<p style="text-align:center">CALL FOR CHAPTERS</p>

Handbook of Research on Cross-cultural Business and Management
(An International Edited Business Science Reference)

Proposal Submission Deadline: April 20, 2021
Final Chapter Submission: July 30, 2021

Culture is *a cumulative custom of beliefs, values, rituals, and sanctions practiced by a group of people, province or country*. It is a much sensitive dimension of internationalization of any business and making it perform in a culturally diverse environment. Sometimes, nations/states lose their normative significance in a cross-cultural setting (e.g., India). It is because they undermine their earlier philosophies of norms, values, and beliefs or neglected the cultural significance of other nations. At present, culture introduces significant changes in the core assumptions of business practices and skill expectations. This paradigm-shift has forced business executives and managers to know how cultural differences affect inter-organizational as well as intra-organizational functioning. It has made gaining cross-cultural compatibility a serious concern for the business as well as the scholastic society around the world.

A shift in business paradigms is complex as a process because an educational change of any significance involves changes in organizational structures, communications, resource allocation, practices, beliefs, and attitudes. Organizations experienced that selecting any strategic option is significantly influenced by the country/region-specific cultural factors that demand competence to identify the socio-cultural diversities to develop an inclusive cross-cultural business environment. Successful sustenance in cross-cultural business settings needs individuals with the strong knowledge, skills, and perspectives matching with the working styles of context and will be –
- Able to foster relationships that create respect for all,
- Able to employ cultural sensitivity and diplomacy,
- Able to solve cultural problems synergistically,
- Able to balance conflicting demands of global integration and local responsiveness,
- Able to manage and/or work with people from diverse racial and ethical backgrounds,
- Able to maintain flexibility in strategy and tactics,
- Able to create and sustain business teams in a global setting, and the like.

This proposed book will facilitate cross-culture business and management practices by developing practitioners and academicians with cross-cultural business and management competencies. The way to improve these skills is to fill the gaps between practical implication and theoretical consideration; the focus should be on learning so that they will get more chances to enhance their knowledge, skills, and attitudes relevant to achieve business objectives.

Tentative Content
Topics include, but not limited to the following:

Section 1: Ideology, Philosophy, and Theoretical Elements
1. Cross-cultural Business and Management
2. Cultural Roots in Business and Management
3. Societal Expectations of Managing Diversity in Business and Society

4. Roles and value of culture in the human system
5. Elements and/or Framework of Cross-cultural Business
6. Cross-cultural Business and/or Management Theories
7. Critical issues in Cross-cultural Business
8. Cross-cultural Business Communication
9. Motivating Cross-Culture Teams/Groups
10. Cross-cultural Business and/or Management Competencies
11. Cross-cultural Business and/or Management Competency Framework
12. Developing Cross-cultural Intelligence
13. HRM/HRD in Cross-cultural Business
14. Marketing in Cross-cultural Business
15. Cross-cultural Business Ethics
16. Paradigmatic shifts in business values and global Trends
17. Organization and Socialization
18. Expatriates' Adjustment in Cross-cultural Business Environment
19. Cultural Intelligence (CQ) and Conflict Management
20. Expatriate/Leadership Failure caused by Cultural Factors
21. Cross-cultural Business Negotiation
22. Managing Cultural Differences
23. Cross-cultural Business Process Reengineering
24. Cross-cultural Business Behaviour (e.g., Leadership, Decision Making, etc.)
25. Inter-cultural and Multicultural Group Relationship

Section 2: Case Studies
1. Managing in Indian Cultural Settings
2. Managing in American Cultural Settings
3. Managing in Chinese Cultural Settings
4. Managing in Arabian Cultural Settings
5. Managing in Japanese Cultural Settings
6. Managing in Spanish Cultural Settings
7. Managing in Mexican Cultural Settings
8. Managing in Malaysian Cultural Settings
9. Managing in South African Cultural Settings
10. Managing diversity in Cross-cultural Environment
11. Managing in Cross-cultural Organization
12. Managing Conflicts in Cross-cultural Business

Chapter Proposal Submission

Please submit your chapter proposal on or before **April 20, 2021**. It should be a brief outline of your chapter clearly explaining how the proposal fits into the book's scope and objective along with your institutional affiliation, position, and contact details. All submitted chapters will be accepted based on a double-blind peer review editorial process. Thus, *contributors may also be requested to serve as reviewers for this project*.

Submissions should be submitted to:

Dr. Chandan Maheshkar: ch.maheshkar@gmail.com
Dr. Vinod Sharma: vinod.sharma@christuniversity.in

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Note: *There are no any submission or acceptance fees for manuscripts submitted to this book publication. Please use the subject line:* ***"Submission to Cross-cultural Business and Management"***

Important Dates
CFC Opening: **February 1, 2021**
Proposal Submission Deadline: **April 20, 2021**
Full Chapters Submission: **July 30, 2021**

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