



Guest Lecture:

“The Roles of Language in International Business: The Future is Transdisciplinarity”

In the context of *Doctoral Programme in Applied Linguistics: Managing Languages, Arguments and Narratives in the Datafied Society*

ECTS: n/a

Programme:

- Date: December 7, 2022, 17.30-18.30
- Place: hybrid – online and at ZHAW Winterthur, room SM O1.24
- Lecturer: Misa Fujio

Topic, focus:

As Tenzer, Terjesen, and Harzing (2017) discussed, despite the fast growth of language research in international business, “the field is still far from achieving a holistic understanding of the multidimensional role of language in business”. In fact, the roles of language in international business are very complicated to grasp: on the one hand they vary from country to country; on the other hand, they can be analysed at several different levels, such as individual, group, organizational, national levels, and also multiple levels. In this lecture, the author will introduce representing studies as well as theories at each level mentioned above, and then discuss Japanese situations, with a special focus on *Englishnization* of Japanese companies such as Rakuten or Uniqlo, and transdisciplinarity which suggests a new form of collaboration between academic and professional fields (e.g. Perrin & Kramsch 2018; Whitehouse 2018).

References

- Perrin, D.& Kramsch, C. (2018). Transdisciplinarity in applied linguistics. *AILA Review*, 32, 1-13.
- Tender, H., Terjesen, S. & Harzing, A. W. (2017). Language in international business: A review and agenda for future research. *Management International Review*, 57, 815-854.
- Whitehouse, M. (2018). The language of numbers: Transdisciplinary action research and financial communication. *AILA Review*, 31, 81-112.