

PRESS RELEASE

13 September 2007

European Association for International Education

Geert Hofstede speaks at EAIE conference Opening Plenary

Today, during the Opening Plenary of the 19th Annual EAIE conference held in Trondheim, Norway, Geert Hofstede, world-renowned expert in the field of comparative intercultural research, provided a thought-provoking keynote address on 'Leadership in a multicultural setting'. Speaking to professionals in the field of higher education, Hofstede described how the main dimensions of national cultures affects both the practice of and the thinking about leadership in predictable ways. The existence of national cultures, rooted in the largely unconscious values people have acquired as youth, is an everyday reality for educators and managers. However, multicultural educational settings put additional claims on leadership beyond those in the home culture. Geert Hofstede examined these claims by focusing on how national cultures differ in their perceptions of individualism vs collectivism, masculinity vs femininity, long vs short-term orientation, power distribution, and avoidance of uncertainty.

Geert Hofstede holds a cum laude doctorate in social psychology from the University of Groningen, The Netherlands, and has had a varied and international career, retiring as a Professor of Organisational Anthropology and International Management from the University of Maastricht, The Netherlands, in 1993. In one of the largest-scale cultural studies ever undertaken (spanning 66 countries), Geert Hofstede designed a systematic framework of cultural dimensions that gave him international acclaim. He is the author of several books including *Culture's Consequences* first published in 1980 and *Cultures and Organizations: Software of the Mind*, recently revised and updated for the 21st century in partnership with his son, Gert Jan Hofstede.

EAIE Conference

The 19th Annual EAIE Conference was held from 12 to 15 September 2007 in Trondheim, Norway. Each year the EAIE conference brings together more than 2000 international education professionals, who come to the conference to network and to update themselves on innovations and developments in the internationalisation of higher education.

Further information

More information regarding the EAIE and the conference can be obtained from the EAIE Secretariat, PO Box 11189, 1001 GD Amsterdam, The Netherlands, tel +31-20-344 51 00, fax +31-20-344 51 19, e-mail eaie@eaie.nl or consult the EAIE website: www.eaie.org.

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