



Call for Papers

(Deadline for submission: December 1, 2007)

Special Issue

International Journal of Cross Cultural Management

Cross Cultural Management in the Age of Globalization

Guest Editors

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Globalization is reshaping our modes of thinking and ways of behaving and fostering national cultural changes in many societies. While some scholars may argue over a “clash of cultures,” it seems just as relevant to focus on the ways in which cultures may learn from each other, even inspire each other. At the same time, some scholars argue that new cultures – global cultures – are emerging and threaten the existence of national cultures.

Whereas politically defined nation-states and traditional values still play important roles, multinational corporations (MNCs), individuals and various cultural groupings roaming within and beyond national boundaries are becoming increasingly visible change agents in the reshaping of the new identity of national cultures.

Globalization has given rise to a paradoxical movement of cultures. On the one hand, emergent global cultures transcend national boundaries and cultures. On the other hand, the synchronizing power of the Internet and wireless digital technologies provide local cultures and indigenous cultural values with unprecedented global attention.

This special issue on “Cross Cultural Management in the Age of Globalization” aims at providing a forum to examine what globalization means for cross cultural management theory building and practice with a special focus on national cultural change. We welcome innovative submissions, both conceptual and empirical, both quantitative and qualitative, both management-focused and sociology/anthropology related, which tackle cross cultural management from the following angles:

- **National cultures** – How should we understand “national culture” in an age of globalization? What constitutes a national culture today? To what extent is a nation-state/nationality/passport-based national culture paradigm still relevant in global business?
- **Global cultures** - What are they? How do they form? Who do they involve? What do they look like? What is their impact on cross cultural management theory and practice?
- **Globalizing cultures** - How is the process of globalization affecting national cultures? How are cultures responding to globalization i.e., in what ways are they evolving to remain viable; How does the rise of globalization impact the way national cultures interact and influence one another? How can we understand the rise of some cultures in terms of a global flowering or renaissance -- e.g., Irish culture, Indian culture, Chinese culture.
- **Managing cultural change in a global context** - What impact do MNCs have on national cultural change? Can MNCs leverage national cultural change to gain competitive advantage? In what way do MNC corporate cultures influence national cultures? Can MNC cultures replace national cultures on the global stage?

Submission Guidelines

All paper submissions should conform to *International Journal of Cross Cultural Management* standard guidelines for authors, details of which can be found at: <http://ccm.sagepub.com>

Papers for this special issue should be submitted electronically to:

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Deadline: Manuscripts must be received by December 1, 2007

It is intended that this special issue will be published in 2008.