Cross-Cultural Business Conference 2015

21st–22nd May 2015
University of Applied Sciences Upper Austria
Steyr Campus

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

www.fh-ooe.at/ccbc2015
Welcome
to the Cross-Cultural Business Conference in Steyr

On behalf of the Cross-Cultural Business Conference Team, we are pleased to welcome you here to 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 your stay.

Many people have been involved in the organization of our Cross-Cultural Conference, including the Cross-Cultural Management and Emerging Markets Centre at the University of Applied Sciences Upper Austria, School of Management in Steyr in cooperation with the School of Informatics, Communications and Media in Hagenberg. Moreover, we have received great support from the International Conference and Congress Organizing Team of the University of Applied Sciences Upper Austria and from the International Office in Steyr. A very special thanks is due to Barbara Eigruber, Nicola Spitzer and Marlies Schmidhalter, Roland Sandhofer and Sabrina Sonnleitner, without whom this conference would not have been possible.

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 perspectives in:

<table>
<thead>
<tr>
<th>Session A</th>
<th>Global Business and Human Resource Management</th>
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</thead>
<tbody>
<tr>
<td>Session B</td>
<td>Global (B2B)Marketing, Sales Management and Service Innovation</td>
</tr>
<tr>
<td>Session C</td>
<td>Higher Education Research</td>
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<tr>
<td>Session D</td>
<td>Informatics, Communications and Media</td>
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</table>

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

Sincerely,

Margarethe Überwimmer
Conference Chair and Scientific Head of the Cross-Cultural Management and Emerging Markets Centre

Teresa Gangl
Cross-Cultural Management and Emerging Markets Centre

Martina Gaisch
Cooperation Partner of the School of Informatics, Communications and Media
# Time Table

**Thursday, 21st May 2015**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>08:00 – 09:00</td>
<td>Check-In</td>
<td>Foyer, Ground Floor, New Building</td>
</tr>
<tr>
<td>09:00 – 10:30</td>
<td>Official Opening Session</td>
<td>Gerald Reisinger, University President</td>
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<tr>
<td></td>
<td></td>
<td>Margarethe Überwimmer, Conference Chair</td>
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<tr>
<td></td>
<td>Key Note Speech “When Cultures Collide”</td>
<td>Richard D. Lewis</td>
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<td></td>
<td></td>
<td>MAN Lecture Hall, Ground Floor</td>
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<tr>
<td>10:30 – 11:00</td>
<td>Coffee Break</td>
<td>LeitnerLeitner Seminar Room, 3rd Floor</td>
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<tr>
<td>11:00 – 12:30</td>
<td>BLOCK 1</td>
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<tr>
<td></td>
<td>Session B</td>
<td>ZKW Seminar Room, 3rd Floor</td>
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<td></td>
<td>Session D</td>
<td>Bene Seminar Room, 3rd Floor</td>
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<tr>
<td></td>
<td>PRACTITIONER WORKSHOP</td>
<td>KPMG Seminar Room, 2nd Floor</td>
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<tr>
<td>12:30 – 14:00</td>
<td>Networking Lunch</td>
<td>LeitnerLeitner Seminar Room, 3rd Floor</td>
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<tr>
<td>14:00 – 15:30</td>
<td>BLOCK 2</td>
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<tr>
<td></td>
<td>Session B</td>
<td>ZKW Seminar Room, 3rd Floor</td>
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<td></td>
<td>Session C</td>
<td>Bene Seminar Room, 3rd Floor</td>
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<tr>
<td></td>
<td>PRACTITIONER WORKSHOP</td>
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<tr>
<td>15:30 – 16:00</td>
<td>Coffee Break</td>
<td>LeitnerLeitner Seminar Room, 3rd Floor</td>
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<tr>
<td>16:00 – 17:30</td>
<td>BLOCK 3</td>
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<tr>
<td></td>
<td>Session A</td>
<td>ZKW Seminar Room, 3rd Floor</td>
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<tr>
<td></td>
<td>Session C+D</td>
<td>Bene Seminar Room, 3rd Floor</td>
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<tr>
<td></td>
<td>PRACTITIONER WORKSHOP</td>
<td>KPMG Seminar Room, 2nd Floor</td>
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<tr>
<td>18:00</td>
<td>Conference Dinner</td>
<td>Restaurant “Orangerie”</td>
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**Friday, 22nd May 2015**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
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<tbody>
<tr>
<td>08:00 – 09:00</td>
<td>Networking Coffee</td>
<td>LeitnerLeitner Seminar Room, 3rd Floor</td>
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<tr>
<td>09:00 – 10:30</td>
<td>BLOCK 4</td>
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<tr>
<td></td>
<td>Session A</td>
<td>ZKW Seminar Room, 3rd Floor</td>
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<td>Session B</td>
<td>Bene Seminar Room, 3rd Floor</td>
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<td></td>
<td>Session C</td>
<td>NKE Seminar Room, 2nd Floor</td>
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<td></td>
<td>PRACTITIONER WORKSHOP</td>
<td>KPMG Seminar Room, 2nd Floor</td>
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<tr>
<td>10:30 – 11:00</td>
<td>Coffee Break</td>
<td>LeitnerLeitner Seminar Room, 3rd Floor</td>
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<tr>
<td>11:00 – 12:00</td>
<td>Conference Closing/Best Paper Award</td>
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<td></td>
<td>Key Note Speech</td>
<td>Jochen Berrens, Borealis</td>
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<td></td>
<td>NKE Seminar Room, 2nd Floor</td>
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<tr>
<td>14:00</td>
<td>Boatmania 2015</td>
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Key Note Speakers

Thursday, 21st May 2015, 09:00

Richard D. Lewis
“When Cultures Collide”

Richard D. Lewis is one of Britain’s foremost linguists. He also founded the Berlitz schools in East Asia, Portugal and Finland and spent several years in Japan, where he was personal tutor to Empress Michiko and five other members of the Japanese Imperial family. One of his books, “When Cultures Collide”, has sold over 500,000 copies and won the prestigious US Executive Club Book award in 1997. He currently lectures throughout the world on cross-cultural issues. In 1997, Mr Lewis was awarded a knighthood in Finland, in view of his 40 years’ experience helping Finland to develop its international links, including assisting Finland in its preparation for EU presidency. In 2009, he was promoted to the rank of Knight Commander, Order of the Lion of Finland.

Friday, 22nd May 2015, 11:00

Jochen Berrens

Jochen Berrens is the Director of Public Affairs at the Headquarters of Borealis Polyolefine GmbH in Linz, a worldwide leader in offering innovative solutions in the area of polyolefines, base chemicals and plant nutrition. Mr. Berrens is one of Austria’s most renowned top managers with a profound knowledge of intercultural management and extensive international leadership experience with a special focus on product development, project management and sales, marketing, supply chain and technology management.

Programme

Thursday, 21st May 2015
BLOCK 1, 11:00 – 12:30

Session B: Intercultural Perspectives in Global (B2B)Marketing, Sales Management and Service Innovation

Chair: Robert Füreder, ZKW Seminar Room

Role of Diversity in Triggering Social Innovations: Analysis of Divergent Backgrounds of Social Entrepreneurs in India in Stimulating Social Innovations in the field of Education
Prema Basargekar, Preeti S. Rawat

Culture’s Role in Designing Services
Tarja Chydenius

Implementing Service Design in Remodeling International Exchange Program
Pauli Verhelä, Jennifer (Ayi) Gu

parallel session

Session D: Intercultural Perspectives in Informatics, Communications and Media

Chair: Martina Gaisch, Bene Seminar Room

Worklife Interaction skills: An Exploration of Definitional and Functional Perspectives within the Austrian and Finnish ICT industry
Tarja Chydenius, Martina Gaisch

Game Changer: A (game)space for Intercultural Play?
Jeremiah Diephuis, Andreas Friedl, Georgi Kostov

Cross-Cultural Perspective on Websites of Higher Education in Austria and Russia
Yuliia Shyshatska
**Thursday, 21st May 2015**
**BLOCK 2, 14:00 –15:30**

### Session B: Intercultural Perspectives in Global (B2B)Marketing, Sales Management and Service Innovation

**Chair:** Andreas Zehetner, ZKW Seminar Room

- **Supplier Selection Criteria and the Role of Emotions: an Exploratory Study in an Upper-Austrian Setting**
  - Andreas Zehetner, Marijan Simek

- **B2B-Marketing Communication Strategies in CEE**
  - Margarethe Überwimmer, Teresa Gangl, Sophie Wiesinger

- **Digital Humanism Combines Rhetoric and Modern Marketing**
  - Ilkka Kurkela

- **Market Entry Mode Predictors: Evidence from Austrian Companies Targeting Central European Markets**
  - Pavel Štrach, Sophie Wiesinger

**parallel session**

### Session C: Intercultural Perspectives in Higher Education Research

**Chair:** Nataliya Galan, Bene Seminar Room

- **Use of Social Media Based Teaching International Marketing: Results and Reflections**
  - Nataliya Galan, Akbar Khodabandehloo

- **How Do Leadership Practices Relate to Societal Values? A Micro-Analysis of the University of Applied Sciences Upper Austria**
  - Martina Gaisch, Barbara Ehrenstorfer, Silke Preymann, Stefanie Sterrer, Regina Aichinger

- **From a “Culture of Blame” to an Encouraged “Learning from Failure Culture”**
  - Ursula Rami, Caroline Gould

- **The Influence of University Activities on Multicultural Teams**
  - Nadine Syring

**parallel session**

### Session C+D: Intercultural Perspectives in Higher Education Research & Informatics, Communications and Media

**Chair:** Pavel Štrach, Bene Seminar Room

- **Case Study: IT-Based Blended Learning in African Realities Post-Graduate Education for Local Government in Rwanda**
  - Juergen-Matthias Seeler

- **Globally Networked Learning and Higher Education**
  - Luayo Xu

- **Added Value of an ICT Internship in the Anglophone World: Perceived Graduate Employability of Austrian Generation Y students**
  - Martina Gaisch
Session A: Intercultural Perspectives in Global Business and Human Resource Management

Chair: Peter Brandstätter, ZKW Seminar Room

Road Behaviour and Culture: A Statistical Review
Jérôme Dumetz

Translation as a Key Strategic & Operational Tool in Multicultural and Multilingual Business Policies
Louis-Marie Clouet

Measuring CSR Performance: An Approach to Evaluate Colombian Companies
Lucely Preciado Vargas

parallel session

Session B: Intercultural Perspectives in Global (B2B) Marketing, Sales Management and Service Innovation

Chair: Christian Stadlmann, Bene Seminar Room

Cultural Distinctions Between the Countries and Differences in Level of Development of Regions in the Same Country: What is More Important for Sales on B2B Markets?
Anastasii Klimin, Dmitrii Tikhonov, Katsiariyna Izbash

Intercultural Know-how and Understanding: The Basis for Negotiations with Partners from USA
Darko Pantelic, Florian Pinter

Austrian Sales Partner Management in CEE Countries
Sophie Wiesinger, David Humbarger, Margarethe Überwimmer, Robert Fuereder

Social Media Marketing in Hotel Organizations and the Process of Creating Value in a Cross-Cultural Environment – An International Case Study
Karin Högberg

Session C: Intercultural Perspectives in Higher Education Research

Chair: Jörg Kraigher-Krainer, NKE Seminar Room

Study Exchange – A Journey to Intercultural Competence Development?
Elisa Hassinen

Employment Opportunities and Barriers on the Russian and German Labor Market for International Graduates with a Degree
Vladimir Shchegolev, Angelica Martinez, Herman Lassleben

The Future Competition in China for Sino-foreign Educational Joint Programs: A Case Study of Sias International University
Fei Wang, Richard Lihua, Xianzhou Zhao

Cultural and Leisure Activities

<table>
<thead>
<tr>
<th>Date</th>
<th>Activity</th>
<th>Time</th>
<th>Location</th>
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<tbody>
<tr>
<td>18th May</td>
<td>BMW Motors Company Visit</td>
<td>15:30–17:30</td>
<td>Linz</td>
</tr>
<tr>
<td>19th May</td>
<td>Guided City Tour Steyr</td>
<td>15:30–19:00</td>
<td>Steyr</td>
</tr>
<tr>
<td>20th May</td>
<td>Linz Trip</td>
<td>08:00–17:30</td>
<td>Linz</td>
</tr>
<tr>
<td>20th May</td>
<td>International Fair</td>
<td>18:00–21:00</td>
<td>New Building, foyer</td>
</tr>
<tr>
<td>21st May</td>
<td>Conference Dinner at “Orangerie“</td>
<td>18:00</td>
<td>Orangerie</td>
</tr>
<tr>
<td>22nd May</td>
<td>Boatmania 2015</td>
<td>14:00</td>
<td>Boatmania</td>
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</tbody>
</table>

The pick-up point for all excursions is in front of the university!
PRACTITIONER WORKSHOPS
Thursday, 21st May 2015

11:00 – 12:30, KPMG Seminar Room

Workshop: Doing Business in Japan

Werner Mackovicky

Werner Makovicky, CMC, is a Business Consultant and Coach, Managing Partner of MM Unternehmensberatung GmbH. He is a Guest Professor at the University of Applied Sciences Upper Austria in Steyr, giving lectures for the study programme Global Sales and Marketing. He lived in Japan for several years and has extensive experience and expertise in doing business in Japan.

In a globalized world, understanding different cultures is a key success factor for doing business internationally. In this workshop Werner Makovicky will provide an overview on conducting business in Japan, including an insight of Japan, its market potential, the business culture and a look into a survival kit.

16:00 – 17:30, KPMG Seminar Room

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Friday, 22nd May 2015

09:00 – 10:30, KPMG Seminar Room

Workshop: Doing Business in the Arab Region – The Impacts of the Arab Spring on the Global Markets

Najib Stipho

Najib Stipho is an accredited consultant with a successful record of accomplishments in industry and higher education. In the academic field, Najib Stipho has been President Emeritus and dean of the Mansour University, Associate Professor of Reliability and Risk Analysis since 1993 and an Honorary Research Fellow at the department of Industrial Technology, Bradford University UK as well as a visiting professor in Denmark and England.

The series of the uprisings known as the „Arab Spring” has brought challenges and uncertainties that could threaten the region and world economy. Despite the optimism that these changes will bring democracy, security and prosperity to the region; on the contrary, violence, poverty and unemployment were the results. Thus Najib Stipho will highlight the new challenges when negotiating in the Arab World as well as cross-cultural differences which can make and break a negotiation.
Useful Information

Conference Venue
University of Applied Sciences Upper Austria
School of Management
Wehrgrabengasse 1-3, 4400 Steyr, Austria
Phone: +43 5 0804-33000

Technical Advice
We provide Internet access in seminar room KeyQUEST on the 3rd floor for conference participants. We have Windows operating system and Windows Office in English. If you need any documents printed, please contact the registration desk or our technical support.

Coffee and Tea
In our seminar rooms LeitnerLeitner and KeyQUEST on the 3rd floor, there is a permanent cafeteria where you can help yourself to coffee, tea and refreshments.

Networking Lunch & Farewell Snacks
During the lunch break we provide several warm and cold meals in the seminar room LeitnerLeitner on the 3rd floor. Please have a look at the menu.

Lockers/Luggage
You are advised to leave unnecessary luggage in your hotel. However, we offer a locked seminar room on the 3rd floor in seminar room Transporeon. This room will be open on Thursday, 21st May from 08:00 – 18:00 and on Friday, 22nd May from 08:00 – 14:00. The contact person is David Humbarger (+43 664 80484 33333). If you need a locker (located in the 1st and 2nd floor) – only suitable for hand luggage – please contact the registration desk.

WIFI Access
WIFI Name/SSID: fhsteyr-events
Password: crosscultural15

Your Contact Persons
at the University of Applied Sciences Upper Austria (in alphabetical order)

Martina Gaisch
Cooperation Partner of School of Informatics, Communications and Media
Phone: +43 5 0804-22032
Fax: +43 5 0804-22099
Email: martina.gaisch@fh-hagenberg.at

Teresa Gangl
Cross-Cultural Management and Emerging Markets Centre
Phone: +43 5 0804-33552
Fax: +43 5 0804-933599
Email: teresa.gangl@fh-steyr.at

Marlies Schmidthaler
Head of International Office at School of Management
Phone: +43 5 0804-33050
Fax: +43 5 0804-933097
Email: marlies.schmidthaler@fh-steyr.at

Margarethe Überwimmer
Dean of the School of Management
Phone: +43 5 0804-33612
Fax: +43 5 0804-933612
Email: margarethe.uberwimmer@fh-steyr.at

Andreas Zehetner
Vice President International Affairs
Phone: +43 5 0804-33511
Fax: +43 5 0804-933612
Email: andreas.zehetner@fh-steyr.at

Save the date
CCBC 2016
18th – 20th May