



IACCM 2023 Conference

"Responsible Management: Social Sustainability, Diversity and Inclusion"

25th-27th October 2023 – Naples, Italy

The International Association of Cross-Cultural Competence and Management (IACCM) is an academic forum for experts in all fields of research who take an interest in and are concerned with cross-cultural topics. The 2023 Annual Conference will be hosted by the Università Parthenope di Napoli and co-organized with the Department of Management and Quantitative Studies.

The conference aims at providing a platform for the exchange of ideas, knowledge and experiences on the latest trends, challenges, and opportunities in the field of responsible management, with a particular focus on social sustainability, diversity (and diversity related processes) inclusion (or vice versa exclusion) in management and any kind of organisation across countries. We invite empirical, theoretical, and conceptual papers drawing on different methodologies offering context-rich discussions of diversity, inclusion/exclusion and (in)equalities in management and organisations.

We welcome submissions from both practitioners and academics. Different contribution formats are accepted to suit different approaches and content, such as conceptual papers, empirical research, literature reviews, case studies, and practice-oriented papers, posters.

Topics include but are not limited to:

- Corporate social responsibility and sustainability;
- Innovation and Sustainability;
- Ethical leadership and decision making;
- Social and environmental impact of business operations;

- Responsible supply chain management;
- Social entrepreneurship;
- Responsible marketing and consumer behaviour;
- Diversity in cultures;
- Gender and gender identity;
- Race, ethnicity and religion;
- Feminist epistemology;
- Cultures of safety;
- Community engagement and development;
- Disability in organisations;
- Inclusion and diversity in the workplace;
- Responsible human resource management;
- Cross-cultural competence in the public sector.

Papers can also be submitted for the following panels:

1) Fighting Together Against the Energy and Climatic Crisis

Proponent: Prof. Manel Ben Ayed

Tunisia is facing an energy crisis caused by scarce energy resources leading to climate change problem. The Mediterranean country has responded by focusing on the energy transition process addressing two pillars: energy efficiency and renewable energies. Hence, Tunisia has embarked on a policy of promoting energy efficiency which has greatly contributed to the decoupling of energy consumption of economic growth, particularly in the industry, transport and real estate sectors. The country has also joined an interconnected euro-mediterranean network to become a promising stakeholder in the supply of renewable energies in the Mediterranean basin and African countries.

2) Disability within organizations and the UN Agenda 2030: Insights and challenges for promoting inclusion at workplace

Proponents: Paola Briganti, Maria Ferrara & Luisa Varriale

Since 2015 with the UN Agenda 2030 which set out the 17 Sustainable Development Goals (SDGs), organizations worldwide must sustainably behave to achieve these goals. Numerous programs, initiatives and practices have been developed and implemented for addressing the 17 SDGs, but still limited actions occur for meeting goals concerning the creation of an inclusive world, above all with reference to the SDG 10. According to the SDGs, this Panel aims to discuss and investigate practices and policies, especially in the HRM, for overcoming physical, cultural, and social barriers at workplace for people with disability or special needs, creating an inclusive and sustainable work environment.

3) Environmental sustainability and Industry 4.0

Proponents: Proff. Francesco Calza, Adele Parmentola & Ilaria Tutore

The Industry 4.0. paradigm, that refers to the digital dimension of future industrial structures, does not only affect the manufacturing activities of the companies but implies a whole change in the companies' way of facing the market and their competitors and also in companies culture. Existing studies tend to be largely focused on the positive side of this fascinating development, neglecting that some

technologies and innovations may also impose unpredictable costs on environment and society. Management scholars are invited to reflect and enhance the understanding on both positive and negative environmental effects of Industry 4.0. In particular scholars have to consider also how the relationship between I4.0 technologies adoption and companies' environmental strategy depends on companies' organizational and national culture.

4) Cross-Cultural entrepreneurship and sustainability: The future directions

Proponent: Dr. Lorenza Claudio

Nowadays, entrepreneurs should be capable of facing multiple cultural contexts, which differ in terms of values/practices and in terms of institutions, firms' failure rates or consumer behaviours. Further, entrepreneurs must deal with the dynamism of a VUCA world. It is fundamental to create new opportunities from crises. Sustainability is acquiring more attention. Particularly, scholars start discussing new topics, from social entrepreneurship to social sustainability. This awareness leads entrepreneurs to consider social aspects. Indeed, what are the future directions that cross-cultural entrepreneurship should follow while pursuing sustainability? Possible topics could include: is there any relationship between cultural values and sustainability? Does people with different cultural backgrounds could improve firms' sustainability? Is there any relation between social entrepreneurship and cultural values?

5) Sustainability in Healthcare

Proponents: Proff. Julia Kulova & Niko Mortiz

Sustainability in Healthcare refers to the integration of environmental, social, and economic considerations into healthcare practices and policies. This approach recognizes that healthcare has a significant impact on the environment and society and seeks to minimize negative impacts, while maximizing positive outcomes. Sustainable healthcare practices include reducing waste and pollution, conserving resources, and promoting healthy lifestyles. Sustainable healthcare also involves promoting equitable access to healthcare and addressing social determinants of health. Adopting sustainable healthcare practices not only benefits the environment and society, but also leads to better health outcomes and improved cost-effectiveness in healthcare delivery. Therefore, healthcare organizations should strive to implement sustainable practices to promote a healthier future for all.

6) Cultural differences and creativity in the workplace

Proponent: Prof. Fabrizio Maimone

Creativity at work is generally defined as the production of novel ideas and solutions that are feasible and oriented towards goals achievement. Creativity is fundamental for innovation, and it is considered an emerging skill for managers and employees at the time of digital transformation, because it is a distinctive human ability, that cannot be easily replaced by AI, machine and deep learning and may offer organizations something intelligent machine are not still able to provide. Even though creativity is considered a universal human ability, cultural differences play an important role in its conception, implementation, and perception. Moreover, cultural differences may favourite or be an obstacle for creativity in the workplace, depending on the way they are managed. Therefore, cultural differences

matter, also for creativity at work. The aim of this panel is to provide scholars an agora for sharing research ideas, projects and results on cultural differences and creativity in the workplace.

7) Cross-cultural management and competencies and global social challenges

Proponents: Proff. Francesco Schiavone, Stefania Manetti, Manuele Villasalero, Nessrine Omrani & Anna Bastone

This conference panel welcomes contributions from scholars in various fields (e.g., entrepreneurship, management, innovation, Cross-cultural Management and so on...) to close gaps and shed light on how the theory and practice of cross-cultural management (CCM) and, in general, cultures can contribute to understand and solve some of the main global social challenges currently affecting our world and times (e.g., education, poverty, healthcare, sustainability, global peace and so on...). We aim at receiving papers that can stimulate the debate about the role of cultures for facing and interpreting the key current social issues and phenomena at international and global levels. Submissions should provide novel ideas, tools, and perspectives for scholars, practitioners and policy-makers. Theoretical contributions, reviews, and case studies are welcome.

8) Feminist Epistemology and Social Science: A Different Approach

Proponent: Prof. Elita Schillaci

Feminist epistemology is conceived as a branch of social epistemology, aimed at questioning the extent to which gender and gender issues can influence knowledge and knowers. Feminist perspective has been completely ignored by mainstream discourse in different areas. In the field of social science, gender-related topics still require a reformulation of the methodological approaches. Indeed, some scholars highlight the necessity of purely feminist scientific methodologies since the emergence of feminist scholars brought to new research questions and results. Based in these assumptions, contributions are welcome to explore further the impact of values on the preference for feminist or not-feminist approaches to the research field and to the knowledge development.

9) Intercultural dimensions of the cross-border business curriculum

Proponent: Dr. Svetlana Buko and Dr. Eithne Knappitsch

This panel will address the role of cross-border business curricula in preparing graduates to operate in a global business environment. The value of a cross-border business curriculum lies in its ability to equip students with the knowledge and skills to navigate the complexities of global business environments. We are looking for innovative and practical approaches to designing and delivering cross-border business education that fosters intercultural competencies. We are interested in receiving submissions concerning the impact of intercultural competencies on cross-border collaboration and business success; case studies of successful cross-border collaboration and business initiatives; the role of technology in facilitating intercultural communication and collaboration in cross-border business.

The Conference will host a **PhD Workshop**, where doctoral and masters students will present their ideas of research and get fruitful feedback to advance their works.

The PhD will be run on 25th of October (morning), and the main Conference will start on the 25th afternoon. The Scientific program is expected to finish on the 27th in the afternoon. The gala dinner will take place on October 26th.

Extra social activities can be organised on the 28th in the morning, and you will be requested to manifest your interest when registering.

Submissions

All submissions have to be made through the website of the conference (<https://www.disaq.uniparthenope.it/iaccm-conference/>), where you will be required to fill the format, and upload the anonymous abstract.

The abstract should not exceed a maximum of 500 words and it should answer the following questions:

- Introduction
- Objective
- Methods
- Findings
- Implications

Please complete all submissions before the **submission deadline on June 30th 2023, 23:55 CET**.

Abstracts will be blindly reviewed and notification of submission **acceptance/rejection** will be given by **21st July 2023**

To compete for the Best PhD Paper Award and for the Best Conference Paper Award, and to be considered for publication in the proceeding with ISBN, authors have to submit the full paper by **September 30th**.

Key Dates

27 March	Opening of the submission system
30 June 2023	Deadline for call for papers/Abstract submissions
14 July 2023	Deadline for PhD Workshop
21 July 2023	Notification of accepted abstracts
30 September 2023	Full papers, presentations, and poster submission
15 September 2023	Deadline for early-bird registration
1 October 2023	Deadline for Registration (final programme)

Venue

The conference will be held in Villa Doria d'Angri

<https://www.youtube.com/watch?v=JX76rsjt8Js>

For any further information write to iaccm.disaq@uniparthenope.it

We are looking forward to welcoming you in Napoli!