

Intercultural Studies for Business: Concepts and Dialogues across Shifting Spaces

Collection Editor: Clara Sarmiento

Description

This edited volume explores how the promotion, marketing and branding of culture led to the development of economic strategies, e.g. through creative industries and cultural tourism. Our challenge resides precisely on how culture-based initiatives can be used to boost the creation of business opportunities and enhance added value to the economy. This book explores and contextualizes intercultural western and non-western theories, paradigms, and practices, in order to sustain independent, ecological and critical methodologies for business. By articulating principles, theories, structures, performances and aesthetics, across different cultures and communication channels, the networks of cultural codes and practices emerge and are critically observed, blurring conceptual frontiers and challenging conventional criteria of cultural and business legitimization.

About the Editor

Clara Sarmiento holds an aggregation in Cultural Studies (Univ. Aveiro), PhD in Portuguese Culture (Univ. Porto). Tenured Full Professor, Polytechnic of Porto (P.PORTO). Founder and director, Centre for Intercultural Studies (P.PORTO). Founder and director, MA in Intercultural Studies for Business (P.PORTO). Advisory boarder, Guest-Editor, Cambridge Scholars Publishing. American Club of Lisbon Award for Academic Merit; CES Award for Young Social Scientists, Univ. Coimbra; PRODEP III (EC) PhD scholarship; 5 PAPRE Awards for High Quality Scientific Publications (P.PORTO); Gardner's Author of the Month. Research: Portuguese and Anglo-American Culture and Literature, Cultural and Intercultural Studies, Feminist and Gender Studies.

Submission Requirements

All chapters submitted should conform to the grammar and formatting guidelines provided by Cambridge Scholars Publishing, which can be viewed here: <https://www.cambridgescholars.com/pages/forms-guidelines>;

Unless agreed with the Editor prior to submission, referencing should be in Chicago;

Any work submitted for publication should be free of copyright restrictions and a statement should be submitted in support of this;

Contributions should be scholarly rather than anecdotal or unverifiable;

Contributions must be wholly in English, excluding footnotes, appendices and short extracts for translation;

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