



Call for papers for a special issue of *International Journal of Cross Cultural Management*

Mainstreaming Cross-cultural Management Studies Through Inclusive Scholarship

Submission deadline: October 31, 2018

Decisions: January 31, 2019

Expected publication: from April 2019

Special Editors

Frederik Claeys, Lille Catholic University, France (frederik.claeye@univ-catholille.fr)

Terence Jackson, Middlesex University, UK and Rhodes University, South Africa (t.jackson@mdx.ac.uk)

Henriett Primecz, Corvinus University of Budapest, Hungary (henriett.primecz@uni-corvinus.hu)

Vasyl Taras, University of North Carolina at Greensboro, USA (v_taras@uncg.edu)

Shuming Zhao, Nanjing University, China (zhaosm@nju.edu.cn)

We invite articles that address the relevance of cross-cultural management scholarship to broader streams of management and organization, which incorporate inclusive and critical approaches and which contribute significantly to the social and behavioral sciences as a whole.

International Journal of Cross Cultural Management, now in its eighteenth year has attracted a loyal following within an area that is often regarded as a sub-area within Management Studies as a whole, rather than an integral part of it. The Journal has done much to establish itself as one of the main references in the field, with a first class editorial board comprising the most prominent scholars in the field as well as promising scholars in less represented geographical regions such as sub-Saharan Africa and South America. All those working in the field of cross-cultural management will know the Journal, with many having published in it. In recent years its editorial policy has reflected a desire to attract more critical forms of cross-cultural scholarship alongside its long-stated desire to attract scholarship from non-Western perspectives as well as more traditional comparative and interaction-based approaches.

This has been reflected since 2012 in the publication of editorials that have sought to encourage a more inclusive approach to cross-cultural management scholarship. Editorials, with titles such as *Seeing the Middle East through different inflections: implications for cross-cultural management research* (2013: 13(2)),

Cross-cultural management from the South: what a difference global dynamics make (2014: 14(1)), and *How can we encourage indigenous research?* (2014: 14(2)) have reflected this inclusive policy.

In addition to publishing very successful special issues such as that of Thomas et al, *Cultural intelligence: domain and assessment* (2008: 8(2)), Bird and Fang *Cross-cultural management in the age of globalization* (2009: 9(2)), Brannen and Thomas *Bicultural individuals in organizations* (2010: 10(1)) and Reiche, Pudelko and Carr *The role of culture at different levels of analysis* (2010: 10(2)) we have also aimed at publishing scholarship in areas that we knew would not attract as many citations but were important to developing the field.

For example the special issue Corbin, Punnett and Onifa *Using cultural metaphors to understand management in the Caribbean* (2012, 12(3)) published articles with unique perspectives on cross-cultural management while providing much needed management scholarship on a neglected geographical region. However, an issue of this nature attracts few citations. It is restricted in geographical scope, and the connection with mainstream scholarship would not necessarily be immediately obvious to cross-cultural management scholars, let alone 'mainstream' management scholars. This does not mean that these types of articles should not be published. As a journal purporting to support the development of our sub-discipline within Management Studies, it is our editorial policy that such 'niche' scholarship is published.

Some excellent special issues have been published before and after this Caribbean one that have made their unique contributions to the development of cross-cultural management scholarship, such as 'Primecz, Mahadevan and Romani *The dynamic complexities of culture(s) and organizations: understanding diversity, race, gender* (2016, 16(2)) containing articles such as 'Discourses of contradiction: a postcolonial analysis of Muslim women and the veil ' and 'The dynamics of language and ethnicity in Mauritius' provided invaluable perspectives, yet are unlikely to immediately attract many citations. This does beg the question: if such contributions are important to the development of cross-cultural management scholarship and to Management Studies as a whole and they are not being extensively cited how are they contributing to the field's development?

There is no doubt that Management Studies as an academic discipline is conservative and cautious. Even critical management studies scholars sometimes are slow to adopt critical theories, such as Postcolonial Theory that had been prominent within the social sciences twenty years ago, and which now, as our editorial *Cross-cultural management from the South: What a difference global dynamics make* (2014, 14(1)) pointed out, is probably out of date. It is more likely that cross-cultural management scholarship borrows from the wider social and behavioural sciences more than it contributes to them.

Our inclusive positioning, our encouragement of non-Western and critical perspectives along side what has been regarded as mainstream cross-cultural management scholarship and willingness to publish excellent scholarship that may be rejected in mainstream international journals, as they would not attract extensive citations, is a strength of *IJCCM*. We are proud of the contributions that the Journal has made to our field. Yet this is also our main weakness. Not only is it likely that the potential of the Journal has not been fully realized in terms of the lack of impact through lower citations, the journal's standing within the cross-cultural management academic community has not been reflected in the

proprietary metrics of Thomson Reuters Social Science Citation Index nor in the simplistic classification of the UK ABS journals list.

The challenge for the future of the Journal is to continue, and more fully, to provide an internationally recognized, prestigious and inclusive outlet that includes critical, non-standard cross-cultural management scholarship that challenges existing assumptions and paradigms within the field, while at the same time mainstreaming diverse approaches to cross-cultural management scholarship within Management, Organization and Business Studies as a whole. These are not necessarily contradictory, and we would like to think of them as complementary.

The journal has continued to publish articles within the mainstream of cross-cultural management studies. These types of studies are more immediately recognizable to mainstream management academics (Hofstede, after all, is one of the most cited management scholars), and have continued to contribute to our field. Yet existing paradigms may limit the reach and contribution of our field. Leading the field through contributions from diverse disciplines, from under-represented regions, through new and critical paradigms does not always convert to short-term citation metrics, but in the longer term may result in sustained contributions to mainstream management studies.

We invite conceptual articles that address the relevance of cross-cultural management scholarship to broader streams such as (but not restricted to) strategic management, organizational behavior, organization studies, leadership, team and group dynamics, conflict studies, international business, international development, as well as looking more generally at the contributions made by or could be made by our sub-discipline to wider social and behavioural scholarship. Review articles are welcome, but purely opinion pieces are not. Critical scholarship is expected. Empirical studies will not be excluded if their relevance to the general theme is adequately demonstrated. We are offering contributors a blank canvas, a chance to be innovative, and a forum to develop ideas on the relevance of cross-cultural management scholarship today, and how it can develop as a discipline to be more inclusive, critical, relevant and mainstream.

Submissions

If you would like to discuss a possible submission, and for any further information please contact any of the special editors. Please visit our SAGE webpages at <http://journals.sagepub.com/home/ccm>, for more information on formatting and submission criteria, and submit your article via our online submission system at <https://mc.manuscriptcentral.com/IJCCM>, ensuring you submit to the special issue. Submissions are subject to a rigorous double-blind review.