



CALL FOR PAPERS

Cross-Cultural Business Conference 2018

16th – 18th May 2018

School of Management, Steyr Campus

Intercultural or International Perspectives in

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

www.fh-ooe.at/ccbc2018

Cross-Cultural Business Conference 2018

We are pleased to announce the international Cross-Cultural Business Conference 2018 at the University of Applied Sciences Upper Austria for the 7th time. The conference is embedded in the annual "International Week". This means that on Monday the 14th of May and on Tuesday the 15th of May 2018 professors are welcome to give lectures at our School of Management in Steyr while on Wednesday the 16th (welcome), Thursday the 17th and Friday the 18th of May 2018 our Cross-Cultural Business conference will be taking place. The conference provides a platform for lecturers, researchers and practitioners to enhance their knowledge and discuss latest developments in the fields of management, business and higher education as well as innovation. Join the Cross-Cultural Business Conference also to take advantage of many networking opportunities and a cozy, familiar atmosphere on campus.

Scope of the Conference

This conference, held at the School of Management in Steyr, will focus predominantly on key management subjects of the study programme Global Sales and Marketing by taking a closer look at encounters in an intercultural and international environment. This year again, the School of Informatics, Communications and Media in Hagenberg will co-organize this conference. Authors are encouraged to prepare and submit papers for the following sessions:

Intercultural or International Perspectives in:

- Session A: Global Business and Export Management
- Session B: Marketing, Sales and Service Management
- Session C: Higher Education Research, Teaching and Learning
- Session D: Innovation and Entrepreneurship
- Session E: Human Resource Management

Sessions

SESSION A: Intercultural or International Perspectives in Global Business and Export Management

This session will focus on Global Business and Export Management issues in various business situations. We welcome papers concerning the following topics:

- » Business in Emerging Markets and Transitional Countries
- » Sustainable Business Management: Effective Management, Ethical Leadership and CSR

- » Socio-Economic Backgrounds and their Impact on International Business Operations
- » Cross-Cultural and International Negotiations
- » Global Market Entry Strategies
- » Intercultural Communication in Global Business
- » Intercultural Leadership
- » Executive Intercultural Coaching
- » Intercultural Effectiveness as a Competitive Advantage
- » Intercultural Business Networks

SESSION B: Intercultural or International Perspectives in Marketing, Sales and Service Management

This session will focus Marketing, Sales and Service Management issues in various business situations. We welcome papers concerning the following topics:

- » International Channel Marketing
- » Value Based Selling
- » International Negotiations
- » Sales Organization and Sales Structure
- » International Price Management
- » International Key Account Management
- » Services in International Business
- » International Selling
- » Cross-Cultural Marketing Research
- » Customer Value-Principles, Tools and Measures
- » Customer Centric Business Management
- » Global Organizational Buying Behaviour
- » Cross-Cultural Marketing
- » Word of Mouth, Customer Referrals & Reputation Value
- » Emotion and Cognition in Buyer-Seller Relationships
- » Digital Marketing and Sales
- » Relationship Marketing
- » Performance Measurement in Global Marketing



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SESSION C: Intercultural or International Perspectives in Higher Education Research, Teaching and Learning

This session focuses on intercultural and cross-cultural issues related to Higher Education given that recent years have witnessed an increasing interest in cross-border collaborations between universities and institutions in the tertiary sector. We welcome paper submissions concerning the following topics:

- » Cross-Border Comparison of Academic Education
- » Cross-Border Collaboration between HEI
- » Intercultural Sensitivity in the Tertiary Sector
- » Diversity in Higher Education
- » Governance and Social Responsibility of HEI
- » Missions and Visions of HEI
- » Teaching in an International Classroom
- » Teaching and Learning with New Media
- » Online Cooperation between Multicultural Students
- » Gamification
- » Media Usage and Media Impact
- » E-learning and Mobile Learning
- » Teaching and Learning with New Media
- » Teaching in an International Classroom

SESSION D: Intercultural or International Perspectives in Innovation and Entrepreneurship

This session encourages paper submissions that offer a relevant contribution to the topic of innovation. We welcome papers concerning the following topics:

- » Innovation and Competitiveness
- » Innovation and Intellectual Property
- » Knowledge Transfer
- » Product, Service, Process and Marketing Innovation
- » Business Model Innovation
- » Innovation Strategy
- » Radical vs. Incremental Innovation
- » Disruptive Innovation
- » Reverse (Frugal) Innovation
- » Social Entrepreneurship
- » Crowdfunding

SESSION E: Intercultural or International Perspectives in Human Resource Management

This session focuses on intercultural and cross-cultural issues related to Human Resource Management. We welcome papers concerning the following topics:

- » Expatriate Management and Diversity Management
- » Intercultural Management, Communication and Training
- » Preparing Employees for Global Assignments
- » Global Employer Branding
- » Knowledge Management in Cross-Cultural "Environment" Business

What is new at CCBC 2018?

Round Table

This year, we would like to invite people for a discussion and debate about a field of expertise and/or research topic. If you are interested in chairing or participating in such a round table discussion, please contact the conference team directly via email (cc-conference@fh-steyr.at).

Young Scientists Presentations

Furthermore we would like to invite young scientists to hand in their papers and to present and discuss their field of research in an own session at this year's conference. If you are interested in submitting your paper, please get in direct contact with our conference team via email (cc-conference@fh-steyr.at).



Cross-Cultural Business Conference 2018

Author Guidelines & Submission

- » Please **register online** at our website www.fh-ooe.at/ccbc2018. There, you will be asked to **indicate the session** you would like to participate in and to provide an extended abstract of **max. 300 words by 11th of December 2017**. As for the format of the abstract, please stick to the **abstract template**, which can be downloaded from our homepage.
- » Both the double-blind review process and **full paper** (5 – 10 pages) submission will be done online. As for the format of the paper, please stick to the **template**, which can be downloaded from our homepage. Full paper submission will be due by 13th of February 2018.
- » After completion of the double-blind review process, authors will be informed about acceptance, rejection or suggested modifications. Accepted papers by participants who have paid the conference fee and presented their paper at the conference will be published in the **conference proceedings as well as in the abstract proceedings**, both with an ISBN number, which will appear as an e-book (Booklet of Abstracts) or printed version (Proceedings).
- » This year's journal partnerships will constitute a further opportunity for publication.
- » We encourage all participants to participate also in the **International Teaching Days** as part of the International Week, which will be held from the 14th to the 15th of May 2018. For further information regarding the International Teaching Days please check the website: www.fh-ooe.at/int-week-steyr

Important Dates & Deadlines

Abstract Submission 11 th December 2017
Abstract Notification 19 th December 2017
Full Paper Upload 13 th February 2018
Full Paper Review Notification 13 th March 2018
Registration/Payment Presenters (Authors) 23 rd April 2018
International Teaching Days 14 th – 15 th May 2018
Cross-Cultural Business Conference 16 th – 18 th May 2018

Conference Participation without Paper

If you would like to participate in the Cross-Cultural Business Conference 2018 without submitting a paper, please register online at www.conftool.net/ccbc2018 until 10th May 2018.

Registration Fee

Regular (Conference Visitor and Presenter)	280 €
Early payment until 16th of April 2018	240 €
(PhD-)Student (Presenter and Visitor)	140 €

Payment of Registration Fees:

All fees are payable in Euro only. The payment procedure will also be carried out via our online registration tool, where you will receive all the necessary guidelines and instructions.

The registration fee includes:

- » Participation in all social events
- » Participation in all presentations of the Cross-Cultural Business Conference
- » Printed full paper proceedings
- » Participation at the conference dinner

Please note: Accommodation is not included in the registration fee.



Cross-Cultural Business Conference 2018

Venue & Accommodation

The conference will be held at the University of Applied Sciences Upper Austria, School of Management in Steyr. The city of Steyr has a long history as an industrial and manufacturing centre and has one of the best preserved old towns in Austria. It is located directly at the intersection of the river Enns and Steyr, and thus makes Steyr a particularly picturesque city.

For detailed information about accommodation, please check our website: www.fh-ooe.at/ccbc2018

Social Programme & Misc.

An opening meeting for all guest lecturers at the International Teaching Days will be held on Monday 14th May. In the afternoon a company visit to BMW will take place.

On Wednesday 16th May a day trip to one of the most beautiful landscapes in Upper Austria is planned.

On the evening of Wednesday 16th May participants are more than welcome to mingle at the "International Fair", where students from all over the world will present their countries, cultures and culinary specialities. The International Fair also serves as an unofficial opening of the Cross-Cultural Business Conference.

Our official conference dinner will take place in the evening on Thursday 17th May.

On 18th May farewell snacks and drinks will be provided.

Young Researchers & Students

In addition there will also be daily networking lunches during the whole week.

Researchers are invited to take a group of interested students with them to participate in the International Teaching Days as well as the Cross-Cultural Business Conference. Please indicate in advance if you intend to do so.

Contact & Further Information

For information about the International Teaching Days please check the website www.fh-ooe.at/int-week-steyr or contact:

Dipl. Päd. Marlies Schmidthaler
International Office
School of Management

University of Applied Sciences Upper Austria
Wehrgrabengasse 1–3
4400 Steyr/Austria
Phone: +43 5 0804 33050
Email: marlies.schmidthaler@fh-steyr.at
Web: www.fh-ooe.at/campus-steyr

Access all information and required files at www.fh-ooe.at/ccbc2018 or contact concerning the CCBC 2018:

Prof. DI Dr. Margarethe Überwimmer
Prof. Mag. Robert Füreder
Dr.-Ing. Yasel José Costa Salas
Denise Hurch
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14th – 15th May 2018

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