

ANTRITTSVORLESUNG



Univ.-Prof. Henriett Primecz

Research and Teaching

Henriett Primecz, Ph.D., is a Professor of Cross-Cultural Management. Her main research interest is cross-cultural management, gender and diversity, and paradigm plurality in organization studies. She has published several journal articles and book chapters on the state of the art in cross-cultural management (*International Journal of Cross-Cultural Management*, *International Studies of Management & Organizations*) and on paradigm plurality and paradigm interplay (*Organization Research Methods*, *The Routledge Companion to Cross-Cultural Management*, *German Journal of Human Resource Management*). She co-edited a book on *Critical Cross-Cultural Management – an Intersectional Approach to Culture* (Routledge) and on *Cross-Cultural Management in Practice* (Edward Elgar). She is Europe Associate Editor of the *International Journal of Cross-Cultural Management*, and associate editor of *Qualitative Research in Organizations and Management*. She has convened several streams at *Critical Management Studies Conference*, at *EGOS*, and at *EURAM*. She has also edited several special issues in *International Journal of Cross-Cultural Management*, *European Management Review* and in *Culture and Organization*.

Montag, 13. Juni 2022, 16.00 Uhr

Festsaal, Uni-Center, 1. Stock

Paradigm Plurality in Cross-Cultural management

As a relatively young discipline, cross-cultural management has been characterized by paradigm plurality. Receiving inspiration from various disciplines, e.g. engineering, management, organization studies, psychology, anthropology, sociology, international relations and business, cross-cultural management has never been a homogenous academic discipline. Still, three research paradigms dominate the field. These are the functionalist (positivist), interpretive (constructivist) and critical approaches. In this lecture, the underlying assumptions of each research paradigm will be discussed, as will their impact on cross-cultural management research and practice. Although the dominance of functionalist research is unquestionable, the interpretive (or social constructivist) approach is well-established, since anthropology is one of the main sources of inspiration of cross-cultural management, and it is strongly embedded in the interpretive research tradition. Critical approaches are relatively new, but definitely growing in terms of publications and academic interests.