



Programme

# 14. Cross-Cultural Business Conference 2025

Charting the Course:  
International Business in  
the Transformational Era

May 14 – 16, 2025

University of Applied Sciences Upper Austria

[fh-ooe.at/ccbc2025](https://fh-ooe.at/ccbc2025)

# Welcome to CCBC 2025!

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

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.

A diverse group of individuals has contributed to organizing the Cross-Cultural Business Conference, hosted by the Study Programme “Global Sales and Marketing” at the University of Applied Sciences Upper Austria, Steyr Campus. As a collaborative team, we have developed a programme that we hope will captivate your interest, featuring a wide range of topics that offer:

### 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. We hope this conference will not only strengthen our partnership but also serve as a platform for future research collaborations.

Best regards,  
The Cross-Cultural Business Conference Team

**Margarethe Überwimmer**  
Head of Studies  
Global Sales and Marketing

**Piotr Kwiatek**  
Deputy Head of Studies  
Global Sales and Marketing

**Peter Hutterer**  
Professor  
Global Sales and Marketing

# Keynote

## Opening Keynote:

**Ramu Damodaran**

Topic: “Cultures that Unite”

Thursday, 15<sup>th</sup> May 2025

Ramu Damodaran is Deputy Permanent Observer of the intergovernmental University for Peace mission to the United Nations. In his international civil service career, he served as the first Director of the United Nations Academic Impact initiative from 2010 to 2021 and was also secretary of the United Nations General Assembly’s Committee on Information from 2011.

His thirty-three-year association with the United Nations began as a delegate of India and then with Secretariat assignments including the Departments of Special Political Questions, Peacekeeping, Global Communications, as well as the Executive Office of the Secretary-General.

As a member of the Indian Foreign Service, where he was promoted to the rank of ambassador, he served as executive assistant to the Prime Minister of India between 1991 and 1994.

He is Senior Fellow at the Centre for Social and Economic Progress in New Delhi, India, and a member of the Leadership Council of the Sustainable Development Solutions Network and of the Board of Directors of the New York chapter of the United Nations Association of the United States.

## Closing Keynote:

**Karin Palmetshofer-Hoerschinger**

Topic: “Transformation in Industrie’s Sales”

Friday, 16<sup>th</sup> May 2025

Karin Palmetshofer-Hoerschinger has a rich background in sales and management, having previously held positions at Rosenbauer International AG, where she was Senior Vice President, Head of Business Unit and Head of Sales for the Asia Pacific region. She is currently heading the International Sales Department at Biohort GmbH, where she develops global sales strategies and oversees global sales operations.



# Timetable CCBC 2025

## Wednesday, 14<sup>th</sup> May

Time	Activity Name	Location
06:00 pm	International Fair	FH III

## Thursday, 15<sup>th</sup> May

Time	Activity Name	Location
09:00 am – 09:30 am	Check-In	FH II, 3 <sup>rd</sup> floor
09:30 am – 10:15 am	Official Conference Opening <b>Conference Chair:</b> Margarethe Überwimmer <b>Keynote:</b> Ramu Damodaran “Cultures that Unite”	SR II.11, FH II, 3 <sup>rd</sup> floor
10:15 am – 10:45 am	→ Coffee Break	FH II, 3 <sup>rd</sup> floor
10:45 am – 12:15 am	<b>Track 1</b> <b>Session 1:</b> “Towards a Greener Economy” <b>Workshop I:</b> “Intercultural Training”	SR II.11, FH II, 3 <sup>rd</sup> floor SR II.6, FH II, 3 <sup>rd</sup> floor
12:15 am – 01:30 pm	→ Networking Lunch	Steyr Campus (Fabers)
01:30 pm – 03:00 pm	<b>Track 2</b> <b>Session 2:</b> “Learning for Inside Sales Agents” <b>Workshop II:</b> “Navigating the Toxic Triangle: Harmful Leadership in the 21st Century”	SR II.11, FH II, 3 <sup>rd</sup> floor SR II.6, FH II, 3 <sup>rd</sup> floor
03:00 pm – 03:30 pm	→ Coffee Break	FH II, 3 <sup>rd</sup> floor
03:30 pm – 04:30 pm	<b>Track 3</b> <b>Session 3:</b> “AI in Action: Shaping the Future of Economics and Enterprise”	SR II.11, FH II, 3 <sup>rd</sup> floor

	<b>Workshop III:</b> “Building Sustainable Business Models Across Cultures”	SR II.6, FH II, 3 <sup>rd</sup> floor
04:30 pm – 04:45 pm	→ Break	FH II, 3 <sup>rd</sup> floor
04:45 pm – 05:45 pm	<b>Round Table:</b> “Shaping the Future of International Business Education: Transformation & Challenges for Professors, Educators, and Trainers”	DigiSpace
06:00 pm	→ Conference Dinner	Landhotel Mader, Steyr

## Friday, 16<sup>th</sup> May

Time	Activity Name	Location
08:30 am – 10:00 am	<b>Track 4</b>	
	<b>Session 4:</b> “People, Policy, and Enterprise Across Cultures	SR II.11, FH II, 3 <sup>rd</sup> floor
	<b>Session 5:</b> “Navigating Complexity: Culture, Talent, and Global Business Dynamics”	SR II.6, FH II, 3 <sup>rd</sup> floor
10:00 am – 10:15 am	→ Coffee Break	FH II, 3 <sup>rd</sup> floor
10:15 am – 11:15 am	<b>Track 5</b>	
	<b>Session 6:</b> „Economics in a Multicultural World“	SR II.11, FH II, 3 <sup>rd</sup> floor
	<b>Session 7:</b> “Real-World Insights: International Case Studies in Business and Innovation”	SR II.6, FH II, 3 <sup>rd</sup> floor
11:20 am – 12:00 am	<b>Closing Keynote:</b> Karin Palmetshofer “Industries in Transformation” <b>Closing Ceremony &amp; Best Paper Award</b>	SR II.11, FH II, 3 <sup>rd</sup> floor
12:00 am	→ Farewell Lunch	SR II.9/10, FH II, 3 <sup>rd</sup> floor

# Session Overview

## Session 1: Towards a Greener Economy

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1. Are Consumers willing to pay Price Premium for Sustainable Products? Analyzing Cultural, Economic, and Regional Variations in Consumer Willingness to Pay  
→ Bogdan Leahu, Doris Ehrlinger, Margarethe Überwimmer, Harald Hammer
  2. Sustainability in Marketing: Evaluating the Impact of Green Marketing Strategies on Consumer Attitudes and Purchase Intentions  
→ Shanmugan Joghee, Sajal Kabiraj, Tajwar Hussaini, Swamynathan Ramakrishnan
  3. Barriers to the CE Transition: The Role of Marketing and Challenges of Visual Branding  
→ Peter Hutterer
  4. Examining the Relationship Between the Firm's Knowledge Network and Modes of Foreign Entry: The Role of Knowledge Integration, Complexity, and Diversity in Determining Equity Ownership  
→ Charles Bryant, Michael Santomauro
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## Session 2: Learning for Inside Sales Agents

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1. Inside Sales Case Mastery: Turning Reluctant Leads into Loyal Clients  
→ Andrea Holzinger, Christian Stadlmann
  2. The Art of Inside Sales – Win and Manage Clients in a Digital World  
→ Karina Burgdorff Jensen
  3. The Art of Persistence: Winning Deals Through Relationship-Building  
→ Christian Stadlmann, Andrea Holzinger
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## Session 3: AI in Action: Shaping the Future of Economics and Enterprise

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1. Blueprints for AI: Insights and Action Plans for SMEs and Policymakers in Austria and Czech Republic  
→ Margarethe Überwimmer, Valerija Muravjova, Elisabeth Frankus, Ingrid Paola Marin Cabezas, Kerstin Plank
  2. Trusting Technology Over People: The Unseen Micromanagement in AI Over-Reliance  
→ Leonardo Cortesia
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## Session 4: People, Policy, and Enterprise Across Cultures

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1. Balancing Data and Intuition in a VUCA world: Exploring Gen Z Decision-Making patterns in The East and The West

→ Andreas Zehetner, Monica Khanna

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2. Food industry enterprises of Ukraine in the conditions of global integration processes

→ Olena Druhova, Tetyana Lepeyko, Andreas Zehetner, Oksana Mazorenko, Ivanna Pererva

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3. Investigating the Impact of Institutional Strength on the Entrepreneurial Orientation for Indian SME's

→ Charles Bryant, Sivakumar Venkatamary

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## Session 5: Navigating Complexity: Culture, Talent, and Global Business Dynamics

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1. Bridging Cultures in BPO: Expanding Chinese Electronics Brands Globally

→ Vladimir Shchegolev, Andreas Zehetner, Anna Vinokurova

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2. Digital Superficiality vs. Hermeneutical Sagacity: A Model of Interpretation Designed to Cultivate Cultural Intelligence

→ John Stanley

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3. NVIDIA's Wealth Effect: Stock Options and the Risk of Talent Exodus

→ Leonardo Cortesia, Petr Hirschner

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## Session 6: Economics in a Multicultural World

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1. The Impact of Intercultural Sensitivity on Value-based Versus Transactional Selling in B2B Contexts

→ Anna Schneebeauer, Piotr Kwiatek

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2. Initiating a Study Program: Co-Creative Learning Through Cross-Cultural Engagement

→ Roland J. Schuster, Robert Monsberger, Dagmar Kaspar, Hubert Lobnig

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3. Identification Matters: Enhancing Employer Branding Through Work Community Relations

→ Christopher Korntner-Kanitz, Anna Sophie Hollstein, Michael Schade, Christoph Burmann

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## **Session 7: Real-World Insights: International Case Studies in Business and Innovation**

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1. Beyond the First Deal-Expanding Customer Relationships Through Cross-Selling  
→ Christian Stadlmann, Andrea Holzinger

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2. Navigating Green Mobility: A Bilateral Analysis of Sustainable Ecosystems in Germany and India  
→ Dirk Hartel, Monica Khanna, Satyendra Upadhyay, Andreas Zehetner

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# **Workshop Overview**

## **Workshop I: Intercultural Training**

→ Robert Füreder

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## **Workshop II: Navigating the Toxic Triangle: Harmful Leadership in the 21st Century**

→ Richard Griffith

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## **Workshop III: Building Sustainable Business Models Across Cultures**

→ Doris Ehrlinger, Harald Hammer, Stefan Mang, Christina Haderer

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# Social programme

**Wednesday, May 14<sup>th</sup>**

## **International Fair:**

06:00 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 representing and a few hundred guests enjoy the international atmosphere. The event is open to the public and entrance is free.



**Thursday, May 16<sup>th</sup>**

## **Conference Dinner:**

06:00 pm, Landhotel Mader, Steyr

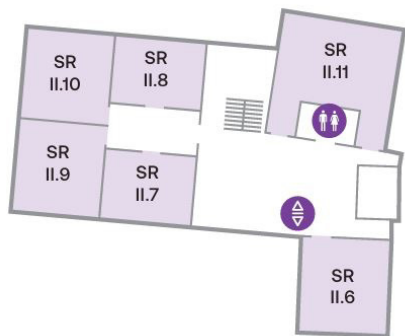
This is a restaurant which is within walking distance of the campus and offers traditional Austrian cuisine.



# Floorplan

## Building: FH II, Third Floor

Check-In  
Coffee break, Networking & Farewell Lunch



## Building: FH II, Third Floor

Check-In on the floor

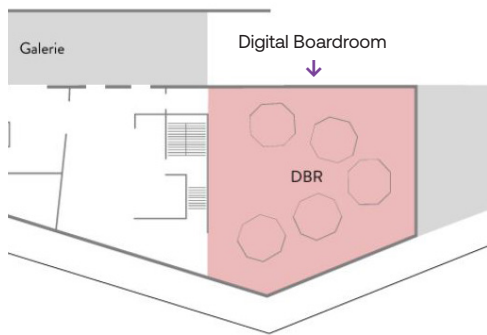
**SR II.6**  
Paper and Case Study Sessions

**SR II.7**  
Internet Cafe

**SR II.9 & SR II.10**  
Coffee Break and Farewell Lunch

**SR II.11**  
Official Conference Opening  
Paper and Case Study Sessions  
Official Conference Closing



## DigiSpace



## DigiSpace, First Floor

Round Table

## Caption

-  Lift
-  Toilet
- SR** Seminar room



# Usefull 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

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### Organizational questions:

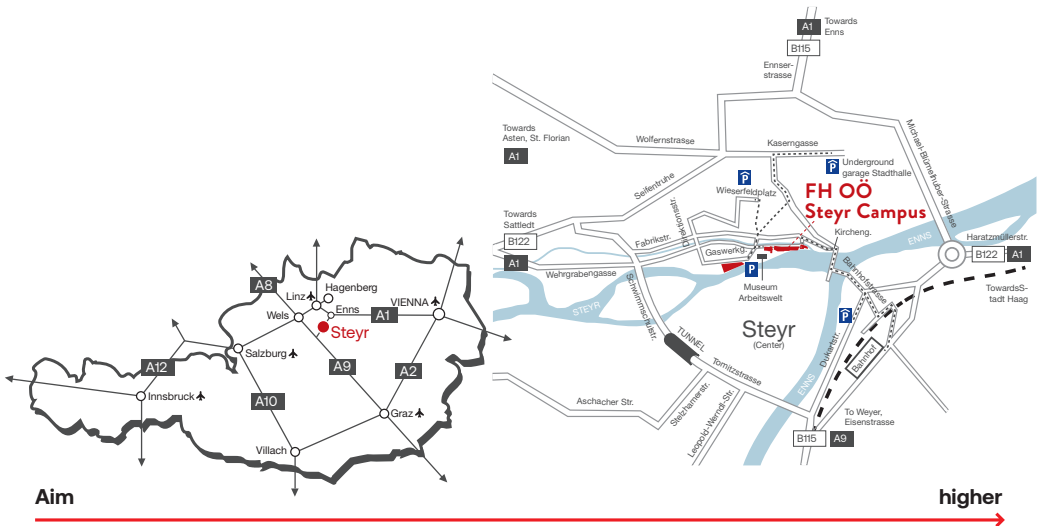
Global Sales and Marketing

cc-conference@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 at Steyr Campus.



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School of Business and Management  
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