

COMPARATIVE ANALYSES OF EUROPEAN IDENTITIES IN BUSINESS AND EVERY-DAY BEHAVIOUR

HOW EUROPEAN ARE THE EUROPEANS ?

RESEARCH QUESTIONS

To which extent are Europeans really "European"? How do people from Poland, Hungary, Finland, Portugal, France and Germany see and evaluate themselves and others? Is it possible to infer that different nationalities are growing together to a united Europe?

The project EU-CAB seeks to find answers to these questions. **Therefore, students coming from all six countries learn and research together – building a united Europe along the way.**



PROJECT DESIGN

Students and teachers from six European countries come together for one-week Intensive Study Programmes, held successively in each country. In nationally mixed groups, the students conduct systematic behavioural observations in everyday and business situations and document their observations. In addition, they collect and evaluate structured data on the collective identity in their home country. Under the guidance of the participating researchers, the data is analysed, and an atlas of behaviour and collective identities in Europe is created. The data work during the ISPs is accompanied by lectures, discussions and group work on topics such as regional studies, politics, philosophy, sociology, etc.

OUTCOMES OF THE PROJECT

Students and staff gain a better understanding of various European nations and their cultures, and the mechanisms of teamwork across borders. They develop ways to cooperate and to overcome language and cultural barriers. **The scientific results** will consist of a broad database of behaviours and identities of citizens in different European countries. We expect to receive a deeper understanding of attitudes towards other countries and the idea of Europe as a whole.

"This group that we have here in this EU-CAB project is simply amazing! ... People from different countries are getting closer to each other, uniting to be more and more Europeans."

Eero from Finland



Credits: DHBW Karlsruhe & Felipe Monteiro

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SCIENTIFIC METHODS

SYMLOG, Systematic Multiple Level Observation of Groups (Bales & Cohen 1982), provides a set of instruments for recording and evaluating observation data.

The **Grid-Technique** for the survey of self-concepts and self-identities according to Orlik (2006) makes it possible to survey not only conscious but also pre- or unconscious aspects of identity.



PARTICIPATING INSTITUTIONS

-  **Germany**
Duale Hochschule Baden-Württemberg Karlsruhe (Coordinator)
-  **France**
EM Strasbourg Business School
CY Cergy Paris Université
-  **Hungary**
Budapest Business School
-  **Poland**
University of Lodz
Lodz University of Technology
-  **Portugal**
Instituto Universitário da Maia, ISMAI
Instituto Politécnico do Porto, ISCAP
-  **Finland**
South-Eastern Finland University of Applied Sciences, XAMK