



Fachhochschule Köln
Cologne University of Applied Sciences

1st GLOBUS CONFERENCE ON CULTURE AND THE ECONOMY

ECONOMIC GLOBALIZATION, CULTURAL DIVERSITY AND CROSS-CULTURAL COMPETENCE

October 8, 2007

Programme

08:30-09:30	Registration
09:30-10:00	Welcome by Prof. Klaus Becker, Pro-Rektor for Research of Cologne University of Applied Sciences (CUAS) Welcome of the alumni and the new cohort of Global MBA students by Prof. Jeff Steagall, University of North Florida
10:00-10:15	Introducing GLOBUS and 1st GLOBUS Conference <ul style="list-style-type: none">• Prof, Harald Sander, CUAS
10:15-10:45	Distinguished lecture on Culture, Business and Cross-Cultural Competence: <ul style="list-style-type: none">• Prof. Slawomir Magala, Erasmus University, Rotterdam, "From Minding Your Steps to Mining Diversities"
10:45-11:15	Coffee break
11:15-13:00	"Revisiting HOFSTEDE": Special session on culture, cross-cultural competence and the economy: <ul style="list-style-type: none">• Prof. Halina Grzymala-Moszczyńska, Jagellonian University, Krakow, "Hofstede's Masculinity-Femininity"• Prof. Lothar Cerny, CUAS, "Ascertaining Hofstede's 'Uncertainty avoidance'"• Prof. Hede Helfrich-Hölter, University of Hildesheim, "Individualism-collectivism Revisited"
13:00-14:30	Lunch break



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14:30-16:00	<p>Papers part 1: Business and the economic policy in culturally diverse environments: Lessons from experience</p> <ul style="list-style-type: none">• Prof. Alek Nowak, University of Warsaw, (title to be announced)• Prof. Oliver Schnusenberg, Miriam Sowinski, University of North Florida, Prof. Stefan Materne, CUAS, "Sprechen Sie Bias? An Investigation of Cultural Differences in Behavioral Biases Between Germany and the United States"• Prof. Susann Kowalski, CUAS, "The reflection of Hofstede's cultural dimensions in the learning behavior of students"
16:00-16:30	Coffee Break
16:30-17:30	<p>Papers part 2: Business and economic policy in culturally diverse environments: Lessons from experience</p> <ul style="list-style-type: none">• Prof. Andres Gallo, University of North Florida, "Pondering the politics of private procedures: 'The Case of ICANN'"• Prof. Sylvia Heuchemer, Prof. Harald Sander, CUAS, "Do cultural affinities influence international trade?"
17:30-18:00	Final discussion and outlook
18:00-21:00	Reception and conference dinner at Café Himmelsblick