



CALL FOR PAPERS

Cross-Cultural Business Conference 2016

19th – 20th May 2016

School of Management, Steyr Campus

Intercultural Perspectives in

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

www.fh-ooe.at/ccbc2016

Cross-Cultural Business Conference 2016

We are pleased to announce for the 5th time the international Cross-Cultural Business Conference 2016 at the University of Applied Sciences Upper Austria. The conference is embedded in the annual "International Week". This means that on Tuesday the 17th of May and on Wednesday the 19th of May 2016 professors are welcome to give lectures at our School of Management in Steyr while on Thursday the 19th and Friday the 20th of May 2016 our Cross-Cultural Business Conference will be taking place. The programme for Thursday will focus on presentations of the academic contributions while our practitioners' day is planned for Friday.

The conference provides a platform for lecturers, researchers and practitioners to enhance their knowledge and discuss latest developments in the fields of management, business, higher education and information and communication technology (ICT) as well as innovation. Join the Cross-Cultural Business Conference also for taking 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 predominantly focus on key management subjects of the study programme Global Sales and Marketing by taking a closer look at encounters in an intercultural environment. This year again, the School of Informatics, Communications and Media in Hagenberg will enrich our conference by offering a special track on cross-cultural perspectives in the digital world. Authors are encouraged to prepare and submit papers for the following sessions:

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: Innovation

Session E: Human Resource Management

Sessions

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

This session will focus on Global Business and Marketing, Sales and Service 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 Aspects
- >> Executive Intercultural Coaching
- >> Intercultural Effectiveness as a Competitive Advantage
- >> Intercultural Business Networks
- >> 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
- >> New Media Marketing
- >> Relationship Marketing
- >> Performance Measurement in Global Marketing



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Session B: Intercultural Perspectives in Higher Education Research

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 with research findings to one of the following topics:

- >> Cross-Border Comparison of Academic Education
- >> 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

SESSION C: Intercultural Perspectives in Teaching and Learning

This session encourages paper submissions that offer an original contribution relevant to the teaching and learning environment of HEI and/or which are relevant to the IT field. Topics could include, but are not restricted to the following:

- >> 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 Perspectives in Innovation

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

SESSION E: Intercultural 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

Author Guidelines & Submission

- >> Please register online at our website www.fh-ooe.at/ccbc2016. There, you will be asked to indicate the session you would like to participate in and to provide a **short abstract of max. 700 words by 14th December 2015**.
- >> 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 **master paper**, which can be downloaded from our homepage.
- >> After completion of the double-blind review process, authors will be informed about acceptance, rejection or suggested modifications. Accepted papers of 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 for the first time will appear as an e-book.
- >> This year's journal partnership will constitute a further opportunity for publication.
- >> We encourage all participants to also participate in the **International Teaching Days** as part of the International Week, which will be held from the 17th to the 18th of May 2016. For



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further information regarding the International Teaching Days please check the website:
www.fh-ooe.at/en/steyr-campus/international/intweek2016

The registration fee includes:

- >> Participation in all social events
- >> Participation in all presentations of the Cross-Cultural Business Conference
- >> The full paper and abstract proceedings as an e-book
- >> Participation at the conference dinner and the concert

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

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. It is located directly at the confluence 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/kongresswesen/konferenzen-kongresse/2016/ccbc2016/conference-venue-accommodation/.

More hotel options can be found at www.steyr.info/en/sleep.html.

Social Programme & Misc.

An opening meeting for all guest lecturers at the International Teaching Days will be held on Tuesday 17th May. In the evening a guided tour through the historical center of Steyr will be provided.

On the evening of Wednesday 18th 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.

Important Dates & Deadlines

Abstract Submission
14 th December 2015
Abstract Notification
17 th December 2015
Full Paper Upload
5 th February 2016
Full Paper Review Notification
3 rd March 2016
Registration/Payment Presenters (Authors)
20 th April 2016
International Teaching Days
17 th – 18 th May 2016
Cross-Cultural Business Conference
19 th – 20 th May 2016

Conference Participation without Paper

If you would like to participate in the Cross-Cultural Business Conference 2016 without submitting a paper, please register online at www.conftool.net/ccbc2016 until 12th May 2016.

Registration Fee

2 Day Ticket

Regular (Conference Visitor and Presenter)	280 €
Early payment until 6 th of April 2016	240 €
(PhD-)Student (Presenter and Visitor)	140 €

1 Day Ticket (for Friday only)

Regular (Conference Visitor and Presenter)	240 €
Early payment until 6 th of April 2016	200 €

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.



Call for Papers

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Our **official conference dinner** will take place in the evening on Thursday 19th May in the facilities of St. Florian, a small village in Upper Austria with a world famous monastery. In addition, an **organ concert** is being organized at the monastery before the dinner. After dinner, we will also have a **guided tour** through the monastery in St. Florian.

On Friday 20th May **farewell snacks and drinks** will be provided.

On Saturday 21st May a **daytrip** to one of the most beautiful landscapes in Upper Austria is planned.

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.

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

For further information, regarding the International Week, please check the website: www.fh-ooe.at/en/steyr-campus/international/intweek2016/

Contact & Further Information

Access all information and required files at www.fh-ooe.at/cc-conference or contact concerning the CCBC 2016:

FH-Prof. DI Dr. Margarethe Überwimmer

Teresa Gangl MA

Jovana Tomović MA

Cross-Cultural Management and Emerging Markets Center, School of Management

University of Applied Sciences Upper Austria

FH OÖ Forschungs- & Entwicklungs GmbH

Wehrgrabengasse 1–3

4400 Steyr/Austria

Tel.: +43 5 0804 33552 or 33554

Fax: +43 5 0804 33599

E-mail: cc-conference@fh-steyr.at

Web: www.fh-ooe.at/ccbc2016

For information about the International Teaching Days please contact:

Dipl. Päd. Marlies Schmidthaler

International Office

School of Management

University of Applied Sciences Upper Austria

Wehrgrabengasse 1–3

4400 Steyr/Austria

Tel.: +43 5 0804 33050

E-mail: marlies.schmidthaler@fh-steyr.at

Web: www.fh-ooe.at/campus-steyr



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