



CCBC 2024

CALL FOR PAPERS

13th CROSS-CULTURAL BUSINESS CONFERENCE

Resilience Redefined: Thriving Amidst Change

May 15th – 17th 2024

School of Business and Management, Campus Steyr

www.fh-ooe.at/ccbc2024



UNIVERSITY
OF APPLIED SCIENCES
UPPER AUSTRIA

CROSS-CULTURAL BUSINESS

Call for Papers & Cases

Exciting developments are underway at CCBC24! In a bid to broaden its impact, the conference now stands on 3 pillars. Beyond the traditional research paper focus (pillar 1), CCBC invites educators and researchers to also submit compelling case studies tailored for teaching purposes (pillar 2). This expansion aims to bridge theory and practice by showcasing innovative pedagogical methods, ethical dilemmas, and real-world problem-solving scenarios within cross-cultural business. With an emphasis on multidisciplinary applications and fostering engaging learning experiences, selected research contributions and case studies which meet the quality standards will be invited to dedicated volumes published by Springer. Backed by popular demand, CCBC 2024 will also offer interactive workshops (pillar 3).

Our conference motto, "**Resilience Redefined: Thriving Amidst Change**", encapsulates the spirit of adapting, thriving, and excelling in the face of evolving challenges. Save the date and join us for an enlightening experience at the 13th CCBC in Steyr.

INTERCULTURAL OR INTERNATIONAL PERSPECTIVES IN:

- » Global Business and Export Management
- » Marketing, Sales and Service Management
- » Higher Education Research, Teaching and Learning
- » Sustainable Business Development and Practices
- » Human Resource Management



CONFERENCE 2024

Call for Papers / Extended Abstracts

We are thrilled to announce the 13th Cross-Cultural Business Conference (CCBC) in 2024 at the University of Applied Sciences Upper Austria in Steyr. This renowned international event offers an exceptional platform for lecturers, researchers, and practitioners to explore the latest developments in international management, business, higher education, and innovation. Join us at CCBC 2024 to ignite transformative conversations, foster valuable connections, and embrace new horizons of growth.

We welcome papers concerning the following topics:

➤ **Intercultural or International Perspectives in Global Business and Export Management**

Submissions may address, but are not limited to globally relevant business models; business in emerging markets; intercultural communication in a digitalized world; global business networks

➤ **Intercultural or International Perspectives in Marketing, Sales and Service Management**

Contributions pertaining to AI for/in Marketing and Sales; digital Marketing, Sales and Service Management; cross-cultural Marketing; value-based selling in response to changing business models; smart service design

➤ **Intercultural or International Perspectives in Higher Education Research, Teaching and Learning**

Facilitating online cooperation between multicultural students; cross-border collaboration between Higher Education Institutions (HEI); diversity in Higher Education; SDGs in Higher Education; teaching new generations; resilience trainings and learnings

➤ **Intercultural or International Perspectives in Sustainable Business Development and Practices**

Designing and managing sustainable product, service, process and Marketing innovation; Circular Economy and circular business model innovation; sustainability and competitiveness; ethical leadership

➤ **Intercultural or International Perspectives in Human Resource Management**

personal and organizational resilience;
global employer branding;
diversity management;
knowledge Management in cross-cultural business





Important Dates & Deadlines

Submission of Abstracts (Papers & Cases):

December 1st 2023

Notification of Acceptance:

December 22th 2023

Full Paper / Case study submission:

March 15th 2024

Notification to Authors:

April 8th 2024

Cross-Cultural Business Conference

May 15th - 17th 2024

CASE STUDY SUBMISSIONS: Enhancing the Scope of CCBC 2024

We are delighted to announce a significant expansion of the Cross-Cultural-Business Conference 2024, aimed at fostering collaboration and knowledge exchange among educators and researchers in global business. In addition to the traditional platform for presenting research papers, we are now inviting submissions of innovative and impactful case studies designed for teaching purposes

Call for Case Studies:

We invite educators, researchers, and professionals from across the cross-cultural business spectrum to submit their original case studies that illuminate critical concepts, challenge conventional thinking, and provide valuable teaching materials. These case studies should be thoughtfully designed to facilitate interactive learning, stimulate analytical thinking and bridge the gap between theoretical knowledge and real-world application.

Join us in contributing to the evolution of teaching methodologies and practical knowledge by submitting your case studies before January 31st, 2024. For submission guidelines and more details, please visit www.fh-ooe.at/ccbc2024.

Key Themes:

We welcome case studies on a wide array of topics within cross-cultural business. Submissions may address, but are not limited to:

- **Real-World Problem Solving:** Case studies that reflect genuine challenges faced by professionals in cross-cultural business, encouraging learners to devise practical solutions.
- **Multidisciplinary Applications:** Case studies that embrace the interdisciplinary nature of global business presenting scenarios that require the integration of diverse perspectives.
- **Ethical Dilemmas and Decision-Making:** Case studies that explore ethical quandaries and complex decision-making processes, prompting discussions on moral considerations.
- **Innovative Pedagogical Approaches:** Case studies that showcase inventive teaching methods and strategies, demonstrating how educators effectively engage students in active learning.

Submission Guidelines:

- Case studies should be submitted in English and adhere to the prescribed formatting guidelines available on the www.fh-ooe.at/ccbc2024.
- Each case study submission should include a comprehensive teaching note elucidating the intended learning objectives, discussion points, and potential teaching strategies.

Review and Publication:

All submitted case studies will undergo a meticulous peer-review process by esteemed members of the academic community. Accepted case studies will be presented during dedicated sessions at the conference and subsequently published in a dedicated volume (Springer).

We are excited to embrace this new dimension of CCBC24, as it emphasizes the integral role of case studies in enriching pedagogical approaches and nurturing a deep understanding of cross-cultural business. By participating in this innovative endeavor, you contribute to the advancement of both teaching methodologies and practical knowledge. We look forward to your insightful contributions and to welcoming you at CCBC24. For further details and submission guidelines, please visit: www.fh-ooe.at/ccbc2024.

CCBC CONFERENCE

WORKSHOPS - Enhancing the Scope of CCBC24

Workshop 1:

"Crafting Educational Excellence: Developing Business Case Studies"

Looking to enrich business education with real-world insights? Join us for an engaging case study workshop at the 13th Cross-Cultural Business Conference (CCBC) in Steyr. This interactive session is dedicated to the art and craft of creating educational business case studies tailored for bachelor and master programs. Collaborate with fellow educators, researchers, and practitioners to construct compelling scenarios that challenge and inspire. Through dynamic discussions and collaborative brainstorming, discover how to bridge theory and practice, fostering the next generation of business leaders with a profound understanding of real-world challenges.

Workshop 2:

"Scholar's Forge: Navigating the Path to Impactful Research"

At CCBC 2024, we are committed to nurturing the scholarly journey. This workshop, led by seasoned researchers hailing from the US and UK, is a great opportunity for scholars and budding academics. Unveil the art of refining your research papers, navigating the publication landscape, and making a meaningful impact in your field. Engage in lively discussions, exchange insights, and receive hands-on guidance on structuring and presenting your research effectively. Join us to forge connections, share experiences, and embrace the transformative power of research.

Workshop 3:

"DigiSpace Customer Workshop: Thriving digitally in Intercultural Customer Interactions"

In the era of digital connectivity, mastering intercultural customer interactions is paramount. Enter the DigiSpace Customer Workshop at CCBC 2024, where participants delve into the world of hybrid customer engagement. Discover how technology and culture intersect to shape the customer experience. Through simulations, case analyses, and collaborative activities, immerse yourself in scenarios that mirror real-world challenges. Uncover strategies to bridge cultural gaps, communicate effectively across digital platforms, and create memorable customer journeys that transcend boundaries. These workshops, alongside traditional paper presentations, promise a multidimensional experience at the 13th Cross-Cultural Business Conference in Steyr. Embrace the opportunity to learn, grow, and connect in interactive settings that cater to diverse interests and aspirations. Whether you're an educator, researcher, practitioner, or aspiring academic, these workshops offer a chance to deepen your knowledge, refine your skills, and contribute to the tapestry of cross-cultural business excellence.

Workshop 4:

"Universities and their mission for more sustainability" by Ramu Domodaran

Ramu Damodaran is Deputy Permanent Observer of the intergovernmental University for Peace to the United Nations. Originally a member of the Indian Foreign Service, he served as the first Director of the United Nations Academic Impact initiative 2010-21 and as secretary of the United Nations General Assembly Committee on Information. His workshop enables educators and researchers to seriously involve sustainability aspect in their university roles and in their teaching.

FURTHER INFORMATION

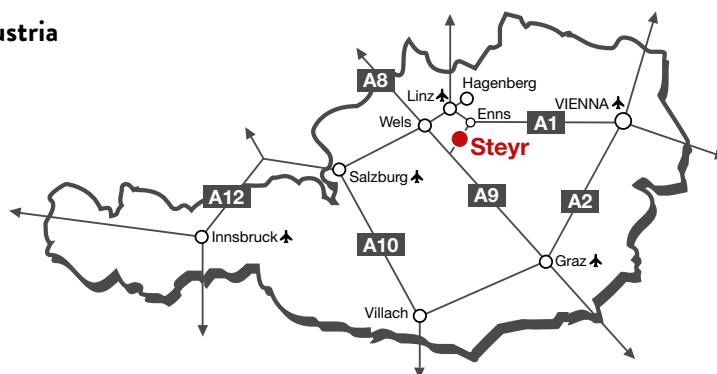
Access all information and required files at www.fh-ooe.at/ccbc2024
or contact our CCBC - team via cc-conference@fh-steyr.at.



HAGENBERG | LINZ | STEYR | WELS

University of Applied Sciences Upper Austria
School of Business and Management
Global Sales and Marketing
Global Business Management

Wehrgrabengasse 1-3
 4400 Steyr | Austria
 Phone: +43 5 0804 33003
gsm@fh-steyr.at
www.fh-ooe.at/gsm



UNIVERSITY
 OF APPLIED SCIENCES
 UPPER AUSTRIA

