

20th. Cross Cultural Research Conference

December 7-10, 2025



Submission Deadline: August 15, 2025

We would like to invite you to attend the biennial Cross-Cultural Research Conference that will be held at the Hyatt Regency Mérida, México, from December 7-10, 2025. This premier specialty conference focuses on cross-cultural research in any aspect of business or management – public or private. We also welcome researchers from other disciplines such as psychology, sociology, anthropology, economics, and communications who are advancing the body of knowledge in cross-cultural research.

Mérida is the capital of the Mexican state of Yucatán and the cultural capital of the Yucatán Peninsula. The city's rich cultural heritage stems from the blend of Mayan and Spanish cultures. The city's cathedral was built in the late 16th century. Mérida was the first city to be named American Capital of Culture in 2000 and the only city that has received the title twice. We will have the opportunity to explore this fabulous city, immerse into its culture, art, and cuisine. We will also be visiting some iconic Mayan

archeological sites. The Hyatt Regency Mérida is walking distance (less than 100 meters away) from Paseo Montejo, Mérida's principal monumental avenue, that connects to the City Center. The hotel has offered us a rate \$125 (single or double) plus tax with buffet breakfast included.

The deadline for papers, abstracts, and special session proposals is **August 15, 2025**.

Please send your submission to one of the following regional coordinators:

Europe/Middle East/ Africa	Soren Askegaard University of Southern Denmark aske@sam.sdu.dk
Asia/ Australia & NZ/ Pacific Islands	Heather Crawford University of New South Wales h.crawford@unsw.edu.au
North America: Hawaii, Alaska, Pacific, Mountain, & Central Time Zones	Nakeisha Lewis University of San Diego nakeishalewis@sandiego.edu
North America: Eastern, Atlantic, & Newfoundland Time Zones/Mexico, Central, & South America	Francisco Guzmán University of North Texas Francisco.Guzman@unt.edu

Full information is available at <http://crossculturalresearch.com/>. In the meantime, if you have any questions, contact Francisco Guzmán, Professor of Marketing, University of North Texas at Francisco.Guzman@unt.edu or +1-940-369-7966.

Best Regards,
Francisco Guzmán, Director
Cross Cultural Research Conference