Proposed Panel: Comparative approaches to culture, identity and social organization in Latin America.

This panel will collect together papers which explore the nexus between culture, identity and social organization in a comparative perspective which will have Australia as a common reference point.

Title: ‘Latin America in crosscultural management texts’ (1)

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Abstract

This paper will look at how Latin America in general, and the two nations Mexico and Brazil in particular, are constructed in text books currently in use in courses in ‘cross cultural management’ in Australian Business degrees. It will argue that these texts, ostensibly designed to give Australian business people practical advice in how to cope with the strange customs and cultures of Latin American peoples, in practice are formed by colonial assumptions and perspectives which recreate Latin Americans as ‘Others’ as in theories of post-coloniality. These perspectives prepare the way to insert the agents of multinational enterprises (including Australian) into the place of the former colonial power.