

# Global Business Management (GBM)

Interdisciplinary collaboration in the fields of international sales management, business-to-business (B2B) marketing and intercultural management/global human resource management is being developed. This entails devising methods and concepts for analysis, planning and control of global business activities. The establishment of the “Cross-Cultural Management and Emerging Markets Centre” supports the focus of the fields of research.

## Fields of Research

- >> International Sales and Export: improvement of practices and behaviour as well as development of tools regarding international sales in the B2B sector, e.g. optimization of sales partner management, sales management, international sales and distribution networks
- >> B2B Marketing: organizational buying behaviour, international buyer-seller networks, emotion and cognition in B2B relationships, global B2B marketing strategy and management, integrated B2B marketing communications, branding and brand management, cross-cultural marketing, B2B market analysis, measures and key performance indicators and forecasting
- >> Intercultural Management/Global Human Resource Management: expatriate management, cross-cultural challenges in cross-border cooperation, diversity
- >> Industrial Services and Service Innovation

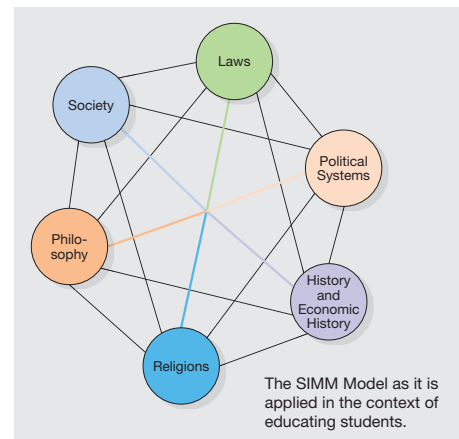
## Current Joint Research Activities

### Barometer Survey in B2B Marketing

A longitudinal barometer survey “B2B-Marketing and Sales of Austrian Companies in Central and Eastern Europe (CEE)” is carried out every two years. This study focuses on various topical issues and helps insights to be gained into the expansion of Austrian companies to CEE countries from a sales, cross-cultural and marketing perspective.

### SIMM Model

The Steyr Intercultural Management Model (SIMM) deals with historical, societal, political, economic and religious background information on a culture. Prejudices and stereotypes are examined and reconditioned by comparing and contrasting one's own perceptions with the self-image of the foreign culture.



### EU Project: New Distribution Skills for SMEs

Well-educated sales people with country specific sales skills are needed especially in the challenging automotive sector. In this cross-national project, skill deficiencies and areas of improvement of automotive dealers are identified and new teaching materials are developed and tested for students to prepare them for their future careers as automotive sales and distribution managers. Areas covered include the north-south axis from Poland to the Czech Republic, to Austria and to Italy.

### Expatriate Management in Austrian Companies

The number of internationally operating organizations is growing steadily, which leads to an increased short or long-term employee deployment abroad. As a consequence, expatriate management is gaining importance.

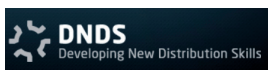
The Cross-Cultural Management and Emerging Markets Centre has been carrying out extensive research into expatriate management for several years now.

### Excellence and Innovativeness in Industrial Services and Solutions

The GBM team of experienced researchers has currently been working on providing theoretical



With the support of the Lifelong Learning Programme of the European Union



Hagenberg Campus: Informatics, Communications and Media



Linz Campus: Applied Health and Social Sciences



Steyr Campus: Management



Wels Campus: Engineering and Environmental Sciences



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foundations as well as developing sound business tools for industrial benchmarking.

## Further Academic Activities and Events

### Cross Cultural Business Conference

The conference takes place every year and is embedded in the School of Management's "International Week". It provides an opportunity for lecturers, researchers and practitioners to advance their knowledge and discuss the latest developments in the fields of management and business.

### Intercultural GSM Lunch

The intercultural GSM Business Lunch is a one hour event series taking place at lunch which

deals with doing business in another country each time by inviting a native and an Austrian manager to discuss different perspectives followed by a country specific lunch. Experts from China, the U.S., India, Turkey, Serbia and the Arab Region have already been our guests.

### Project REWENIO

The stated aim of the Regio13 – project REWENIO is to implement structures for a professional welcoming culture, thereby offering more future security to both the communities, companies and regions of Upper Austria. A multi-level and integrated skills development model for establishing one culture of welcome for expatriates and remigrants („Welcome-Check“) was created.

Companies and research institutions are invited to participate in current research activities as well as to introduce new ideas in all areas of B2B marketing, sales management, purchasing behaviour of organizations, key account management, distribution channels, sales management, strategy, sales partner management, industrial services & service innovation.

## Key Publications

Štrach P., Überwimmer M., Visser V., Stadlmann C., Füreder R. (2015): Paving the Road for Excellence in Industrial Services: Initial Findings from Upper Austria Mechanical Engineering Sector, FFH 2015, accepted

Stadlmann C., Cardinali S., Skurczyński M. (2013): The Perception of Future Challenges by German-Speaking, Polish and Italian Automotive Dealers – Proceedings of the Cross-Cultural Conference 2013, Steyr, Austria, 147-15

Wiesinger S., Überwimmer M., Summersberger T., Hofstadler J. (2013): Intercultural Sensitivity of Business Students: Findings from a Longitudinal Study at the University of Applied Sciences Upper Austria – Proceedings of the Cross-Cultural Conference 2013, Steyr, Austria, 289-302

Zehetner A., Engelhardt-Nowitzki C., Hengstberger B., Kraigher-Krainer J. (2011): Emotions in Organizational Buying Behaviour – a Qualitative Empirical Investigation, Selected Papers of the 1<sup>st</sup> International Conference on Value Chain Management, Steyr, Austria, 207-229

Füreder R., Boxhofer M. (2011): Basic Parameters in a Questionnaire Design Process to Measure Factors of Innovation Success, Proceedings of the MTC Conference 2011, Alexandroupolis, Greece, 137-140

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