



CCBC 2021

CALL FOR PAPERS

10th CROSS-CULTURAL BUSINESS CONFERENCE

May 6th – 7th 2021

School of Business and Management, Campus Steyr

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/ccbc2021



UNIVERSITY
OF APPLIED SCIENCES
UPPER AUSTRIA

CROSS - CULTURAL BUSINESS

Call for Papers

We are pleased to announce the international Cross-Cultural Business Conference 2021 at the University of Applied Sciences Upper Austria in Steyr for the 10th time. 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 in a cozy, familiar atmosphere on campus.

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:

- » Globally Relevant Business Models
- » Business in Emerging Markets
- » Sustainable Business Management and Ethical Leadership
- » Intercultural Leadership
- » Socio-Economic Backgrounds and their Impact on International Business Operations
- » Global Market Entry Strategies
- » Intercultural Communication in a Digitalized World
- » Executive Intercultural Coaching
- » Intercultural Sensitivity as a Competitive Advantage
- » Global Business Networks
- » Learnings from the COVID-19 crisis

Session B:

Intercultural or International Perspectives in Marketing, Sales and Service Management

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

- » Digital Marketing, Sales and Service Management
- » AI for Marketing and Sales
- » Technologies for Marketing and Sales
- » Cross-Cultural Marketing Research
- » Cross-Cultural Marketing
- » Customer Value - Principles, Tools and Measures
- » International Channel Management
- » International B2B Selling
- » Global Organizational Buying Behaviour
- » International Key Account Management
- » International Negotiations
- » Value Based Selling
- » Services in International Business
- » Smart Service Design
- » Word of Mouth, Customer Referrals and Reputation Value
- » Relationship Management
- » Learnings from the COVID-19 crisis



Special Formats at CCBC 2021

Round Table

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

CONFERENCE 2021

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. Authors are encouraged to prepare and submit papers for the following sessions:

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 Higher Education Institutions (HEI)
- » Intercultural Sensitivity in the Tertiary Sector
- » Diversity in Higher Education
- » Governance and Social Responsibility of HEI
- » Missions and Visions of HEI
- » Online Cooperation between Multicultural Students
- » Media Usage and Media Impact
- » Teaching and Learning with Digital and Analogue Media
- » Teaching in an International Classroom
- » Learnings from the COVID-19 crisis

Young Scientist Presentation

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

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

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:

- » Product, Service, Process and Marketing Innovation
- » Business Model Innovation
- » Innovation and Competitiveness
- » Knowledge Transfer
- » Innovation Challenges in Society/Climate/Energy
- » Reverse / Frugal Innovation
- » Social Entrepreneurship and Open Innovation
- » Learnings from the COVID-19 crisis

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
- » Diversity Management
- » Intercultural Management, Communication and Training
- » Preparing Employees for Global Assignments
- » Global Employer Branding
- » Knowledge Management in Cross-Cultural Business
- » Learnings from the COVID-19 crisis





Author Guidelines & Submission

- » Please **register online** at our website under the link www.fh-ooe.at/ccbc2021. 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 December 6th 2020**. As for the format of the abstract, please stick to the **abstract template**, which can be downloaded from our homepage.
- » Both the **full paper** (5 – 10 pages) submission and the double-blind review process will be done online. As for the format of the full paper, please stick to the **template**, which can be downloaded from our homepage. Full paper submission will be due by February 8th 2021.
- » After completion of the **double-blind review** process, authors will be informed about acceptance, rejection or suggested modifications. Papers accepted by participants who have paid the conference fee and presented their paper at the conference will be published in the **conference proceedings** with an ISBN number, which will appear as a printed version.
- » The CCBC's **journal partnerships** will constitute further opportunities for publication.

Important Dates & Deadlines

Abstract Submission

December 6th 2020

Full Paper Upload

February 8th 2021

Full Paper Review Notification

March 16th 2021

Registration & Payment Presenters/Authors

April 12th 2021

Cross-Cultural Business Conference

May 6th – 7th 2021

Conference Participation without Paper

If you would like to participate in the Cross-Cultural Business Conference 2021 without submitting a paper, please register online at www.conftool.org/ccbc2021 by April 28th 2021.

Registration Fee

Regular (Conference Visitor and Presenter)	480 €
Early payment until April 6 th 2021	440 €
(PhD-)Student (Visitor and Presenter)	240 €

Payment of Registration Fees:

All fees are payable in euros 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
- » Full paper proceedings
- » Conference dinner

Venue & Accommodation

The conference will be held at the University of Applied Sciences Upper Austria, School of Business and 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 rivers Enns and Steyr, and thus makes Steyr a particularly picturesque city.

For detailed information about venue and accommodation as well as updates concerning the current COVID-19 situation in Austria, please check our website: www.fh-ooe.at/ccbc2021

Social Programme & Misc.

Our **official Conference Dinner** will take place in the evening of Thursday May 6th.

In addition there will also be a networking lunch on Thursday May 6th.

On May 7th **farewell snacks and drinks** will be provided after the **closing ceremony** of the Cross-Cultural Business Conference 2021.

Due to the unpredictable circumstances caused by the COVID-19 crisis, **all additional social events** at this year's conference **will be announced** at a later point. The 10th anniversary of our Cross-Cultural Business Conference will be filled with memorable events and moments.

Young Researchers & Students

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

CONTACT

Cross-Cultural BusinessConference

Prof. Dipl.-Ing. Dr. Margarethe Überwimmer

Prof. Ing. Mag. Robert Füreder

Prof. Mag. Dr. Michael Schmidthaler

Jakob Vaboscsek BA

Aline Kesehage

Research Area Global Business Management
Study Programme Global Sales and Marketing
School of Business and Management

University of Applied Sciences Upper Austria
FH OÖ Forschungs- & Entwicklungs GmbH
Wehrgrabengasse 1–3 | 4400 Steyr | Austria Austria
Phone: +43 5 0804 33003
Email: cc-conference@fh-steyr.at
Web: www.fh-ooe.at/ccbc2021

FURTHER INFORMATION

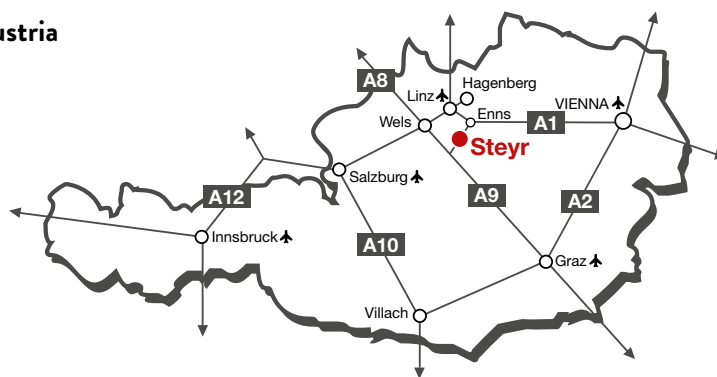
Access all information and required files at www.fh-ooe.at/ccbc2021 or contact our team concerning the CCBC 2021 via cc-conference@fh-steyr.at.



HAGENBERG | LINZ | STEYR | WELS

University of Applied Sciences Upper Austria
School of Business and Management
Global Sales and Marketing
Global Business Management

Wehrgrabengasse 1-3
 4400 Steyr | Austria
 Phone: +43 5 0804 33003
gsm@fh-steyr.at
www.fh-ooe.at/gsm



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