

Programme

13.

Cross-Cultural Business Conference 2024

Resilience Redefined:
Thriving Amidst Change

May 15 – 17, 2024

University of Applied Sciences Upper Austria

fh-ooe.at/ccbc2024

Welcome to CCBC 2024!

Resilience Redefined: Thriving Amidst Change

On behalf of the Cross-Cultural Business Conference Team, we are pleased to welcome you here in Steyr! We are glad that you have decided to enhance and share your knowledge of a variety of cross-cultural topics and hope you will enjoy the conference and your stay in Steyr.

Many people have been involved in the organization of our Cross-Cultural Business Conference, hosted by the Study Programme “Global Sales and Marketing” at the University of Applied Sciences Upper Austria, Steyr Campus. We have received great support from the International Conference and Congress Organizing Team of the University of Applied Sciences Upper Austria.

Together as a team, we have created a programme which we hope you will find interesting, and which covers a variety of topics providing intercultural or international perspectives in:

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

We would also like to thank all conference participants for their valuable contributions and hope the conference will contribute to strengthen our partnership and to serve as a platform for further research cooperation.

Sincerely,



Gerald Reisinger
University President



Margarethe Überwimmer
Global Sales and Marketing



Piotr Kwiatek
Global Sales and Marketing

Keynote

Georg Weingartner

Keynote Summary:

“In his keynote, Georg Weingartner addresses trends in international business and trade in light of geopolitical and technological trends. This is partly reflected in our organization. He is thinking of trends such as nearshoring, moving away from JIT, increased use of AI, shifting focus regions, holistic approach (trade, services, investments and now also innovation, increasing importance of risk management, increasing importance of energy availability at production sites, compliance, and sustainability as an essential cornerstone of entrepreneurial activity...)“

Short bio:

Having a military background and after having worked several years in energy trading, Georg Weingartner joined Austrian Federal Economic Chamber in 2003. Since then, he has been posted as Commercial Counselor in various countries in Middle East, Asia and Europe, among them Iran, Afghanistan, United Arab Emirates, Thailand and Myanmar. In 2023 Georg Weingartner was appointed Austrian Commercial Counselor in Ukraine.

Closing Keynote Title

“Redefining international business in a world of transformation”

by Georg Weingartner

Friday, 17th May 2024, 11:00 am

Seminar Room II.11, FH II, 3rd Floor



Timetable CCBC 2024

Wednesday, 15th May

Time	Activity Name	Location
08:30 am – 05:30 pm	Excursion	
	08:30 am - 09:00 am	Departure from FH III, Steyr Campus
	09:00 am - 10:00 am	Drive to Bad Ischl
	10:00 am - 10:30 am	Arriving to Bad Ischl
	10:30 am - 12:00 pm	Guided City Tour
	12:00 pm - 12:30 pm	Katrin cable car
	12:30 pm - 04:00 pm	Lunch followed Free Time
	04:00 pm	Departure from Bad Ischl
	05:30 pm	Arriving back to Steyr Campus
05:30 pm – 09:00 pm	→ International Fair	FH III

Thursday, 16th May

Time	Activity Name	Location
09:00 am – 09:30 am	Check-In	FH II, 3 rd floor
09:30 am – 09:45 am	Official Conference Opening	SR II.1, FH II, 3 rd floor
	Conference Chair: Margarethe Überwimmer	
09:45 am – 11:45 am	Track 1	
	Paper Session 1: “Cultural Influences on Consumer Behavior and Wellbeing“	SR II.1, FH II, 3 rd floor
11:45 am – 01:15 pm	→ Networking Lunch	FH II, 3 rd floor
01:15 pm – 02:45 pm	Track 2	
	Paper Session 2: “Digital Transformation and Resilience in Business”	SR II.1, FH II, 3 rd floor
	Workshop 1: “Crafting Educational Excellence: Developing Business Case Studies” by Christian Stadlmann & Karina Burgdorff	SR II.3, FH II, 2 nd floor

	Workshop 2: “Scholar’s Forge: Navigating the Path to Impactful Research” by Richard Griffith	SR II.6, FH II, 3 rd floor
02:45 pm – 03:15 pm	→ Coffee Break	FH II, 3 rd floor
03:15 pm – 04:45 pm	Track 3	
	Paper Session 3: “Ethical Challenges and Organizational Communication“	SR II.6, FH II, 3 rd floor
	Workshop 3: “DigiSpace Customer Workshop: Thriving digitally in Intercultural Customer Interactions” by GSM & AI Catalyst for SMEs team	DigiSpace
	Special Session: Young Scientists	SR II.t1, FH II, 3 rd floor
04:45 pm – 05:00 pm	→ Coffee Break	FH II, 3 rd floor
05:00 pm – 06:00 pm	Round Table: “Resilience Redefined: Thriving Amidst Change”	DigiSpace
06:15 pm - 09:30 pm	→ Conference Dinner	Tabor Turm

Friday, 17th May

Time	Activity Name	Location
09:00 am – 09:30 am	→ Coffee Time	FH II, 3 rd floor
09:30 am – 11:00 am	Track 4	
	Paper Session 4: “Responsible Global Business and Leadership”	SR II.6, FH II, 3 rd floor
	Workshop 4: „Universities and their mission for more sustainability“ by Ramu Damodaran	SR II.t1, FH II, 3 rd floor
11:00 am – 11:30 am	Closing Keynote: „Redefining international business in a world of transformation“ by Georg Weingartner	SR II.t1, FH II, 3 rd floor
11:30 am – 11:45 am	Closing Ceremony & Best Paper Award	SR II.t1, FH II, 3 rd floor
11:45 am - 02:00 pm	→ Farewell Lunch	FH II, 3 rd floor

Session overview

Session 1: Cultural Influences on Consumer Behavior and Wellbeing

This session encompasses papers exploring the influence of national and organizational cultures on consumer behavior, as well as factors contributing to employees' wellbeing in global industries.

Customer acceptance of recycled packaging in Austria and Germany

→ Valerija Muravjova, Margarethe Überwimmer, Harald Hammer, Doris Ehrlinger, Stefan Mang, Christina Haderer

Influence of Cross-Cultural features on formation of company's marketing strategy

→ Nataliia Parkhomenko

Hypothetical constructs of consumer behavior as predictors of pro-environmental behavior. An empirical study based on smartphones.

→ Stefan Wengler, Marcin Adam Czaban, Sarah V. Mohr, Joachim Reidl

Factors for Employees' Increased Wellbeing in the Global Production Industry

→ Ann Svensson, Beata Jungselius, Lena Aggestam, Madeleine Johansson

Session 2: Digital Transformation and Resilience in Business

This session focuses on the role of digitalization in shaping company strategies and fostering resilience among employees amidst change, touching on topics such as marketing strategy formation and the impact of smart retail technologies.

Making a difference: educating educators for a multi-cultural classroom

→ Darko Pantelic, Nevena Pantelic

The role of digitalization as a driver for a transformational and resilience mindset of company employees in the amidst change

→ Anatoly Parinov

Strategies for SMEs in Global Business and Export Management

→ Hassan Albioqi

Session 3: Ethical Challenges and Organizational Communication

Highlighting the intersection of ethics, communication, and cross-cultural dynamics, this session covers papers addressing issues like corruption's impact on entrepreneurship, discrepancies in cross-functional project meetings, and the role of HR management in fostering resilience.

Influence of national culture on the organizational culture of personnel: case of China and Ukraine

→ Tetyana Blyznyuk, Oksana Mazorenko, Jianping Miao

The Impact of Corruption on Entrepreneurship: Does Bribery Matter?

→ Charles Bryant, Sivakumar Venkataramany

Case text & Teaching Note--Facing obvious discrepancy in cross function project meetings, how should the organization communication be proceeded? Taiwan case of new product by Japanese manufacture for German company

→ Chuan-Cheng Chen

The Role of HR Management in Fostering Resilience in Young Employees

→ Christine Ebner, Peter Harald Brandstaetter, Sarah Ann Grafinger

Session 4: Responsible Global Business and Leadership

Emphasizing the importance of education in business practices, this session features papers on educating educators for multicultural classrooms, entrepreneurship education through emotional intelligence tools, and co-creating sales management curricula with practitioners.

Smart Retail Technologies and Shopping Centre Patronage Intentions: An Exploratory Study

→ Rachel Mei Ming Wong, Kong San Wong

Entrepreneurship Education Through Emotional Intelligence Tools

→ Yuliia Fedorova, Anna Pilková, Juraj Mikuš, Viktoriia Prokhorova, Dmytro Momot

Formation of leadership style in the process of generations' transition: case of Austria and Ukraine

→ Tetyana Lepeyko, Ivanna Pererva, Daniela Zehetner-Hirtenlehner

Co-Creating Sales Management Curricula with Practitioners - insights on competencies for future sales managers

→ Karina Burgdorff Jensen, Lars Funck Kristensen, Camilla Valbak-Andersen

Special Session: Young Scientists

„Impact of Artificial Intelligence Implementation on Relationship between Supplier and Buyer in B2B Sales Processes“

→ Valerija Muravjova

„Touchpoint Management along the Customer Journey“

→ Németh Luca Virág

Circular Academy (Interreg BAY-AT) – Young Creatives reflect circular business models.

→ by Students of the University of Findlay and of the University of Applied Sciences Upper Austria

Workshop overview

Workshop 1: “Crafting Educational Excellence: Developing Business Case Studies“

This interactive workshop 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.

→ by Karina Burgdorff & Christian Stadlmann

Workshop 2: “Scholar’s Forge: Navigating the Path to Impactful Research“

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.

→ by Richard Griffith

Workshop 3: “DigiSpace Customer Workshop: Thriving digitally and using AI in Intercultural Customer Interactions“

Discover hybrid customer engagement at CCBC 2024’s DigiSpace Workshop. Learn to bridge cultural gaps and create impactful customer journeys.

→ by AI Catalyst for SMEs team - Valerija Muravjova, Lucie Sára Závodná, Margarethe Überwimmer, Piotr Kwiatek, Markus Vorderwinkler, Harald Hammer

Workshop 4: “Universities and their mission for more sustainability“

The workshop enables educators and researchers to seriously involve sustainability aspects in their university roles and their teaching.

→ by Ramu Damodaran

Social programme

Excursion & International Fair

Wednesday, May 15

Excursion timing:

08:30 am - 05:30 pm, FH III meeting point

The excursion is organised by our International office, and the excursion goes to Bad Ischl, the capital of culture 2024.

In 2024, the Salzkammergut with Bad Ischl as the banner city will wear the title of European Capital of Culture. For the first time in history, it will take place in the inner Alpine region.

The detailed programme you can find on page 4.

International Fair

05:30 pm, FH III building, ground floor

Each semester our international students present their countries, customs, traditions, and culinary delights. Usually, more than 20 countries are represented and a few hundred guests enjoy the international atmosphere. The event is open to the public and entrance is free.



Conference Dinner: at the Tabor Turm

Thursday, May 16

06:15 pm

The “Tabor Turm” (tower) on the Tabor hill in Steyr has existed since around 1480. It used to be part of the city fortifications and watchtower of the fire station.

This tower contains a restaurant with a breathtaking view over the city of Steyr, as it is right in the center. The restaurant is within walking distance of the campus and offers traditional Austrian cuisine.

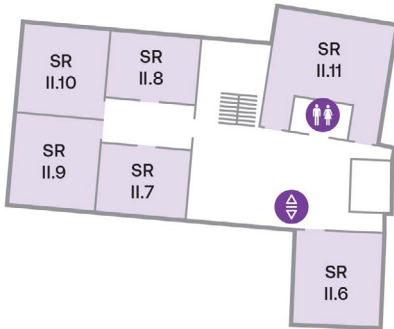


Floorplan

Building: FH II, Third Floor

Check-In

Coffee break, Networking & Farewell Lunch



Building: FH II, Third Floor

SR II.11

Official Conference Opening

Paper Session 1 & 2

Special Session

Workshop 4

Closing Keynote

Closing Ceremony & Best Paper Award

SR II.6

Workshop 2

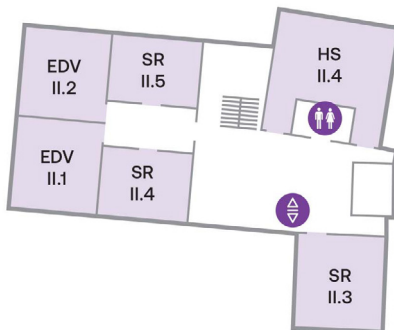
Paper Session 3

Paper Session 4

Building: FH II, Second Floor

SR II.3

Workshop 1



Building: FH II, Ground Floor

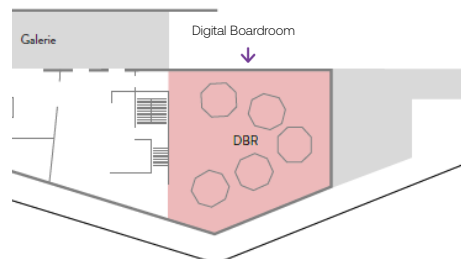
Main entrance



DigiSpace, First Floor

Workshop 3

Round Table



Caption



Lift



Toilet

SR Seminar room



Useful information

Conference Venue

University of Applied Sciences Upper Austria
School of Business and Management
Wehrgrabengasse 1 - 3, 4400 Steyr, Austria
T: +43 5 0804 33003

Internet Cafe

We provide a quiet work atmosphere in Seminar Room SR II.7 on the 3rd floor. You can use this space at any time during the conference.

Lockers/Luggage

You are advised to leave unnecessary luggage in your hotel. However, we offer a storage possibility on the 3rd floor in Seminar Room Alumni Club FH OÖ.

WiFi

There is free internet during the conference. You will receive the access data on the day of the conference.

Contact

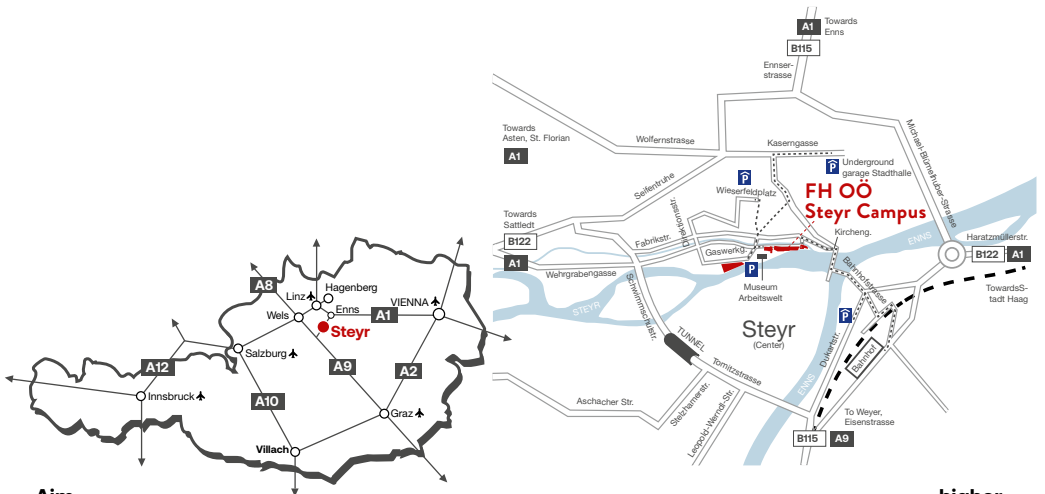
Margarethe Überwimmer
Head of Studies Global Sales and Marketing
T: +43 664 80484 33612
M: margarethe.ueberwimmer@fh-steyr.at

Piotr Kwiatek
Deputy Head of Studies Global Sales and Marketing
T: +43 5 0804 33610
M: piotr.kwiatek@fh-steyr.at



Pictures and Videos will be taken during the event. We point out that these pictures and videos may be published.

Visit us on Steyr Campus.



Aim

higher

University of Applied Sciences Upper Austria
 School of Business and Management
 Wehrgrabengasse 1-3, 4400 Steyr, Austria
cc-conference@fh-ooe.at
fh-ooe.at/ccbc2024



UNIVERSITY
 OF APPLIED SCIENCES
 UPPER AUSTRIA