

Prof Felix Brodbeck, Aston University

Managing Cultural Diversity.

15 November 2005 **3.30pm to 5.00pm**

Abstract

The presentation is about cultural differences that matter at work - and how they matter, to the individual, within groups, and further organisational settings, such as for example for leadership. It is argued that cultural diversity at work can have positive as well as negative effects which sometimes operate even simultaneously. Many of these effects can be managed in a way that process loss is minimised and process gain (synergy) occurs. My intention is to demonstrate by use of several examples from our research how theories and applied research from Social Psychology, Work, and Organisational Psychology can help to establish when, where, how, and under what circumstances the above is possible.

About the Author

Felix C Brodbeck is Professor of Organisational and Social Psychology and Director of the Aston Centre for Leadership Excellence (ACLE) at Aston Business School, Aston University, UK, and a member of the GLOBE (Global Leadership and Organisational Behaviour Effectiveness) Project's Coordination Team. He conducted applied research in more than 50 organisations in several countries. He has published seven books and more than 80 scholarly journal articles in areas such as leadership, cross-cultural psychology, diversity, HRM, team effectiveness, human-computer interaction, innovation, decision making, and applied research methods. His repertoire of experience and practice comprises experimental, applied and field research, development of theory and practical tools, as well as training, coaching and consulting in the above domains.