

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

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

Bio:

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.

Opening Keynote by Ramu Damodaran:

Topic: "Cultures that Unite"

Thursday, 15th May 2025



Closing Keynote by Karin Palmetshofer:

Head of Sales International, Biohort GmbH

Topic: "Industries in Transformation"

Friday, 16th May 2025

Timetable CCBC 2025

Wednesday, 14th May

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

Thursday, 15th May

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

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

Friday, 16th May

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

Session Overview

Session 1: Towards a Greener Economy

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

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

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. Harnessing AI for Sustainable Global Business Decisions: Challenges, Strategies, and Future Research Directions
→ Najeb Masoud
 3. 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

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

→ Andreas Zehetner, Monica Khanna

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

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

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

→ Charles Bryant, Sivakumar Venkatamary

4. The Labor Force Dilemma: Localization in the GCC vs. Migrant Labor Attraction in Europe

→ Salem Said Al Abri

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

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

→ Vladimir Shchegolev, Andreas Zehetner, Anna Vinokurova

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

→ John Stanley

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

→ Leonardo Cortesia, Petr Hirschner

Session 6: Economics in a Multicultural World

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

→ Anna Schneeberger, Piotr Kwiatek

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

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

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

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

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

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

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

Workshop Overview

Workshop I: Intercultural Training

→ Robert Füreder

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

→ Richard Griffith

Workshop III: Building Sustainable Business Models Across Cultures

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

Social programme

Wednesday, May 14th

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 16th

Conference Dinner:

06:00 pm, location will be chosen soon

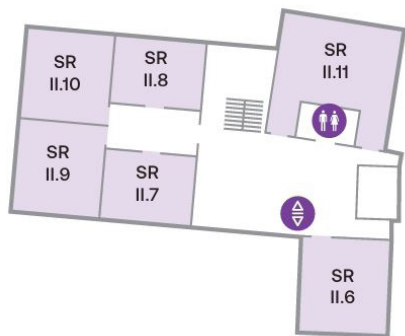
Currently we are organizing a restaurant which is within walking distance of the campus and offers traditional Austrian cuisine.



Floorplan

Building: FH II, Third Floor

Check-In
Coffee break, Networking & Farewell Lunch



Building: FH II, Third Floor

Check-In on the floor

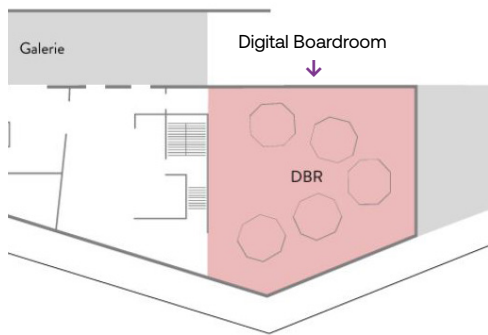
SR II.6
Paper and Case Study Sessions

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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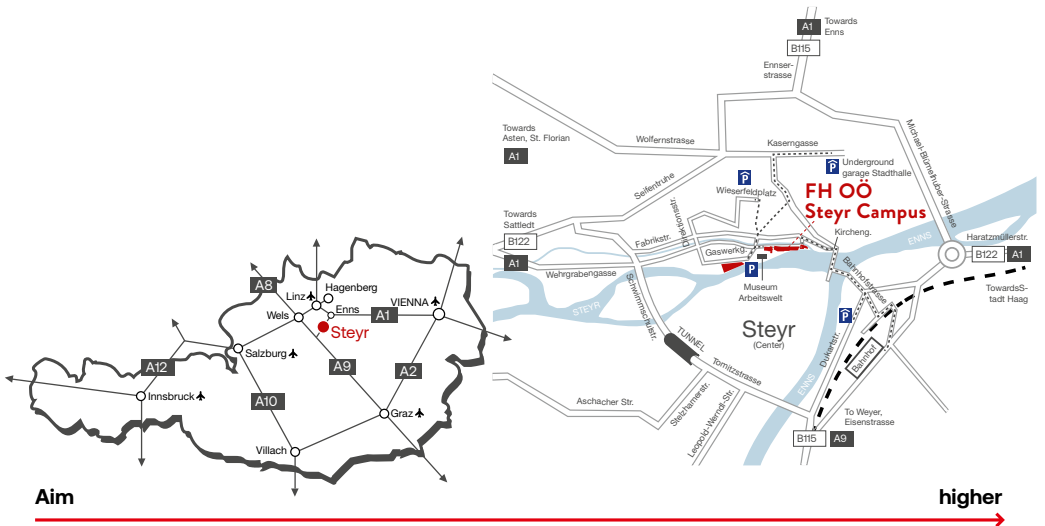
Organizational questions:

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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