

**45th EIBA Annual Conference | Leeds | UK**

## **CULTURE RESEARCH IN IB**

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### **Workshop Objectives**

The purpose of this intensive one-day workshop is to discuss state of the art research on national cultural differences in IB. It is designed for academics interested in culture research in the multidimensional value based tradition (thus quantitative, not qualitative). This can be both experienced academics who have never been exposed to culture research yet do want to engage in culture research, and also young scholars who are working on their PhD in which a cultural component is present. The workshop assumes that participants have basic knowledge of multivariate statistics (factor-cluster analysis, regression analysis).

### **Scope and Approach**

The workshop seeks to familiarize participants with the latest insights in culture research. Note that this workshop focuses on the quantitative tradition in culture research, as rooted in the multidimensional value based approach. The workshop aims to help participants in addressing practical questions like: What cultural frameworks are there? How do they differ from one another? Do cultures change? If so in what direction? How does that relate to the fact that Hofstede sampled in 1968-1972? Is the Schwartz culture study a substitute for Hofstede's framework? Has Hofstede's framework been updated? What does this all imply for the construct of cultural distance in IB? Has cultural distance become obsolete? Should I use all cultural dimensions? How do cultural differences relate to institutional differences? Etc. The questions are discussed in the context of relevant theories, and will be illustrated with empirical examples providing practical suggestions how to address such questions as an author and/or a reviewer.

The workshop will take the form of interactive (menti-based) sessions and assumes a high degree of interest and motivation on the part of the participants.

### **Readings**

A comprehensive list of articles will be provided to participants at the start of the workshop.

### **Instructor**



Prof. dr. Sjoerd Beugelsdijk holds the Chair of International Business at the University of Groningen, the Netherlands. He is an expert on globalization and cultural diversity. He has published more than 60 refereed articles, authored four books, and edited special issues in leading journals, such as the *Journal of International Business Studies* and *Journal of Economic Geography*. Sjoerd Beugelsdijk has held visiting positions at several universities including University of South Carolina, Copenhagen Business School, and Bocconi University. He is a research director, and has served as a head of department and academic director of the undergraduate international business program. Dr. Beugelsdijk received over 1 million euros in competitive research grants (Rubicon, Veni, Vidi) of the Netherlands Organisation for Scientific Research. He has supervised 11 PhD projects and is the reviewing editor for the *Journal of International Business Studies* (2016-2022). In 2019 he was awarded the *JIBS Silver Medal*. He is co-editor and co-author of the 2019 government advisory board (SCP) report on ‘Dutch national identity’.

**More information about each of the post conference workshops will be made available to registrants closer to the event day.**