



CONFERENCE PROGRAMME

CROSS-CULTURAL BUSINESS CONFERENCE 2016

19th – 20th May 2016

University of Applied Sciences Upper Austria
Steyr Campus

Intercultural Perspectives in

- » Global Business, Marketing, Sales and Service Management
- » Higher Education Research
- » Higher Education Teaching and Learning
- » Human Resource Management

www.fh-ooe.at/ccbc2016

Welcome

to the Cross-Cultural Business Conference in Steyr

On behalf of the Cross-Cultural Business Conference Team, we are pleased to welcome you here to Steyr! We are glad that you have decided to enhance and share your knowledge of a variety of cross-cultural topics and hope you will enjoy your stay.

Many people have been involved in the organisation of our Cross-Cultural Business Conference hosted by the Cross-Cultural Management and Emerging Markets Centre at the Study Programme Global Sales and Marketing in cooperation with the School of Informatics, Communications and Media in Hagenberg. We have received great support from the International Conference and Congress Organising Team of the University of Applied Sciences Upper Austria and from the International Office in Steyr. A very special thanks is due to Barbara Eigruber, Nicola Spitzer and Marlies Schmidthaler, Eva Miglbauer, Yulia Parinova, Roland Sandhofer and Sabrina Sonnleitner, without whom this conference would not have been possible.

Our programme covers a variety of topics providing intercultural perspectives in:

Session A	Global Business, Marketing, Sales and Service Management
Session B	Higher Education Research
Session C	Higher Education Teaching and Learning
Session D	Human Resource Management

We would also like to thank all conference participants who made their valuable contributions and hope the conference will contribute to strengthen our partnership and to serve as a platform for further research cooperation.

Sincerely,



Margarethe Überwimmer
*Scientific Head of the
Cross-Cultural Management and
Emerging Markets Centre*



Teresa Gangl
*Cross- Cultural
Management and Emerging
Markets Centre*



Martina Gaisch
*Cooperation Partner of the
School of Informatics,
Communications and Media*





Time Table

Thursday, 19th May 2016

08:00 – 09:00	Check-In Foyer, Ground Floor, New Building		
09:00 – 10:30	Official Opening Session Margarethe Überwimmer, Conference Chair		
	Opening Keynote “The Feasibility of Political Order” Prof. Dr. Werner J. Pazelt, TU Dresden MAN Lecture Hall, Ground Floor, New Building		
10:30 – 12:00	BLOCK 1		
	Session A ZKW Lecture Hall, 3 rd Floor	Session C Bene Seminar Room, 3 rd Floor	
12:00 – 13:30	Networking Lunch & Poster Presentations LeitnerLeitner Seminar Room, 3 rd Floor, New Building		
13:30 – 15:00	BLOCK 2		
	Session D KPMG Seminar Room, 2 nd Floor	Session B Bene Seminar Room, 3 rd Floor	Session A ZKW Lecture Hall, 3 rd Floor
15:00 – 16:00	Coffee Break LeitnerLeitner Seminar Room, 3 rd Floor, New Building		
16:00 – 17:30	BLOCK 3		
	Session B Bene Seminar Room, 3 rd Floor	Session A ZKW Lecture Hall, 3 rd Floor	Session A KPMG Seminar Room, 2 nd Floor
17:30 – 18:00	Drive to the Monastery St. Florian		
18:00 – 21:00	Conference Dinner at the Monastery St. Florian		
21:00 – 21:30	Drive back to Steyr		

Friday, 20th May 2016

08:00 – 09:00	Networking Coffee LeitnerLeitner Seminar Room, 3 rd Floor, New Building
09:00 – 09:30	Opening Keynote “Seeking for the Best – HR Management in a Multinational Company” Mag. Judith Kaltenbrunner, BMW ZKW Lecture Hall, 3 rd Floor, New Building
09:30 – 10:30	WORKSHOPS 1 – 4
10:30 – 11:00	Networking Coffee LeitnerLeitner Seminar Room, 3 rd Floor, New Building
11:00 – 12:00	WORKSHOPS 5 – 8
12:00 – 13:00	Networking Lunch LeitnerLeitner Seminar Room, 3 rd Floor, New Building
13:00 – 14:00	WORKSHOPS 9 – 11
14:00 – 15:00	Closing Ceremony & Best Paper Award Closing Keynote: “Lost in Translation – How to Bridge the Gap” Mag. Belinda Hödl, Austrian Federal Economic Chamber ZKW Lecture Hall, 3 rd Floor, New Building
15:00	Model Boat Race Hosted by the Study Programme Global Sales and Marketing in front of the university





Key Note Speakers

Thursday, 19th May 2016, 09:00

“The Feasibility of Political Order”

Prof. Dr. Werner Patzelt, TU Dresden

Counterfactually, we take political order for granted. But it is not, as we are taught by the contemporary experience with regime collapse. So we better look at what makes political order feasible and viable. This is cultural capital (i.e. ‘governmentality’), social capital (like a stable civil society), and well-designed institutions.

Prof. Dr. Werner Patzelt was born in 1953 in Passau, Germany and since 1992 he has been a professor of comparative government, Political Science Department, Dresden University of Technology (TU Dresden). His areas of research are comparative government, comparative research of parliamentarianism and political communication. In 1984 he received his doctoral degree in philosophy through his work Basic Principles of the Ethnomethodology. In 1992 he became the founding professor of the Institute for Political Science at the TU Dresden, where he took over over the professorship for political systems and the comparison of systems. Since then he has also been guest lecturer at the University in Paris, Stellenbosch, Ankara and Moscow. Among others, he has been a long term member of the executive committee of the International Political Science Association and has received many awards such as the cultural prize for Ethnomethodology (1985).

Friday, 20th May 2016, 09:00

“Seeking for the Best – HR Management in a Multinational Company”

Mag. Judith Kaltenbrunner, BMW Group

Mag. Judith Kaltenbrunner has a background of market research and empirical investigations, and has been pursuing her career at BMW Group since 2001. Starting as a technical purchaser, she is now in a leadership position and has full responsibility over the HR department at BMW at the plant in Steyr.



Friday, 20th May 2016, 14:00

“Lost in Translation – How to Bridge the Gap”

Mag. Belinda Hödl, Austrian Federal Economic Chamber

We live in a world of fundamental change: digitalisation, globalisation and diversity. Cooperation of businesses and universities (of Applied Sciences) should always be alliances for innovation. In fact those two worlds exist parallel and often even apart, confronted with a clash of cultures, and sometimes lost in translation.

Mag. Belinda Hödl started her career as an Expert for Environmental Policies at the Austrian Federal Economic Chamber (WKO). She defected to the cabinet of the State Secretary of the Federal Ministry of Economics, Family and Youth later on and has been Senior Advisor for Higher Education Policy at the WKO since 2011.



Programme

Thursday, 19th May 2016
BLOCK 1, 10:30 – 12:00

Session A: Intercultural Perspectives in Global Business, Marketing, Sales and Service Management

Chair: Andreas Zehetner, ZKW Lecture Hall

Experience Oriented Thinking (EOT): A Driver for User Centered Innovation and Competitiveness

Margherita Kramer, Manfred Tscheligi

Two Perspectives on TTIP's Economic Impact on European Companies: Combining a CGE Approach with Empirical Evidence from Austrian B2B firms

Jong-Hwan Ko, Andreas Zehetner, Margarethe Überwimmer

How do Managers Work with Digital Communication Media in International Business Relationships? Focus Group Results of Managers' Experiences of Digital Media Use for Relationship Building

Ellinor Torsein

Training Concepts for Industrial Service Staff in an Intercultural Context

Jovana Tomovi, Margarethe Überwimmer, Robert Füeder

parallel session

Session C: Intercultural Perspectives in Higher Education Teaching & Learning

Chair: Martina Gaisch, Bene Seminar Room

Cross Cultural Virtual Teamwork as an Instrument for Teaching Intercultural Competence: Example of a Pilot Project Funded by the EU

Neena Gupta-Biener

Cross-Cultural Competence: The Impact of a Collaborative Cross-Cultural Training Sequence

Susann Kowalski, Andrew P. Ciganek, Carol Scovotti

Exorcising Dust – a Reflection on Cultural Differences in Understanding Ads

Rupert Beinhauer, Hildegard Liebl

Thursday, 19th May 2016
BLOCK 2, 13:30 – 15:00

Session D: Intercultural Perspectives in Human Resource Management

Chair: Hannes Hofstadler, KPMG Seminar Room

The HR-Staff Ratio – How to Calculate Easily? A Theoretical Model and Practical Application Compared Interculturally

Christiane Erten, Guido Strunk

Transformational Leadership According to Competitiveness of Small Enterprises

Magdalena Ludwika Gorzelany - Dziadkowiec, Krzysztof Firlej

Knowledge Management in Local Government Units According to its Regional Competitiveness

Julia Gorzelany, Krzysztof Gawronski

Profile of Modern Ukrainian Manager

Tetyana Blyznyuk, Tetyana Lepeyko

parallel session

Session B: Intercultural Perspectives in Higher Education Research

Chair: Stefanie Sterrer, Bene Seminar Room

Gender Microaggressions in Low-Context Communication Cultures: A Perceptual Study in the Context of Higher Education Institutions

Martina Gaisch, Tarja Chydenius, Silke Preymann, Stefanie Sterrer, Regina Aichinger

Interdisciplinary International Discussion Club as a Tool of Students' Intercultural Competence Formation

Maria Dmitrievna Kukushkina, Tatiana Nikolaevna Krepkaja

How Does Language Use Affect Relations in Multicultural Teams? A Social Identity and Linguistic Perspective

Patricia Pullin, Mario Konishi, Juan Shan, Anna Lupina-Wegener

Higher Education Leadership – Current Practices and Challenges in Austria and Britain

Silke Preymann, Stefanie Sterrer, Regina Aichinger, Martina Gaisch





Thursday, 19th May 2016
BLOCK 2, 13:30 – 15:00

parallel session

Session A: Intercultural Perspectives in Global Business, Marketing, Sales and Service Management

Chair: Christian Stadlmann, ZKW Lecture Hall

Performance Management in Irish Public and Private Sector Organisations: Moving Towards Multi-Cultural Performance Management Practice
Kevin Corbett

Global Strategic Partnerships – A New Paradigm for Academic Institutions
Satish Ailawadi, Réka Tózsá

Young Consumers' Behaviours on the Retail Market and Their Impact on Activities of Retail Chains
Katarzyna Bilińska-Reformat

Understanding Apparel Female Consumers' Shopping and Evaluative from a Cross-National Perspective
Osmud Rahman

Thursday, 19th May 2016
BLOCK 3, 16:00 – 17:30

Session B: Intercultural Perspectives in Higher Education Research

Chair: Jörg Kraigher-Krainer, Bene Seminar Room

Assessing Intercultural Competence in Higher Education: Approach, Analyze & Act
Richard, Griffith, Leah Wolfeld, Brigitte Armon, Joseph Rios, Liyang Mao, Lydia Liu

An Analysis of Different Cultures and Their Impact on Exchange Students. A Comparative Study of Austria and Sweden
Victoria Rammer

Teaching in an Age of Ubiquitous Social Media: An Informal Ethnographic Survey
Mark A. M. Kramer, Alexander Meschtscherjakov, Manfred Tscheligi

The Usage of (B)ELF in a Multicultural Work Environment. A Study Based on the Example of Runtastic GmbH
Alexandra Voit



parallel session

Session A: Intercultural Perspectives in Global Business, Marketing, Sales and Service Management

Chair: Jovana Tomovic, ZKW Lecture Hall

Governance of International Distributors Through Incentive Travel Programmes: Insights from Manufacturing Enterprises
Christian Stadlmann; Magdalena Kass

Measuring Consumer Acculturation – Discussion on a Prospective Approach
Nitin Gupta

Strategy Variations in Roadside Outdoor Advertising: A Psycholinguistic Perspective of Czech, German and Bolivian Campaigns
Dagmar Siegllová

The Czech and Slovak Republics: A Cross-Cultural Comparison
Jérôme Dumetz, Eva Gáboríková



Thursday, 19th May 2016
BLOCK 3, 16:00 – 17:30

parallel session

Session A: Intercultural Perspectives in Global Business, Marketing, Sales and Service Management

Chair: Teresa Gangl, KPMG Seminar Room

Influence of the Globalization on Doing Business in Slovakia

Rozalia Sulikova, Lubomira Strazovska, Viera Olvecka

Managing Your Customer Centric Initiatives

Sanjay Kumar Rawat

Perception of Offensive Advertising: Cross-Cultural Peculiarities

Anastasii Klimin, Dmitrii Tikhonov

Legal, Ethical and Business Consideration in Developing Drugs Derived from Traditional Medicine

Daniel Sem

Friday, 20th May 2016
PARALLEL WORKSHOPS, 09:30 – 10:30

Workshop 1

Doing Business in Myanmar, Culture Snapshot: Myanmar- Expanding Intercultural Perspectives in Global Markets

Sharon Schweitzer

Intercultural Communication Expert, Corporate Trainer

BENE Seminar Room, 3rd Floor, New Building

Workshop 2

Doing Business in the USA, Cultural Norms and Business with the U.S.

Richard Griffith

Professor and Director of The Institute for Cross Cultural Management at the Florida Institute of Technology

ZKW Lecture Hall, 3rd Floor, New Building

Workshop 3

Doing Business Russia, Russia Today, a Cross-Cultural Review

Jerome Dumetz

Cross Cultural Management Specialist, Professor

NKE Lecture Hall, 3rd Floor, New Building

Workshop 4

Building Teams with LEGO® SERIOUS PLAY®

Tatiana Gavrilova

LEGO® SERIOUS PLAY® Trained Facilitator

KPMG Seminar Room, 2nd Floor, New Building

LEGO® SERIOUS PLAY® method is a facilitated thinking, communication and problem solving technique for organisations, teams and individuals. The participants are led through a series of questions and build their own 3-D models using LEGO bricks in response to the facilitator's tasks. The models are the basis for knowledge sharing, problem-solving and collaborative decision-making. The conference workshop will provide a hands-on experience of the method application as an alternative way of communication, collaboration and strategic decision-making skills' development – an effective team building tool in cross-cultural contexts.





Friday, 20th May 2016
PARALLEL WORKSHOPS, 11:00 – 12:00

Workshop 5

Doing Business in Japan

Werner Makovicky
Business Consultant and Coach,
Managing Partner of MM Consultancy
BENE Seminar Room, 3rd Floor, New Building

Workshop 6

Doing Business in Canada

Susanne Knobloch
Trade Commissioner at the Embassy of Canada
ZKW Lecture Hall, 3rd Floor, New Building

Workshop 7

Doing Business in Brazil

Martin Hubinger
Accredited Export Consultant for Europe and Latin America
NKE Lecture Hall, 3rd Floor, New Building

Workshop 8

Market Entry into Foreign Countries – Competitiveness Analysis of Countries – How to Avoid Bad Surprises

Hannes Hofstadler
Cross Cultural and Emerging Markets Centre,
Professor at the Study Programme Global Sales and Marketing,
University of Applied Sciences Upper Austria
KPMG Seminar Room, 2nd Floor, New Building

When companies enter new markets, not only the prospective to make nice additional turnover should be attractive. It is also important to have a realistic picture from an economic but also societal perspective about this country. Michael Porter has developed his famous country competitiveness model which showed some weaknesses in the crisis of 2008 – we have now developed a new – hopefully improved – model and would like to present the first outcomes of this research to you.

Friday, 20th May 2016
PARALLEL WORKSHOPS, 13:00 – 14:00

Workshop 9

Doing Business in South Korea – Still An Asian Tiger? Intercultural Economic Perspectives in Doing Business!

Ko Jong-Hwan
Professor at the Pukyong National University
BENE Seminar Room, 3rd Floor, New Building

Workshop 10

Doing Business in Mexico: Economic and Cultural Insights

Scott Venezia
Dean of the School of Business and Management, CETYS Universidad
NKE Lecture Hall, 3rd Floor, New Building

Workshop 11

Doing Business in Ukraine

Tetyana Lepeyko and Tetyana Blyznyuk
Professor and Associate Professor at the Simon Kuznets Kharkiv
National University of Economics
KPMG Seminar Room, 3rd Floor, New Building





Cultural and Leisure Activities

17 th May 2016	15:30 – 19:00 Guided City Tour Steyr
17 th May 2016	15:30 – 19:00 BMW Motors Company Visit
18 th May 2016	17:30 – 21:00 International Fair International students from 25 countries are pleased to invite you to their stands where you will have an opportunity to sample their national foods and drinks at the 'Global Village' in the foyer of the old building. Be prepared for some games and traditional performances!
19 th May 2016	17:30 – 21:00 Conference Dinner at the Monastery St. Florian Drive to Monastery St. Florian Organ Concert Official Conference Dinner Guided Monastery Tour
21 st May 2016	08:00 – 17:30 Linz Trip

The pick-up point for all excursions is in front of the university!



Useful Information

Conference Venue

University of Applied Sciences Upper Austria
School of Management
Wehrgrabengasse 1–3, 4400 Steyr, Austria
Phone: +43 5 0804 3000

Technical Advice

We provide computers in our internet café room KeyQUEST on the 3rd floor. We have a Windows Operating System and Windows Office in English. If you need any documents printed, please contact the registration desk or our technical support.

Coffee and Tea

In our foyer on the 3rd floor, there is a permanent cafeteria where you can help yourself to coffee, tea and refreshments.

Networking Lunch

During the lunch break we provide several warm and cold meals in the seminar room LeitnerLeitner on the 3rd floor. Please have a look at the menu.

Lockers/Luggage:

You are advised to leave unnecessary luggage in your hotel. However, we offer a locked seminar room on the 3rd floor in seminar room Transporeon. If you need a locker (located in the 1st and 2nd floor) – only suitable for hand luggage – please contact the registration desk.

WIFI Access

WIFI Name/SSID: fhsteyr-events
Password: intweek2016





Your Contact Persons

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Conference Organisers

Cross-Cultural Management and
Emerging Markets Centre Steyr

The Cross-Cultural Management and Emerging Markets Centre of the study programme Global Sales and Marketing connects intercultural education with the research of intercultural management topics (e. g. expatriate management). The centre also translates research into practice through its business consulting services.

The SIMM (Steyr Intercultural Management Model) is the basis of the centre and was developed at the School of Management in Steyr. The model encompasses history, religion, philosophical background of development, political system, law and society, as those areas are designed to explain the challenges encountered when dealing with people from other cultures.

Together with people from industry and other organisations, the centre organises a series of events and studies with the aim of bringing together business people, professors, researches and students interested in intercultural management issues and business opportunities outside of Austria, namely Upper Austria Export Days, Cross-Cultural Business Conference, Intercultural Trainings, Intercultural Business Talks, Field Trips, Barometer studies (Marketing and Sales Activities CEE), Research projects on welcome culture and the ICM Study.



Photos: FH OÖ, Smetana, Bilderbox, Fotolia, iStock, Stift St. Florian, Marco Urban, BMW, WKÖ

HAGENBERG | LINZ | **STEYR** | WELS

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