



CCBC 2019

CALL FOR PAPERS

CROSS-CULTURAL BUSINESS CONFERENCE

15th – 17th May 2019

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/ccbc2019



UNIVERSITY
OF APPLIED SCIENCES
UPPER AUSTRIA

CROSS-CULTURAL BUSINESS CONFERENCE 2019

Call for Papers

We are pleased to announce the international Cross-Cultural Business Conference 2019 at the University of Applied Sciences Upper Austria in Steyr for the 8th time. The conference is embedded in the annual 'International Week'. The conference provides a platform for lecturers, researchers and practitioners to enhance their knowledge and discuss latest developments in the fields of management, business and higher education as well as innovation. Join the Cross-Cultural Business Conference also to take 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 focus predominantly 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. Authors are encouraged to prepare and submit papers for the following sessions:

- » Cross-Cultural and International Negotiations
- » Global Market Entry Strategies
- » Intercultural Communication in Global Business
- » Intercultural Leadership
- » Executive Intercultural Coaching
- » Intercultural Effectiveness as a Competitive Advantage
- » Intercultural Business Networks

Sessions

Session A:

Intercultural or 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

Session B:

Intercultural or 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, Sales and Service Management
- » Relationship Marketing
- » Performance Measurement

INTERCULTURAL OR 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 C:

Intercultural or 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 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 Digital Media
- » Online Cooperation between Multicultural Students
- » Gamification
- » Media Usage and Media Impact
- » E-learning and Mobile Learning
- » Teaching and Learning with Digital New Media
- » Teaching in an International Classroom

Session D:

Intercultural or 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
- » Open Innovation

Session E:

Intercultural or 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



The friendly atmosphere in Steyr invites visitors and presenters to exchange ideas and network.

- » Intercultural Management, Communication and Training
- » Preparing Employees for Global Assignments
- » Global Employer Branding
- » Knowledge Management in Cross-Cultural 'Environment' Business

Additionally, special Session Formats at CCBC 2019

Round Table

This year, we would like to invite people to a discussion and debate about a certain field of expertise or research topic. If you are interested in chairing of or participating in such a round table discussion, please contact the conference team directly via email (cc-conference@fh-steyr.at).

Young Scientists Presentations

Furthermore we would like to invite young scientists to submit papers as well as to present and discuss their field of research in a dedicated session at this year's conference. If you are interested in submitting your paper, please contact our conference team via email (cc-conference@fh-steyr.at).



Author Guidelines & Submission

- » Please **register online** at our website www.fh-ooe.at/ccbc2019. There, you will be asked to **indicate the session** you would like to participate in and to provide an extended abstract of **max. 300 words by 10th of December 2018**. As for the format of the abstract, please stick to the **abstract template**, 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 **template**, which can be downloaded from our homepage. Full paper submission will be due by 11th of February 2019.
- » After completion of the double-blind review process, authors will be informed about acceptance, rejection or suggested modifications. Accepted papers by participants who have paid the conference fee and presented their paper at the conference will be published in the **conference proceedings** with an ISBN number, which will appear as a printed version.
- » This year's journal partnerships will constitute a further opportunity for publication.
- » We encourage our visitors to participate as well in the **International Teaching Days**, which are part of the International Week and will be held from the 13th to the 14th of May 2019.

For further information regarding the International Teaching Days please check the website: www.fh-ooe.at/int-week-steyr

Important Dates & Deadlines

Abstract Submission

10th December 2018

Full Paper Upload

11th February 2019

Full Paper Review Notification

15th March 2019

Registration & Payment Presenters/Authors

23rd April 2019

International Teaching Days

13th – 14th May 2019

Cross-Cultural Business Conference

15th – 17th May 2019

Conference Participation without Paper

If you would like to participate in the Cross-Cultural Business Conference 2019 without submitting a paper, please register online at www.conftool.org/ccbc2019 until 6th May 2019.

Registration Fee

Regular (Conference Visitor and Presenter)	380 €
Early payment until 15 th of April 2019	340 €
(PhD-)Student (Presenter and Visitor)	240 €

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
- » Printed full paper proceedings
- » 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 centre 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/ccbc2019

Social Programme & Misc.

An **opening meeting** for all guest lecturers at the International Teaching Days will be held on Monday 13th May. In the afternoon a company visit will take place.

On Wednesday 15th May a **day trip** to one of the most beautiful landscapes in Upper Austria is planned.

On the evening of Wednesday 15th 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.

Our **official conference dinner** will take place at Castle Lamberg in the evening of Thursday 16th May.

On 17th May **farewell snacks and drinks** will be provided.

Young Researchers & Students

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

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.

CONTACT

Cross-Cultural Business Conference

Prof. DI Dr. Margarethe Überwimmer
Prof. Mag. Robert Füreder
Dr. Michael Schmidthaler
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International Teaching Days

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FURTHER INFORMATION

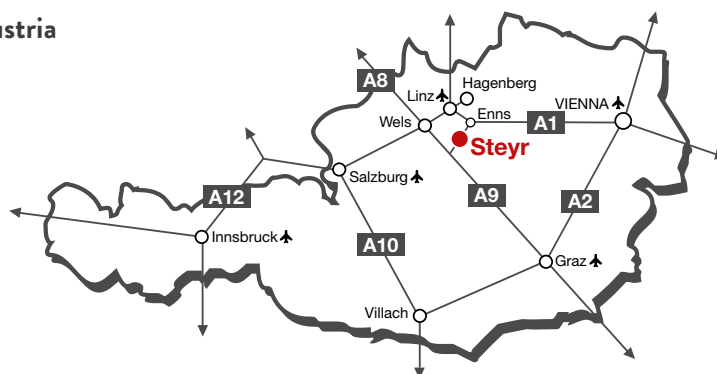
Access all information and required files at:
www.fh-ooe.at/ccbc2019 or contact our team concerning
the CCBC2019 (see above).



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