



Press release

New institution at ESCP Europe: Excellence Centre for Intercultural Management

The ESCP Europe Berlin business school has launched its Excellence Centre for Intercultural Management (<http://escpeurope-centreinterculturalmanagement.eu/>). Based on the three pillars of Learning, Expertise and Community, the institution will combine the development of intercultural competences with academic and practice-oriented research projects, as well as promoting collaboration through a network of scientists, companies and organisations.

ESCP Europe is not only synonymous with cultural diversity thanks to its multi-campus model with six centres in Berlin, London, Madrid, Paris, Torino and Warsaw. The focus of its study programmes is also firmly fixed on diversity and collaboration in international teams. The multi-locational *Excellence Centre for Intercultural Management* has now been set up to provide future managers with even better preparation to meet the challenges and opportunities created by our globalised economy, and to strengthen the networking of practice and research into intercultural and diversity-oriented issues.

Professor Marion Festing, who is also Professor of Human Resource Management and Intercultural Leadership at ESCP Europe Berlin, has been appointed to head the new institution. "We want to be the preeminent institution for the development of intercultural competences and, having cultivated an extensive network of scientists and companies, will carry out top-level academic and practice-oriented research projects. Our goal is to deepen the understanding of intercultural and diversity issues within organisations, and to contribute exciting scientific insights in order to positively influence processes in business practice", explains Professor Festing.

Frank Bournois, Dean of ESCP Europe, says: "Our school has always advocated the role and the potential of diversity and culture in organisations. With the Excellence Centre for Intercultural Management, we want to help companies cope with the challenges of an increasingly diverse workforce and prepare our students to embrace the opportunities offered by cultural diversity."

Lifelong learning

One of the pillars of the new institute is the development of new learning formats. Learning has become the foundation of an increasingly complex world. At the same time, the internet provides easy access to information and knowledge. ESCP Europe combines the advantages of traditional, classroom-based learning with innovative, technology-based learning environments. Recently, a MOOC was developed to address topics of intercultural management: <https://www.coursera.org/learn/intercultural>. A digital, game-based learning format is currently in the concept phase.



Practice-oriented research

The institution's second pillar is composed of scientifically-based, practice-oriented research projects that deliver solutions for intercultural and diversity-oriented challenges. One research project, for example, provided insights into complex intercultural negotiations. In such situations, the use of so-called intercultural moderators, who have the same cultural background as the negotiating partners, has been shown to be an important factor in achieving successful outcomes. Other research projects have focused on the career success of managers. Thus, it has been demonstrated that an internationally-oriented management study programme makes a significant contribution to the cultivation of a global identity, which then has a positive effect on perceptions of career success.

Intercultural network

The Excellence Centre for Intercultural Management is already home to 18 professors from locations across the ESCP Europe business school's network. As more and more scientists and members of the business community from all over the world join, the network is continuously expanding.

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About ESCP Europe

Established in 1819, ESCP Europe has educated generations of leaders and entrepreneurs. With its six urban campuses in Berlin, London, Madrid, Paris, Turin and Warsaw, ESCP Europe's true European identity enables the provision of a unique style of cross-cultural business education and a global perspective on international management issues. ESCP Europe welcomes 4,600 students and 5,000 executives from 102 different nations every year, offering them a wide range of general management and specialised programmes (Bachelor, Masters, MBA, Executive MBA, PhD and Executive Education).

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