



# CALL FOR PAPERS

## Cross-Cultural Business Conference 2017

17<sup>th</sup> – 19<sup>th</sup> 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](http://www.fh-ooe.at/ccbc2017)

# Cross-Cultural Business Conference 2017

We are pleased to announce for the 6<sup>th</sup> 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 15<sup>th</sup> of May and on Tuesday the 16<sup>th</sup> of May 2017 professors are welcome to give lectures at our School of Management in Steyr while on Wednesday the 17<sup>th</sup> (welcome), Thursday the 18<sup>th</sup> and Friday the 19<sup>th</sup> 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

## Sessions

### SESSION A: Intercultural and 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:

- » 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

### SESSION B: Intercultural and International Perspectives in Marketing, Sales and Service Management

This session will focus 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



# Cross-Cultural Business Conference 2017

## 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](http://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 18<sup>th</sup> 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 6<sup>th</sup> 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 15<sup>th</sup> to the 16<sup>th</sup> of May 2017. For further information regarding the International Teaching Days please check the website: [www.fh-ooe.at/en/steyr-campus/international/intweek2017](http://www.fh-ooe.at/en/steyr-campus/international/intweek2017)



# Cross-Cultural Business Conference 2017

## Important Dates & Deadlines

<b>Abstract Submission</b> 19 <sup>th</sup> December 2016
<b>Abstract Notification</b> 23 <sup>rd</sup> December 2016
<b>Full Paper Upload</b> 6 <sup>th</sup> February 2017
<b>Full Paper Review Notification</b> 6 <sup>th</sup> March 2017
<b>Registration/Payment Presenters (Authors)</b> 20 <sup>th</sup> April 2017
<b>International Teaching Days</b> 15 <sup>th</sup> – 16 <sup>th</sup> May 2017
<b>Cross-Cultural Business Conference</b> 17 <sup>th</sup> – 19 <sup>th</sup> May 2017

## 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](http://www.conftool.net/ccbc2017) until 10<sup>th</sup> May 2017.

## Registration Fee

<b>Regular (Conference Visitor and Presenter)</b>	280 €
<b>Early payment until 6<sup>th</sup> of April 2017</b>	240 €
<b>(PhD-)Student (Presenter and Visitor)</b>	140 €

## 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](http://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 15<sup>th</sup> May. In the evening a guided tour through the historical center of Steyr will be provided.

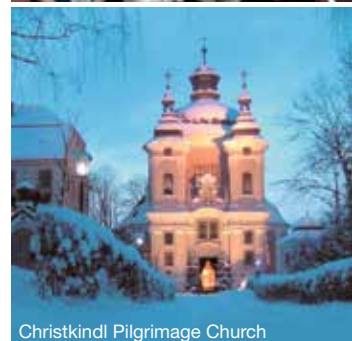
On the evening of Wednesday 17<sup>th</sup> May participants are more than welcome to mingle at the “International Fair”, where students from all over the world will present their countries, cultures and culinary specialities. The International Fair also serves as an unofficial opening of the Cross-Cultural Business Conference.

On Wednesday 17<sup>th</sup> 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 18<sup>th</sup> May.

On 19<sup>th</sup> 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.



Christkindl Pilgrimage Church



Christkindl Post Office

Call for Papers

# Cross-Cultural Business Conference 2017

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/](http://www.fh-ooe.at/en/steyr-campus/international/intweek2017/)

## Contact & Further Information

Access all information and required files at [www.fh-ooe.at/ccbc2017](http://www.fh-ooe.at/ccbc2017) or contact concerning the CCBC 2017:

**FH-Prof. DI Dr. Margarethe Überwimmer**

**FH-Prof. Mag. Robert Füreder**

**Dr.-Ing. Yasel José Costa Salas**

**Christina Roitinger**

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Web: [www.fh-ooe.at/ccbc2017](http://www.fh-ooe.at/ccbc2017)

For information about the International Teaching Days please contact:

**Dipl. Päd. Marlies Schmidthaler**

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# HAGENBERG | LINZ | STEYR | WELS

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