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## BE GLOBAL OR BE GONE: GLOBAL MINDSET AS A SOURCE OF DIVISION IN AN INTERNATIONAL BUSINESS COMMUNITY

**Article de François Goxe, Université de Versailles St Quentin-en-Yvelines (Larequoi) et de Nathalie Belhoste, Grenoble École de Management, dans la revue European Management Review, sur le thème "Be global or be gone: Global mindset as a source of division in an international business community".**

Global mindset is usually considered as a positive skill or resource that helps individuals and companies succeed internationally. We argue that it is also a collective scheme of thought that brings some actors together and sets others apart. We investigate this perspective through a qualitative study of French MNC managers, internationalisation support providers, and SME owners and managers attempting to create or grow their business in China. We reveal that global mindset is a double-edged concept: it is not solely an instrument for integration, but also a doxa, a particular viewpoint imposed to

identify and reject outsiders through symbolic struggles. This alternative conceptualisation is necessary to rethink the social forces at work in the field of international business. It is also necessary to encourage educators and practitioners to acknowledge the struggles that result from the imposition of certain views and behaviours and to adapt education, support and training programs accordingly.

***Keywords:*** *global mindset; business elite; international business; doxa; Bourdieu*

**> Consulter l'intégralité de l'article en ligne.**