



HAL
open science

Emotions in Global Virtual Team Processes

Shahab Ahmadi, Anne Bartel-Radic, Frédéric Prévot

► **To cite this version:**

Shahab Ahmadi, Anne Bartel-Radic, Frédéric Prévot. Emotions in Global Virtual Team Processes. “Walking the talk? Transitioning towards a sustainable world”: European International Business Academy 48th Annual Conference, Dec 2022, Oslo, Norway. . halshs-04747877

HAL Id: halshs-04747877

<https://shs.hal.science/halshs-04747877v1>

Submitted on 12 Nov 2024

HAL is a multi-disciplinary open access archive for the deposit and dissemination of scientific research documents, whether they are published or not. The documents may come from teaching and research institutions in France or abroad, or from public or private research centers.

L'archive ouverte pluridisciplinaire **HAL**, est destinée au dépôt et à la diffusion de documents scientifiques de niveau recherche, publiés ou non, émanant des établissements d'enseignement et de recherche français ou étrangers, des laboratoires publics ou privés.

Emotions in Global Virtual Team Processes: An Experimental Study based on a Serious Game

Shahab Ahmadi, Anne Bartel-Radic, Frédéric Prévot

EXPERIMENTAL RESEARCH

PSYCHOMETRICS

SERIOUS GAME

SCIENCE MAPPING

Bibliometric analysis of the literature

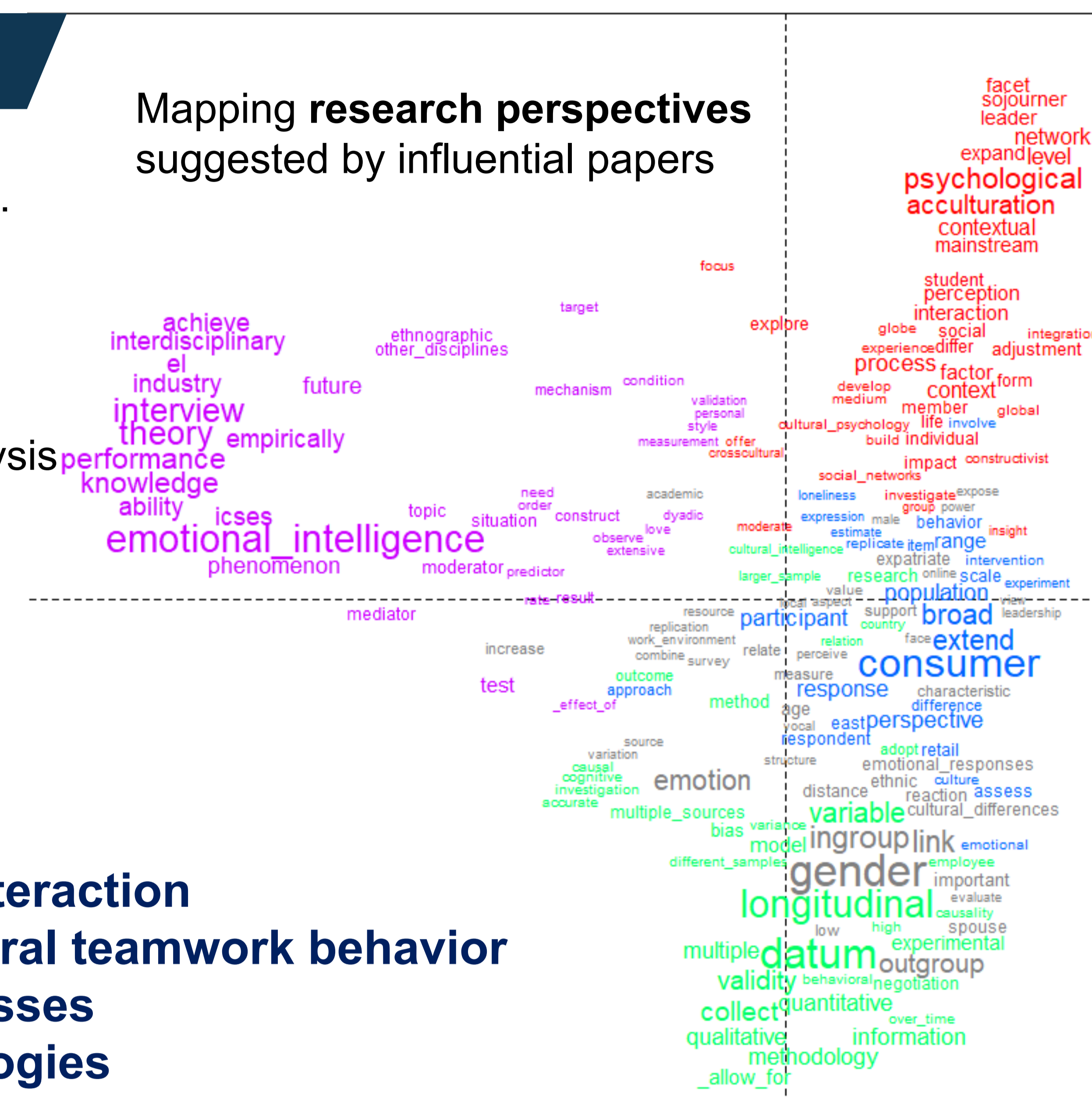
- Review of research on emotions in cross-cultural settings
Interdisciplinary : Applied Psychology, Business Economics, Sociology, Communication...
Bibliometric analysis using VOSviewer
400 articles (period: 1993-2022)
- Analysis
Identification of different **research communities** using bibliographic coupling
Identification of **topics** and theoretical frameworks through keywords co-occurrence analysis
- Results
Types of emotions in cross-cultural settings
Perspectives on **emotions in cross-cultural management**
Research methods for studying emotions in international management
- Further analysis
Text mining using Iramuteq software of the 400 abstracts
Analysis of **research perspectives** in the most influential articles



Research gaps:

- **Emotions raised by intercultural interaction**
- **Influence of emotions on intercultural teamwork behavior**
- **Cultural differences in these processes**
- **Need for novel and solid methodologies**

Mapping research perspectives suggested by influential papers



A digital serious game for experimental research



We intend to study the **role of emotions in Global Virtual Teamwork** with the novel methodology developed in the **InterCCom project**. It is developing **digital serious games** for pedagogy and innovative research on collaboration in global virtual teams.

Each game is based on an **interactive storyline** that **simulates the interactions between members** of an international project team. The games are hosted on the GenaGame platform that was developed within the project.

The research participants will take the role of the coordinator of a fictitious multicultural team. They must **coordinate the team's work** and take action when **encountering conflict between team members**. The players play their person in terms of age, gender, nationality and place of work. Their choices influence the scenario they are immersed in.

Additionally, **psychometric tools** will measure the participants' emotions when confronted with the different conflict situations. We use Face Reader ©, developed by Noldus, an automated system for **facial expression analysis**, that recognizes emotions (6 emotional states: happiness, sadness, anger, surprise, fear, disgust and a neutral state), calculates arousal (attention, alertness) and valence (positive or negative stimuli), and identifies contempt.

Questions to be answered through the experiment:

Emotional reactions to intercultural situations

- Which differences between mono- and intercultural interaction?
- Which situations and cultural differences enhance emotional reactions?

Influence of emotions on intercultural interaction

- Do type and intensity of emotions influence subsequent behavior?
- What is the relation between types of stimuli, emotions and behaviors?

Cultural differences

- ...in conflict management behaviors
- ...in emotional reactions when confronted with specific situations



4 games completed and tested by 1000+ players, 2 games under development



7 research projects / doctoral theses, at different stages of advancement
3 PhDs completed



Start of the InterCCom project in 2018, start of this PhD project in 2021



A novel experimental standard research methodology



An interdisciplinary and international project team including 45 people from more than 10 countries

<https://interccom-games.methodforchange.fr>