



**Call for Papers**

**14.**

**Cross-Cultural  
Business  
Conference 2025**

**Charting the Course: International  
Business in the Transformational Era**

# Cross-Cultural Business Conference 2025

## Call for Paper & Cases

Exciting developments are underway at CCBC25! 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 e.g. Springer. Backed by popular demand, CCBC 2025 will also offer interactive workshops (pillar 3).

Our conference motto, “Charting the Course: International Business in the Transformational Era”, 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 14th CCBC in Steyr.

### Intercultural or international Perspectives in:

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

## Important Dates & Information

### Submission of Extended Abstract Papers & Cases

February 1, 2025

### Notification of Acceptance

February 28, 2025

### Cross-Cultural Business Conference

May 14 - 16, 2025

## Participant Fees for Conference & Workshop

If you would like to participate at CCBC 2025 with or without submitting a paper or a case, please register online at [www.conftool.org/ccbc2025](http://www.conftool.org/ccbc2025) by May 7, 2025

**Regular** € 480,00

(Conference/Workshop Visitor or Presenter)

**Early payment** € 440,00

until April 10th, 2025

**(PhD-)Student** € 280,00

(Visitor or Presenter)

# Call for Papers/Extended Abstracts

We are thrilled to announce the 14th Cross-Cultural Business Conference (CCBC) in 2025 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 2025 to ignite transformative conversations, foster valuable connections, and embrace new horizons of growth. We welcome papers concerning the following topics:

## Topics

- **Globalization and its New Dynamics**  
Submissions may address but are not limited to the evolving nature of global trade and investment; The impact of geopolitical shifts on international business strategies; Regional trade agreements and their implications for multinational corporations.
- **Sustainability and Green Business Practices**  
Contributions pertaining to Strategies for incorporating sustainability into global business models; The role of international regulatory frameworks in promoting green practices; successful green business initiatives in different cultural contexts.
- **Artificial Intelligence in Global Business**  
The transformative role of AI in international business operations; AI-driven decision-making processes in multicultural environments; Ethical considerations and challenges of AI deployment in diverse cultural settings.
- **Intercultural Management in the Digital Age**  
Managing cross-cultural teams in a digitally connected world; The influence of cultural intelligence on digital collaboration and communication; Best practices for fostering inclusive and innovative intercultural workplaces.
- **Challenges and Opportunities of Digital Transformation**  
The impact of digital technologies on traditional business models; Strategies for digital innovation in global markets; Overcoming barriers to digital adoption and transformation.
- **Future Trends and Innovations**  
Predicting future trends in international business and intercultural management; The role of innovation in shaping global business practices; Preparing for the future: skills and competencies needed for tomorrow's leaders.



# Case Study Submissions: Enhancing the Scope of CCBC 2025

We are delighted to announce a significant expansion of the Cross-Cultural-Business Conference 2025, 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 February 1, 2025. For submission guidelines and more details, please visit: [www.fh-ooe.at/ccbc2025](http://www.fh-ooe.at/ccbc2025).

## Call for Case Studies:

Case studies should be submitted in English and adhere to the prescribed formatting guidelines available on the [www.fh-ooe.at/ccbc2025](http://www.fh-ooe.at/ccbc2025).

Each case study submission should include a comprehensive teaching note elucidating the intended learning objectives, discussion points, and potential teaching strategies.

## Key Themes

We welcome case studies on a wide array of topics within cross-cultural business, like Innovative Approaches to Sustainability in International Business, AI-Driven Transformations in Multinational Corporations“, „Successful Intercultural Management Practices in the Digital Era“. Submissions may address, but are not limited to:

### → Real-World Problem Solving:

Case studies that reflect genuine challenges faced by professionals in crosscultural 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.

## 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 (e.g. Springer).

We are excited to embrace this new dimension of CCBC2025, 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 CCBC2025. For further details and submission guidelines, please visit: [www.fh-ooe.at/ccbc2025](http://www.fh-ooe.at/ccbc2025).

# Workshops: Enhancing the Scope of CCBC 2025

## Workshop 1

- Building Sustainable Business Models Across Cultures

## Workshop 2

- Leveraging AI for Global Business Success

## Workshop 3

- Enhancing Cultural Intelligence in Digital Teams

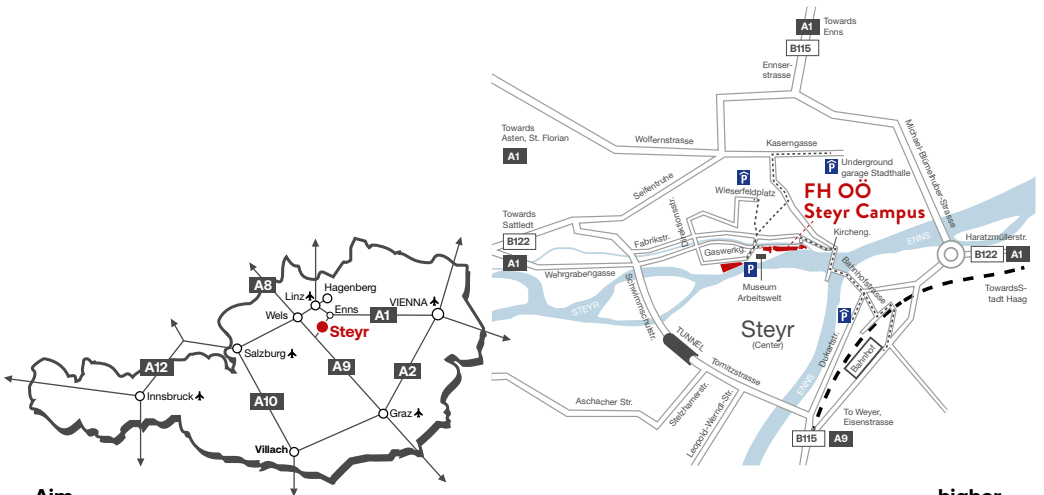
## Workshop 4

- Navigating the Toxic Triangle: Harmful Leadership in the 21st Century

### Further Information

Access all information and required files at [www.fh-ooe.at/ccbc2025](http://www.fh-ooe.at/ccbc2025) or contact our CCBC - team via [cc-conference@fh-steyr.at](mailto:cc-conference@fh-steyr.at)

# Visit us on Steyr Campus.



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University of Applied Sciences Upper Austria  
 School of Business and Management  
 Wehrgrabengasse 1-3, 4400 Steyr, Austria  
[cc-conference@fh-ooe.at](mailto:cc-conference@fh-ooe.at)  
[fh-ooe.at/ccbc2025](http://fh-ooe.at/ccbc2025)



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