

Workshop on “The concept of cultural archetypes – A way of measuring culture and improving our understanding of cultural differences?”

Time and Date: August 15 - 17, 2018

Place: University of North Carolina at Greensboro, USA

Participants: Sven Hauff, Tina Ladwig, Nicole Franziska Richter, Christopher Schlägel, Vas Taras (all network members)
Justin Kraemer (University of Wisconsin)
Karen Lynden, Madelynn Stackhouse, Tracy Liu, William Tullar, Michelle Yang, Vladislav Maksimov, Dane Blevins (all University of North Carolina)

Invited guests: Professors Sunil Venaik
(The University of Queensland, Australia),
and Robert D. Stephens
(Shippensburg University, Pennsylvania, USA)

Programme: Pre-workshop evening: Vas Taras first invited all participants and guests to a more informal get-together on Wednesday for socializing and exchanging first thoughts on research connections and ideas.

Workshop day 1: After a welcome, the day was organized with three more formal presentations: (a) Nicole Richter “Advocating the use of cultural archetypes in cross-cultural management studies”*, study on cultural archetypes, which identified six archetypes with reference to Hofstede’s concept of culture. (b) Sunil Venaik “Mindscapes across landscapes: Archetypes of transnational and subnational culture”**, study on cultural archetypes building on the concept of culture as defined by Schwartz. (C) Vas Taras “X-Culture”***, a project that among other things, offers a comprehensive dataset with the potential of being used for a follow-up study on cultural archetypes.

The formal presentations were followed by a more open workshop session in which participants discussed potential routes for future research and agreed on follow-up tasks.

See preliminary workshop programme for further details.

Workshop day 2: The second workshop day concentrated on further elaborating the preliminary ideas gathered and on identifying the most fruitful routes to go. Furthermore, first data requests were performed using the x-culture database to elaborate on the actual potential of realizing some of the research ideas generated.

*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.

**Venaik/Midgley (2015). Mindscapes across landscapes: Archetypes of transnational and subnational culture. *Journal of International Business Studies*, 46(9), 1051-1079.

*** <https://x-culture.org/>

Outcomes:

Publication projects agreed:

Agreement on a **joint publication project on cultural archetypes** which involves either one or more than one of the following aspects (also depending on data availability and quality): a) Replication study on archetypes found in any of the two articles using the x-culture dataset, b) Comparative study on the archetype approaches against each other or in comparison with more traditional measurements with regard to predicting team outcomes, such as communication, conflict, team satisfaction, c) development of a team archetype concept and analysis of its predictive relevance for team outcomes. A sub-team was formed for this project.

Further information on the above will be published as soon as we are in a more advanced stage of the project.

Agreement on an editorial on the usage of student samples (a byproduct of discussion); a sub-team was formed for this project.

Agreement on a project on qualitative data analysis of team processes (a byproduct of discussion); a sub-team was formed for this project.

Other forms of co-operation agreed:

Hosting the x-culture research and paper development xathon in Denmark right before the AIB (Copenhagen) in summer 2019 at SDU, Odense.

Some impressions:



Presentation: Nicole Richter



Presentation: Sunil Venaik



Workshop participants in front of the Business School building.