CALL FOR PAPERS

Cross-Cultural Business Conference 2017

17th – 19th May 2017
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/ccbc2017
Call for Papers

Cross-Cultural Business Conference 2017

We are pleased to announce for the 6th time the international Cross-Cultural Business Conference 2017 at the University of Applied Sciences Upper Austria. The conference is embedded in the annual “International Week”. This means that on Monday the 15th of May and on Tuesday the 16th of May 2017 professors are welcome to give lectures at our School of Management in Steyr while on Wednesday the 17th (welcome), Thursday the 18th and Friday the 19th of May 2017 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, higher education 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 and international 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 and 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 B: Intercultural and 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:

- 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
SESSION C: Intercultural and 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 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 and 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 and 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

Author Guidelines & Submission
» Please register online at our website www.fh-ooe.at/ccbc2017. There, you will be asked to indicate the session you would like to participate in and to provide an extended abstract of max. 700 words by 18th of December 2016. As for the format of the abstract, please stick to the master abstract, 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 master paper, which can be downloaded from our homepage. Full paper submission will be due by 6th of February 2017.
» 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 will appear as an e-book.
» This year’s journal partnerships 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 15th to the 16th of May 2017. For further information regarding the International Teaching Days please check the website: www.fh-ooe.at/en/steyr-campus/international/intweek2017
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Cross-Cultural Business Conference 2017

Important Dates & Deadlines

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Conference Participation without Paper
If you would like to participate in the Cross-Cultural Business Conference 2017 without submitting a paper, please register online at www.conftool.net/ccbc2017 until 10th May 2017.

Registration Fee

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<tr>
<td>Regular (Conference Visitor and Presenter)</td>
<td>280 €</td>
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<td>Early payment until 6th of April 2017</td>
<td>240 €</td>
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<tr>
<td>(PhD-)Student (Presenter and Visitor)</td>
<td>140 €</td>
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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
» The full paper and abstract proceedings as an e-book
» Participation at the conference dinner
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 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/ccbc2017

Social Programme & Misc.
An opening meeting for all guest lecturers at the International Teaching Days will be held on Monday 15th May. In the evening a guided tour through the historical center of Steyr will be provided.

On the evening of Wednesday 17th 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.

On Wednesday 17th May a daytrip to one of the most beautiful landscapes in Upper Austria is planned.

Our official conference dinner will take place in the evening on Thursday 18th May.

On 19th May farewell snacks and drinks will be provided.

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.
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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/intweek2017/

**Contact & Further Information**
Access all information and required files at www.fh-ooe.at/ccbc2017 or contact concerning the CCBC 2017:

- **FH-Prof. DI Dr. Margarethe Überwimmer**
- **FH-Prof. Mag. Robert Fürerder**
- **Dr.-Ing. Yasel José Costa Salas**
- **Christina Roitinger**
- Cross-Cultural Management and Emerging Markets Center at Study Programme Global Sales and Marketing, School of Management

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

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
Phone: +43 5 0804 33050
Email: marlies.schmidtthaler@fh-steyr.at
Web: www.fh-ooe.at/campus-steyr

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