



WICHITA STATE
UNIVERSITY

W. FRANK BARTON
SCHOOL OF BUSINESS

Faculty Research on Bicultural Identity and Economic Engagement

The Barton School of Business faculty continue to lead their fields in cutting-edge research published in highly regarded academic journals. For example, the results of an economic development study by Dr. Masud Chand, assistant professor of management and colleague Rosalie Tung of Simon Fraser University, were recently published in the *Asia Pacific Journal of Management*.

Chand's study explored the role that bicultural identity has on business people's decisions to conduct business in both their country of residence and their country of origin. Specifically, Chand and his colleague determined the characteristics of bicultural employees that lead to the increased likelihood of cross-cultural economic development tendencies. The faculty members developed a matrix to evaluate business professionals in terms of personality characteristics related to their effectiveness in engaging in cross-cultural business activity.

Based on Chand and Tung's research, organizations interested in hiring employees that can facilitate international business ventures should seek individuals that see a "cultural distance" from their home country, but do not experience "cultural conflict" between their country of residence and their country of origin. Specifically, highly engaged cross-cultural business professionals tend to maintain strong business networks in both their home country and country of residence.

Bicultural employees can be invaluable to an organization because they have personality characteristics that lead them to maintain relationships in their home country, while developing and strengthening the relationships they have developed in the country in which they reside. These relationships, and the

overall knowledge that bicultural employees have, can be leveraged by organizations during their internationalization processes.

The article “Bicultural identity and economic engagement: An exploratory study of the Indian diaspora in North America” can be found in the Asia Pacific Journal of Management. For more information about this research study, you may contact Dr. Masud Chand at Masud.Chand@wichita.edu.

The complete article can be found at the following web address:
<http://link.springer.com/article/10.1007%2Fs10490-014-9375-y>