

Kick-off workshop: Report

(1) Identification of the research gaps and promising routes for further research

The team discussed the response of the scientific community to the cultural archetype approach. An analysis of citations, using among others Google Scholar, for both the key article “Richter/Hauff/Schlägel/Gudergan/Ringle/Gunkel (2016). Advocating the use of cultural archetypes in cross-cultural management studies. *Journal of International Management*, 22(1), 63-83“, as well as for the related article „Venaik/Midgley (2015). Mindscapes across landscapes: Archetypes of transnational and subnational culture. *Journal of International Business Studies*, 46(9), 1051-1079” showed that the attention and response to the concept is still moderate. So far, the idea of cultural archetypes is mentioned. However, there is no intensive discussion of the concept.

Building on this analysis, the most promising avenues for further research were discussed: The team still believes in the value of further evaluating the cultural archetype approach and agreed on keeping the second workshop as envisaged. This will provide a good opportunity to discuss the construct, its challenges, advantages and potential drawbacks with the invited guests. Moreover, the workshop can be used to develop strategies to disseminate the concept and its value to the academic community and business practitioners.

As regards the application of the archetype approach for research on intercultural competences or cultural intelligence, the presentations and discussions showed a strong heterogeneity of terms used for similar concepts operationalized and used for various purposes in different fields. Since this heterogeneity might complicate the analysis of the role of cultural archetypes in shaping cultural intelligence, the team underlined the need of further analyzing intercultural competence assessments and measurement approaches in cross-cultural research in preparation for the third workshop.

As regards the topic of culture in relation to HRM, the analysis of current research revealed a huge research potential: The research community continues to use cultural value proxies for analyzing the determinants of HRM practices and strategies as well as for analyzing the moderating role of culture in cause-effect relations (e.g. Peretz et al. 2017). The archetype approach is, however, neglected in this kind of research. Thus there is potential for replication studies using the archetypes approach and therewith a platform to demonstrate the benefits of the approach against current HRM research practice.

(2) Administrative/Organizational Issues

Sven Hauff reported about financial and administrative issues.

The team agreed on cooperating with the (inter-)cultural competence platform at the University of Southern Denmark. The joining of forces of both initiatives, i.e. the research network and the platform, offers strong potential for mutual learning and synergies in research as well as dissemination of knowledge.

In relation to this, the team agreed on a joint website for both initiatives hosted at University of Southern Denmark.

Moreover, the team agreed on inviting further academic members from the platform to the workshops planned.

Due to the change of positions of several members in the network which induced also location changes (i.e. relocation of Christopher Schlägel from Magdeburg to Maastricht and relocation

of Nicole Richter from Hamburg to Odense) the team agreed on new workshop locations: The third workshop will take place at University of Southern Denmark – on its Odense or Slagelse campus, the second workshop will take place at Maastricht University.

The team agreed on administrative responsibilities and time frames for conducting the workshops (second workshop: summer 2018 – ideally July, third workshop: autumn 2018 – ideally November, fourth workshop: summer 2019, fifth workshop: spring 2020).