

**UNDERSTANDING BICULTURAL INDIVIDUALS IN ORGANIZATIONS:
IMPLICATIONS AND OPPORTUNITY**

CALL FOR PAPERS

SPECIAL ISSUE

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Cross-cultural management research typically assumes that individuals have only one cultural profile. However, given the changing patterns in the world's workforce it is increasingly possible that more employees and managers will be bicultural. Biculturals have a dual pattern of identification with different cultures. They have simultaneous awareness of being a member of (and often an alien in) two cultures and therefore typically have more cognitively complex cultural representations than do monoculturals.

The ability of biculturals to operate within more than one culture raises a number of interesting questions for cross-cultural management, such as:

- Can the subconscious and non-volitional way in which biculturals learn a new culture be applied to developing global managers?
- Do biculturals possess unique skills and abilities that allow them to function more effectively in global business environments?
- Are biculturals better able to cope with the potentially conflicting organizational identities imposed by the multinational enterprise?
- Can the way in which biculturals shift from one cultural context to the other (called *cultural frame switching*) help to understand how global managers can choose from a repertoire of behaviors to adapt appropriately to the cultural context?
- Can the abilities of biculturals be leveraged to make learning and knowledge transfer across contexts less arduous, and hence facilitate global innovation?

While interest by psychologists in biculturals is growing rapidly, the current state of knowledge about bicultural individuals provides more questions than it does answers for cross-cultural management. This special issue seeks both conceptual and empirical papers that address the implications and opportunities presented by this new demographic for organizations. Manuscripts should be submitted as an e-mail attachment to Serap Yavuz at ijccm@ku.edu.tr by **1 October 2008**. Additional information for authors can be found at http://portal.ku.edu.tr/~ijccm/information_for_contributors.htm.