

RESEARCH SPOTLIGHT BY MSU & TEXAS A&M CIBERS

Using Cultural Distance in International Business Research: Tips and Trends

For this webinar, we invited three international business/marketing scholars who have recently published important work on the measurement of cultural distance. Specifically, our panelists will discuss their research addressing contemporary conceptual and methodological best practices for using cultural distance in international marketing/business research. This webinar will include short presentations followed by a discussion moderated by the co-hosts.

FEATURED SPEAKERS



Dr. Palitha Konara

University of Sussex

Discussion Topic

Correctly Specifying the Kogut and Singh Cultural Distance Measure



Dr. Wolfgang Messner

University of South Carolina

Discussion Topic

Geometrical Measurement of Cultural Differences



Dr. Tereza Dean

Ball State University

Discussion Topic

Recommendations for Using Cultural Distance in Academic Research

KEY TAKEAWAYS

- Gain insights into different ways of measuring cultural distance
- Tips related to best practices for conceptualizing cultural distance in international business research
- Learn recent recommendations pertaining to the use of cultural distance to advance your work in the review process

CO-HOSTED BY



Dr. Ahmet Kirca

Michigan State University



Dr. David Griffith

Texas A&M University

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