



INVITATION

CROSS-CULTURAL BUSINESS CONFERENCE 2016

19th – 20th May 2016

University of Applied Sciences Upper Austria
Steyr Campus

Intercultural Perspectives in

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

www.fh-ooe.at/ccbc2016



Invitation to participate in the Cross-Cultural Business Conference 2016

The Cross-Cultural Management and Emerging Markets Centre kindly invites you to the international Cross-Cultural Business Conference (CCBC) 2016 at the University of Applied Sciences Upper Austria, Campus Steyr. This conference takes place on 19th-20th of May 2016 and provides an opportunity for lecturers, researchers and practitioners to advance knowledge and discuss the latest developments in the field of Global Business, Marketing, Sales, and Service Management, Higher Education Research, Higher Education Teaching and Learning and Human Resources Management from an intercultural perspective.

The CCBC is embedded in the annual International Week, when on Tuesday 17th and Wednesday 18th of May, the International Teaching Days are also taking place. We are looking forward to an exciting programme which will include approximately 30 presentations from academia.

Our second conference day, the Practitioner's Day, Friday 20th of May, a new format being held for the first time connecting academia and the industry, is offering 11 workshops addressing topics such as the economic setting, intercultural perspectives, and market entry modes into different countries, with examples such as Mexico, the US, South Korea, Myanmar or Russia.

Be prepared for inspiring conversations and presentations in an international setting with visitors from countries such as Japan, Mexico, Germany, Russia, Brazil, South Korea, the Ukraine, Poland, Finland, India, the Czech Republic, Sweden, the Netherlands, Serbia, the United Kingdom, China, the USA, France and Belgium.

Scope of the Conference

This conference at the School of Management in Steyr focuses on key management subjects primarily taught at the study programme Global Sales and Marketing. This conference consists of four tracks whereby cross-border encounters take central stage. Namely, intercultural perspectives in:

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

Conference Highlights

Opening Keynote:

“The Feasibility of Political Order”

Prof. Dr. Werner Patzelt, TU Dresden

Counterfactually, we take political order for granted. But it is not, as we are taught by the contemporary experience with regime collapse. So we better look at what makes political order feasible and viable. This is cultural capital (i.e. ‘governmentality’), social capital (like a stable civil society), and well-designed institutions.

Prof. Dr. Werner Patzelt was born in 1953 in Passau, Germany and since 1992 he has been a full professor of comparative government, Political Science Department, Dresden University of Technology (TU Dresden). His areas of research are comparative government, comparative research of parliamentarianism and political communication. In 1984 he received his doctoral degree in philosophy through his work Basic Principles of the Ethnomethodology. In 1992 he became the founding professor of the Institute for Political Science at the TU Dresden, where he took over over the professorship for political systems and the comparison of systems. Since then he has also been guest lecturer at the University in Paris, Stellenbosch, Ankara and Moscow. Among others he has been a long term member of the executive committee of the International Political Science Association and has received many awards such as the cultural prize for Ethnomethodology (1985).

Presentations on topics like:

- >> Profile of a Modern Ukrainian Manager
- >> Governance of International Distributors through Travel Incentives: Insights from Manufacturing Enterprises
- >> Training Concepts for Industrial Service Staff in an Intercultural Context
- >> Advertisement Strategies in Warnings and Advice: A Psycholinguistic Perspective
- >> Assessing Intercultural Competence in Higher Education: Approach, Analysis & Act
- >> Higher Education Leadership- Current Practices and Challenges in the Face of Higher Education Marketisation
- >> Teaching in an Age of Ubiquitous Social Media: A Transcultural Study
- >> A Transition from a “Culture of Blame” to an Encouraged “Learning from Failure” Culture





Practitioners' Day Highlights

Opening Keynote:

"Seeking for the Best - HR Management in a Multinational Company"

Mag. Judith Kaltenbrunner, BMW

Mag. Judith Kaltenbrunner has a background of market research and empirical investigations, and has been pursuing her career at BMW Group since 2001. Starting as a technical purchaser, she is now in a leadership position and has full responsibility over the HR department at BMW at the plant in Steyr.



Closing Keynote:

"Lost in Translation – How to Bridge the Gap"

**Mag. Belinda Hödl, The Austrian
Federal Economic Chamber**

Mag. Belinda Hödl started her career as an Expert for Environmental Policies at the Austrian Federal Economic Chamber (WKO). She defected to the cabinet of the State Secretary of the Federal Ministry of Economics, Family and Youth later on and has been Senior Advisor for Higher Education Policy at the WKO since 2011.



Conference Programme,

Academic Conference Day: 19th May 2016

08:00 - 09:00	Registration
09:00 - 10:30	Official Opening Session & Opening Keynote: Prof. Dr. Werner J. Patzelt, TU Dresden
10:30 - 12:00	Session 1
12:00 - 13:30	Networking Lunch & Poster Presentations
13:30 - 15:00	Session 2
15:00 - 16:00	Coffee Break
16:00 - 17:30	Session 3
17:30 - 18:00	Drive to the Monastery St. Florian
18:00 - 18:15	Reception at the Monastery St. Florian
18:15 - 18:45	Organ Concert
19:00 - 20:30	Official Conference Dinner
20:30 - 21:00	Guided Monastery Tour

Practitioners' Day: 20th May 2016

The Practitioners' Day is being held for the first time at the Cross-Cultural Business Conference and combines theory and practice. International experts of industry and academia are giving insights into how to do business in different countries. You get the chance to participate in 11 workshops from natives of 4 different continents regarding 9 countries, who share their cross-cultural and economic expertise.

08:00 - 09:00	Networking Coffee
09:00 - 09:30	Opening Keynote: Mag. Judith Kaltenbrunner, BMW
09:30 - 10:30	Doing Business in Myanmar Doing Business in the USA Doing Business in Russia LEGO® Teambuilding Workshop
10:30 - 11:00	Networking Coffee
11:00 - 12:00	Doing Business in Japan Doing Business in Canada Doing Business in Brazil Market Entry into Foreign Countries
12:00 - 13:00	Networking Lunch
13:00 - 14:00	Doing Business in South Korea Doing Business in Mexico Doing Business in Ukraine
14:00 - 15:00	Closing Ceremony & Best Paper Award Closing Keynote: Mag. Belinda Hödl, The Austrian Federal Economic Chamber





Events of the Social Programme

>> Tuesday, May 17th:

An **opening meeting** for all guest lecturers at the **International Teaching Days** will be held. In the evening a **guided tour** through the historical center of Steyr will be provided as well as a BMW company visit.

>> Wednesday, May 18th:

In the evening 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.

>> Thursday, May 19th:

Our **official conference dinner** will take place in the evening 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.

>> Friday, May 20th:

Farewell snacks and drinks will be provided.

>> Saturday, May 21st:

Daytrip to the city of Linz, former European Capital of Culture (2009).

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 centre and has one of the best preserved old towns in Austria. The location of the city is directly at the confluence of the river Enns and Steyr, which makes Steyr a particularly picturesque place.

For detailed information about accommodation check our website: www.fh-ooe.at/ccbc2016.

More hotel options can be found at <http://www.steyr.info/en/sleep>.

Registration Fees

2 Day Conference Ticket

Regular (Conference Visitor and Presenter)	€ 280 (incl. VAT)
Early payment until 15 th of April 2016	€ 240 (incl. VAT)
(PhD-)Student (Presenter and Visitor)	€ 140 (incl. VAT)

Practitioners' Day Ticket

Regular	€ 190 (incl. VAT)
FH OÖ Alumni	€ 150 (incl. VAT)

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 and workshops of the Cross-Cultural Business Conference including the Practitioners' Day

Accommodation is not included in the registration fee.

Registration

If you are interested, please register at <https://www.conftool.net/ccbc2016/> as a participant of the Cross-Cultural Business Conference.

Contact & Further Information

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Pictures: Fotolia, Peter Kainrath, FH OÖ, Smetana, Groisboeck, Stift. St. Florian, OÖ Tourismus

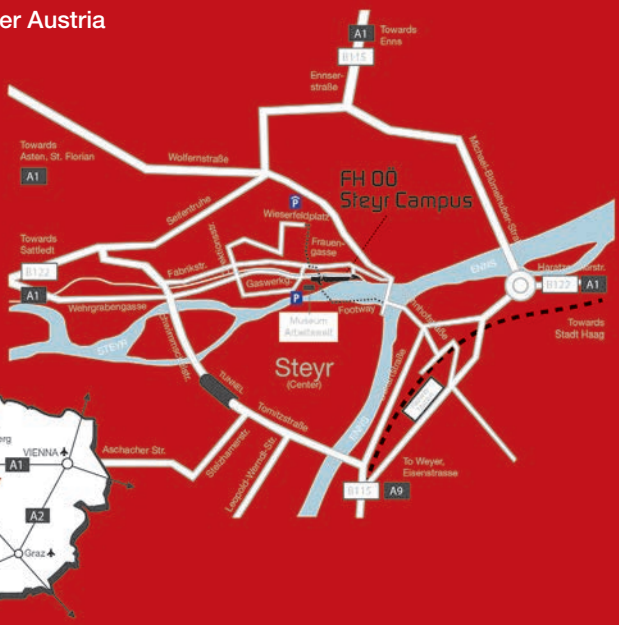




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