



INVITATION

CROSS-CULTURAL BUSINESS CONFERENCE 2018

17th – 18th May 2018

University of Applied Sciences Upper Austria
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



Invitation to participate in the Cross-Cultural Business Conference 2018

The study programme Global Sales and Marketing kindly invites you to the international Cross-Cultural Business Conference (CCBC) 2018 at the University of Applied Sciences Upper Austria, Campus Steyr. This conference takes place 16th – 18th May 2018 and provides an opportunity for lecturers, researchers and practitioners to advance knowledge and discuss the latest developments in the field of Global Business and Export Management, Marketing, Sales and Service Management, Higher Education Research, Teaching and Learning, Innovation and Entrepreneurship and Human Resource Management from an intercultural and international perspective.

The CCBC is embedded in the annual International Week, where Monday 14th and Tuesday 15th also the International Teaching Days are taking place. We are looking forward to an exciting program including approximately 40 presentations from the academia, and two round tables. Get prepared for inspiring conversations and presentations in an international setting with visitors from countries as such as Canada, Colombia, Cuba, Czech Republic, Finland, France, Germany, India, Mexico, Poland, Russia, Slovakia, Slovenia, Sweden, Turkey and United States.

Scope of the Conference

This conference at the School of Management in Steyr focuses on key management subjects primarily taught at the study programme Global Sales and Marketing. This conference consists of five tracks where cross-border encounters take central stage. Namely, 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

Conference Highlights

Opening Keynote May 17th:
“Internationalization – Offenders and Victims of International HR Management – Corporate versus Local Perspectives, Problems and Challenges”
Andreas Berger, Vice President HR, Rosenbauer Group

Andreas Berger has been the Vice President HR of Rosenbauer Group since September 2012. Rosenbauer is the world’s leading manufacturer of systems for firefighting and disaster protection. The company develops and produces vehicles, fire extinguishing systems, equipment and telematics solutions for professional, industrial, plant and volunteer fire services. and systems for preventive firefighting. From 1999 until 2010, he held the position of Director for Global Human Resources at RHI AG, today RHI Magnesita, which is the global leader in high-grade refractory products, systems and services. Between 1993 and 1998, Andreas Berger was HR manager in different organizational units of Philips Austria AG. Overall Andreas Berger has 30 years of extensive experience in international human resources.

Opening Keynote May 18th:
“The Development of the Business Cultural Intelligence Quotient (BCIQ)”
Dr. Ilan Alon, Ph.D., International Business Professor, Editor-in-Chief, Executive Trainer and Consultant

Dr. Ilan Alon Ph.D., is Professor of Strategy and International Marketing at the University of Agder. Prior to that, he also had research positions in Harvard University, Georgetown University (USA) and University of International Business and Economics (China). Alon is a researcher in the field of international business with a focus on internationalization, modes of entry, political risk, cultural intelligence and emerging markets.

Ilan Alon’s publications have appeared in the Harvard Business Review, Management International Review, International Business Review and others.

In addition to being a professor, Alon is the Head of International Affairs for the School of Business and Law at the University of Agder and leader of the Emerging Markets research group.





Round Table May 17th:
“Digitalisation in Sales and Marketing”
 Dr. Richard Griffith, Florida Institute of Technology
 Dr. Michael Schmidthaler, University of Applied Sciences
 Upper Austria
 Dr. Gerhard Svolba, SAS Institute GmbH

The three experts will discuss the challenges and opportunities of digitalisation for marketing and sales. Furthermore, good cases and applications will be elaborated. The discussion will be led by Prof. Mag. Robert Füreder.

Presentations on topics like:

- » Obstacles and Challenges of Business Succession in Central Europe
- » The Performance Effect of Dynamic Capabilities in Servitizing Companies
- » Actions against the Lack of Highly Skilled Workers in the Regions of Upper Austria
- » Raising Money on Crowdfunding Platforms: The Components of Success
- » The Influence of Cultural Intelligence on Cross-cultural Adjustment for International Students in University: The Mediating Effect of Self-efficacy
- » The Interplay of Firm Value, Corporate Governance, and Performance of a Firm: A Structural Modelling Approach
- » Bridging the Communication Gap: A Study Regarding Diversity in Public Communication in Flanders



Conference Programme

Academic Conference Day: May 17th 2018

08:30 – 09:30	Registration
09:30 – 10:30	Official Opening Session & Opening Keynote
10:30 – 12:00	Track 1
12:00 – 13:30	Networking Lunch
13:30 – 15:00	Track 2
15:00 – 15:30	Coffee Break
15:30 – 17:00	Track 3
17:00 – 17:45	Round Table
18:00 – 22:00	Conference Dinner

Academic Conference Day: May 18th 2018

09:00 – 09:45	Opening Keynote
09:45 – 10:00	Coffee Break
10:00 – 11:30	Track 4
11:30 – 12:00	Closing Ceremony, Best Paper Award & Group Photo
12:00 – open End	Farewell Lunch





Events of the Social Programme

- » **Monday, May 14th:**
An opening meeting for all guest lecturers at the International Teaching Days will be held.
- » **Monday, May 14th:**
BMW Company Visit
- » **Tuesday, May 15th:**
Steyr Tour & International Week Dinner – In the evening a guided tour through the historical center of Steyr will be provided.
- » **Wednesday, May 16th:**
Daytrip to Gmunden, Upper Austria
- » **Wednesday, May 16th:**
In the evening 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 specialties. The International Fair also serves as an unofficial opening of the Cross-Cultural Business Conference.
- » **Thursday, May 17th:**
Our official conference dinner will take place in the beautiful castle Lamberg.
- » **Friday, May 18th:**
Farewell snacks and drinks will be provided.

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 center and has one of the best preserved old towns in Austria. The location of the city is directly at the confluence of the river Enns and Steyr, which makes Steyr a particularly picturesque place.

For detailed information about accommodation check our website: www.fh-ooe.at/en/kongresse/2018/cross-cultural-business-conference/conference-venue/accommodation
More hotel options can be found at www.steyr.info/en/hotel-restaurant.html

Registration Fees

2 Day Conference Ticket

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

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 and workshops of the Cross-Cultural Business Conference
 - » The full paper and abstract proceedings
- Accommodation is not included in the registration fee.

Registration

If you are interested, please register at www.conftool.net/ccbc2018 as a participant of the Cross-Cultural Business Conference.



Pictures: Fotolia, Institute for Cross Cultural Management (ICCM), FH OÖ, Smetana, Wolfgang Simlinger

Contact & Further Information

Access all information at www.fh-ooe.at/ccbc2018 or contact

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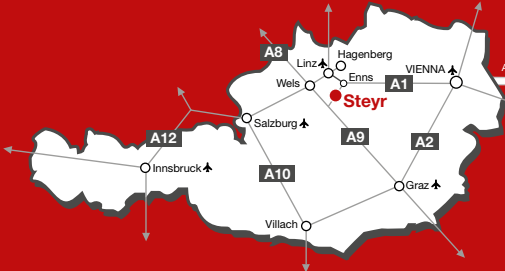
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