor of the Bocconi School of Management (SDA Bocconi) she works mainly with multinational companies designing tailor-made management development programs to facilitate international integration processes and international team collaboration. Her teaching focuses on the development of (intercultural) leadership competencies. She is responsible for the international relations of the SDA Bocconi Diversity Management Monitor and co-editor of the column "La finestra sul mondo" of *Economia & Management*.

Il workshop sarà in lingua inglese. Sarà a numero chiuso (20 posti) ed aperto ai soli Soci regolarmente iscritti per il 2013. Per l'iscrizione all'evento, si prega di scrivere a Peter Anderson a p.anderson@andersonhouse.it entro giovedì 31 ottobre 2013.