



Invitation

Cross-Cultural Business Conference 2014

Intercultural Perspectives in
Global Business and Human Resource Management
Global (B2B-)Marketing and Sales Management
Higher Education Research
Informatics, Communications and Media

University of Applied Sciences Upper Austria
School of Management, Steyr,
May 14th, 2014



University of Applied Sciences

www.fh-ooe.at/ccbc2014

Invitation to participate in

Cross-Cultural Business Conference 2014

The Cross-Cultural Management and Emerging Markets Centre kindly invites you to the international “Cross-Cultural Business Conference 2014” at the University of Applied Sciences Upper Austria, Campus Steyr. This conference takes place on May 14th 2014 and provides an opportunity for lecturers, researchers and practitioners to advance knowledge and discuss latest developments in the fields of Business and Human Resources, (B2B-) Sales and Marketing, Higher Education Research and Informatics, Communications and Media. It is embedded in the annual “International Week” and we are looking forward to an exciting programme including approximately 40 presentations, interesting workshops and much more! Get prepared for inspiring conversations and presentations in an international setting with visitors from countries as diverse as China, Taiwan, Algeria, Mexico, Italy, Russia, the Czech Republic, Finland, Turkey, Spain, France and Belgium.

Scope of the Conference

This conference at the School of Management in Steyr focuses on key management subjects primarily taught at the study programme Global Sales and Marketing. This conference consists of four tracks where cross-border encounters take central stage. Namely, intercultural perspectives in:

- >> Global Business and Human Resource Management
- >> Global (B2B-)Marketing and Sales Management
- >> Higher Education Research
- >> Informatics, Communications & Media

Conference Highlights

Opening Keynote: Ramu Damodaran

“The New Borders – how National Borders are being overtaken and how Initiatives like United Nations Academic Impact and Collaborative Business can help overcome these”



Damodaran, Ramu is Deputy Director for Partnerships and Public Engagement in the United Nations Department of Public Information's Outreach Division. His responsibilities focus particularly on outreach to, and partnerships with, non-governmental, academic, private sector constituencies, and the general public. His earlier posts with the Organization have included the Department of Peacekeeping and the Executive Office of the Secretary-General. Mr. Damodaran has also been a member of the Indian Foreign Service where he held the post of Executive Assistant to the Prime Minister of India.



Presentations about topics like:

- >> UNAI Workshops “Encouraging Global Citizenship through Education” held by our key note speaker Mr. Damodaran, India on Wednesday, May 14th 2014
- >> “International Business Travellers and their Work-Life Balance – does Gender make a Difference?”
- >> “The Impact of Cross-Cultural Differences on Feedback Behaviour: A Comparative Study in a Technological Setting”
- >> “Projection of Preferences and Priorities in Negotiation”
- >> “Conflict Management in a Lingua Franca Setting”
- >> “Creating Lean Cultures across National Boundaries”
- >> “Welcome to Upper Austria? – Comparing Employers’ and Inpatriates’ View on Inpatriation Management Measures”
- >> ... and numerous other Cross-Border Experiences to learn from!



Conference Programme, May 14th

08.00 – 08.30	Check-In
08.30 – 09.15	Official Opening Session & Key Note Speech
09.15 – 11.15	Session Block 1
11.15 – 11.45	Coffee Break
11.45 – 13.00	Session Block 2
13.00 – 14.00	Networking Lunch
14.00 – 16.00	Session Block 3 & UN Impact Charter-Workshop
16.00 – 16.30	Coffee Break
16.30 – 18.00	Session Block 4 & UN Impact Charter Workshop
18.00 – 18.30	Conference Closing & Opening International Fair

Highlights of the Social Programme

- >> BMW Motors Company Visit on Monday, May 12th
- >> Guided City Tour & Conference Dinner on Tuesday, May 13th
- >> International Fair on Wednesday, May 14th:

International students from 25 countries are pleased to invite you to their booth distributing their national foods and drinks at the 'Global Village' in the 1st and 2nd Floor of the new building starting at 18.30. Be prepared for some games and traditional performances!

Venue & Accommodation

The conference will be held at the University of Applied Sciences Upper Austria, School of Management in Steyr. The city of Steyr has a long history as an industrial and manufacturing center and has one of the best preserved old towns in Austria. The location of the city is directly at the confluence of the river Enns and Steyr, which makes Steyr a particularly picturesque place.

For detailed information about accommodation please check our website: <http://www.fh-ooe.at/kongresswesen/konferenzen-kongresse/2014/ccbc2014/conference-venue-accommodation/>.

More hotel options can be found at <http://www.steyr.info/en/sleep.html>.

Registration Fees

Regular Ticket (Visitor & Presenter): 160 € (incl. VAT)
(PhD-) Student Ticket (Visitor & Presenter): 80 € (incl. VAT)
FH OÖ Employees Ticket (Visitor & Presenter): 50 € (incl. VAT)

Payment of Registration Fees:

All fees are payable in Euro only. The payment procedure will also be carried out via our online registration tool, where you will receive all the necessary guidelines and instructions.

The registration fee includes:

- >> Participation in all social events
- >> Participation in all presentations of the CCBC
- >> One copy of the official conference publication
- >> Accommodation is not included in the registration fee



Registration

If this invitation has spurred your interest, please register at <https://www.conftool.net/ccbc2014/> as a participant of the Cross-Cultural Business Conference.

Contact & Further Information

Access all information at www.fh-ooe.at/ccbc2014 or contact:

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