

Culture, International Business, and Knowledge Systems Minitrack

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Abstract

Our mini track "Culture, International Business, and Knowledge Systems" under "Knowledge Innovation and Entrepreneurial Systems" track presents four papers from the researchers from North America, Asia, Africa, and Europe. The papers explore and contribute to the literature of managing knowledge and knowledge systems across cultures.

1. Introduction to the minitrack

Our mini track called for the papers exploring the impact and role of culture on managing knowledge and designing and implementing knowledge systems within local and global groups and organizations. Success of international business operations and marketing in both small and large organizations is depended on effective learning and knowledge coordination.

Our mini track listed many topics of interest:

- Transferring and sharing of cultural and indigenous knowledge and designing knowledge systems
- Implementing knowledge systems in internationalizing firms or global organizations
- Managing knowledge in international new ventures and other entrepreneurial firms
- Cultural differences in managing and designing customer relationship and other marketing related knowledge systems
- Challenges of managing knowledge in culturally diverse teams and organizations
- Knowledge systems in cross-border mergers & acquisitions
- Sharing and using knowledge collected from different markets and regions
- Global Account Management and knowledge systems

- Case studies focusing on knowledge systems in culturally diverse groups and organizations
- Practitioner papers and field studies in topics above

2. Papers presented

The first paper included in the minitrack by Han and Hovav (2019) is titled "Organizational Culture on Fear and Knowledge Sharing Intention". Han and Hovav examined the paradoxical relationships between espoused cultural values, perceived organizational culture, negative emotions (fear of social exclusion), and knowledge sharing in South Korean organizations. The study provides a better understanding of the paradoxical tensions between Confucian culture and knowledge supportive organizational culture and their effects on prosocial behavioral intentions of employees. Based on the results from their empirical study, Han and Hovav (2019) suggest that organizational culture of innovativeness, fairness and affiliation reduces the fear of social exclusion and improves prosocial behavior in the form of knowledge sharing intention.

The second paper in our minitrack is authored by Weldemariam and Garfield (2019) and titled "Framework for Externalization of Tacit Knowledge in Participatory Agricultural Research in Ethiopia: The Case of Farmers Research Group (FRG)". The paper presents a qualitative case study from Ethiopia. Weldemariam and Garfield (2019) explored how different forms of tacit knowledge are externalized among the participants. The study revealed a number of tacit knowledge externalization mechanisms including metaphor, storytelling, dialogue, apprenticeship or mentoring, experimentation and evaluation, observation, learning by doing, lessons learned, modeling technique, localization and on-farm demonstration.

The third paper in our minitrack by Rollins (2019) is titled "Relational Learning and Organizational Cultural Intelligence". This conceptual paper proposes that national cultural differences, values, and context of communication, influence relational learning, but organizational cultural intelligence translates relational learning to relationship performance.

The fourth paper in our minitrack is titled "Contrasting Internationalization Paths of Product- and Service-oriented Software Firms". Ojala, Rönkkö, and Peltonen (2019) studied the Finnish software firms and their internationalization over the years. Contrary to previous literature, Ojala et al (2019) found that product firms tend to internationalize later than services firms, and that product firms tend to target countries that are both geographically and culturally close.

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