

**Language Use, Diversity & Team Dynamics:  
Participant Research in the Unite! University Alliance**

**Danielle A. Taylor**

This talk will explore how language diversity affects global virtual team dynamics. Taking a team within the Unite! European University Alliance as the main focus, we will discuss the reality of language use and what language diversity means for working and participating in such alliances. With evidence from ethnographic research, we will highlight the influence of language diversity on multiple dimensions of team cohesion (task and social cohesion, belonging, group pride and morale), which varies over time. In addition, language diversity acts as a barrier and an enabler. With this contradiction in mind, we will conclude by discussing strategies to reinforce the positive aspects of language diversity to enable strong team dynamics and performance.

Danielle A. Taylor received her PhD in Management from Université Grenoble Alpes (France) in 2022 and is currently a researcher & lecturer at Sciences Po Grenoble. Her research explores how language diversity influences global virtual teamwork. She uses a variety of methodologies in her research, including developing experimental serious games and participant ethnography. She has participated in the Multilingual & Multicultural Training Centre in the Unite! European University Alliance since 2020.