



# CCBC 2023

# CALL FOR PAPERS

## 12<sup>th</sup> CROSS-CULTURAL BUSINESS CONFERENCE

May 11<sup>th</sup> – 12<sup>th</sup> 2023

School of Business and Management, Campus Steyr

Intercultural or International Perspectives in

- » Global Business and Export Management
- » Marketing, Sales and Service Management
- » Higher Education Research, Teaching and Learning
- » Innovation and Entrepreneurship
- » Human Resource Management

[www.fh-ooe.at/ccbc2023](http://www.fh-ooe.at/ccbc2023)



UNIVERSITY  
OF APPLIED SCIENCES  
UPPER AUSTRIA

# CROSS-CULTURAL BUSINESS

## Call for Papers

We are pleased to announce the international Cross-Cultural Business Conference 2023 at the University of Applied Sciences Upper Austria in Steyr for the 12<sup>th</sup> time. The conference provides a platform for lecturers, researchers and practitioners to enhance their knowledge and discuss latest developments in the fields of management, business and higher education as well as innovation. Join the Cross-Cultural Business Conference also to take advantage of many networking opportunities in a cozy, familiar atmosphere on campus.

The motto of the conference is **"Increase resilience"**.

## Sessions

### Session A:

#### **Intercultural or International Perspectives in Global Business and Export Management**

This session will focus on Global Business and Export Management issues in various business situations. We welcome papers concerning the following topics:

- » Globally Relevant Business Models
- » Business in Emerging Markets
- » Sustainable Business Management and Ethical Leadership
- » Intercultural Leadership
- » Socio-Economic Backgrounds and their Impact on International Business Operations
- » Global Market Entry Strategies
- » Intercultural Communication in a Digitalized World
- » Executive Intercultural Coaching
- » Intercultural Sensitivity as a Competitive Advantage
- » Global Business Networks
- » Learnings for crises

### Session B:

#### **Intercultural or International Perspectives in Marketing, Sales and Service Management**

This session will focus on Marketing, Sales and Service Management issues in various business situations. We welcome papers concerning the following topics:

- » Digital Marketing, Sales and Service Management
- » AI for Marketing and Sales
- » Technologies for Marketing and Sales
- » Cross-Cultural Marketing Research
- » Cross-Cultural Marketing
- » Customer Value - Principles, Tools and Measures
- » International Channel Management
- » International B2B Selling
- » Global Organizational Buying Behaviour
- » International Key Account Management
- » International Negotiations
- » Value Based Selling
- » Services in International Business
- » Smart Service Design
- » Word of Mouth, Customer Referrals and Reputation Value
- » Relationship Management
- » Learnings for crises



## Special Formats at CCBC 2023

### Round Table

This year again, we would like to invite people to participate in a discussion and debate about a certain field of expertise or research topic. If you are interested in chairing or participating in a round table discussion, please contact the conference team via email ([cc-conference@fh-steyr.at](mailto:cc-conference@fh-steyr.at)).

# CONFERENCE 2023

This conference, held at the School of Management in Steyr, will focus predominantly on key management subjects of the study programme Global Sales and Marketing by taking a closer look at encounters in an intercultural and international environment. Authors are encouraged to prepare and submit papers for the following sessions:

## Session C:

### Intercultural or International Perspectives in Higher Education Research, Teaching and Learning

This session focuses on intercultural and cross-cultural issues related to Higher Education given that recent years have witnessed an increasing interest in cross-border collaborations between universities and institutions in the tertiary sector. We welcome paper submissions concerning the following topics:

- » Cross-Border Comparison of Academic Education
- » Cross-Border Collaboration between Higher Education Institutions (HEI)
- » Intercultural Sensitivity in the Tertiary Sector
- » Diversity in Higher Education
- » Governance and Social Responsibility of HEI
- » Missions and Visions of HEI
- » Online Cooperation between Multicultural Students
- » Media Usage and Media Impact
- » Teaching and Learning with Digital and Analogue Media
- » Teaching in an International Classroom
- » Learnings for crises

## Session D:

### Intercultural or International Perspectives in Innovation and Entrepreneurship

This session encourages paper submissions that offer a relevant contribution to the topic of innovation. We welcome papers concerning the following topics:

- » Product, Service, Process and Marketing Innovation
- » Business Model Innovation
- » Innovation and Competitiveness
- » Knowledge Transfer
- » Innovation Challenges in Society/Climate/Energy
- » Reverse / Frugal Innovation
- » Social Entrepreneurship and Open Innovation
- » Learnings for crises

## Session E:

### Intercultural or International Perspectives in Human Resource Management

This session focuses on intercultural and cross-cultural issues related to Human Resource Management. We welcome papers concerning the following topics:

- » Expatriate Management
- » Diversity Management
- » Intercultural Management, Communication and Training
- » Preparing Employees for Global Assignments
- » Global Employer Branding
- » Knowledge Management in Cross-Cultural Business
- » Learnings for crises

## INTERCULTURAL OR INTERNATIONAL PERSPECTIVES IN:

- » Session A: Global Business and Export Management
- » Session B: Marketing, Sales and Service Management
- » Session C: Higher Education Research, Teaching and Learning
- » Session D: Innovation and Entrepreneurship
- » Session E: Human Resource Management

## Young Scientist Presentation

Furthermore we would like to invite young scientists to submit papers as well as to present and discuss their field of research in a dedicated session at this year's conference. If you are interested in submitting your paper, please contact our conference team via email ([cc-conference@fh-steyr.at](mailto:cc-conference@fh-steyr.at)).





## Author Guidelines & Submission

- » Please **register online** at our website under the link [www.fh-ooe.at/ccbc2023](http://www.fh-ooe.at/ccbc2023). There, you will be asked to **indicate the session** you would like to **participate** in and to provide an **extended abstract by January 31<sup>st</sup> 2023**. As for the format on the abstract, please stick to the **template**, which can be downloaded from our homepage.
- » Both the **extended abstract** (max. 2 - 3 pages) submission and the double-blind review process will be done online.
- » After completion of the **double-blind review** process, authors will be informed about acceptance, rejection or suggested modifications. Extended abstracts accepted by participants who have paid the conference fee and presented their extended abstracts at the conference will be published in the **conference proceedings** with an ISBN number, which will appear as a printed version.
- » The CCBC's **journal partnership** will constitute further opportunities for publication.

## Important Dates & Deadlines

### Abstract Submission

January 31<sup>st</sup> 2023

### Paper Review Notification

February 28<sup>th</sup> 2023

### Registration & Payment Authors

April 16<sup>th</sup> 2023

### International Fair

May 10<sup>th</sup> 2023

### Cross-Cultural Business Conference

May 11<sup>th</sup> – 12<sup>th</sup> 2023

## Conference Participation without Paper

If you would like to participate in the Cross-Cultural Business Conference 2023 without submitting a paper, please register online at [www.conftool.org/ccbc2022](http://www.conftool.org/ccbc2022) by May 2<sup>nd</sup> 2023.

## Registration Fee

Regular (Conference Visitor and Presenter)	480 €
Early payment until April 9 <sup>th</sup> 2023	440 €
(PhD-)Student (Visitor and Presenter)	240 €
Spouse Package	150 €

### Payment of Registration Fees:

All fees are payable in euros 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 Cross-Cultural Business Conference
- » Proceedings
- » Conference dinner

## Venue & Accommodation

The conference will be held at the University of Applied Sciences Upper Austria, School of Business and Management in Steyr. The city of Steyr has a long history as an industrial and manufacturing centre and has one of the best preserved old towns in Austria. It is located directly at the intersection of the rivers Enns and Steyr, and thus makes Steyr a particularly picturesque city.

**For detailed information about venue and accommodation as well as updates concerning the current COVID-19 situation in Austria, please check our website: [www.fh-ooe.at/ccbc2023](http://www.fh-ooe.at/ccbc2023)**

## Social Programme & Misc.

Our **official Conference Dinner** will take place in the evening of Thursday May 11<sup>th</sup>.

In addition there will also be a networking lunch on Thursday May 11<sup>th</sup>.

On May 12<sup>th</sup> **farewell snacks and drinks** will be provided after the **closing ceremony** of the Cross-Cultural Business Conference 2023.

Due to the unpredictable circumstances caused by the COVID-19 crisis, **all additional social events** at this year's conference **will be announced** at a later point. The Cross-Cultural Business Conference will once again be filled with memorable events and moments.

## Young Researchers & Students

Researchers are invited to take a group of interested **students** with them to participate in the Cross-Cultural Business Conference. Please inform us in advance if you intend to do so ([cc-conference@fh-steyr.at](mailto:cc-conference@fh-steyr.at)).

# CONTACT

## Cross-Cultural Business Conference

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## FURTHER INFORMATION

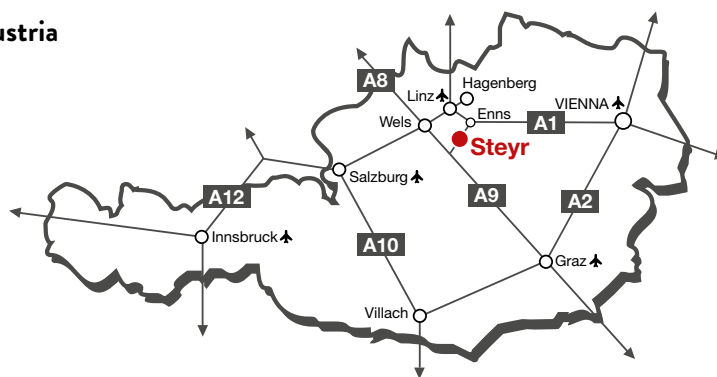
Access all information and required files at [www.fh-ooe.at/ccbc2023](http://www.fh-ooe.at/ccbc2023) or contact our CCBC - team via [cc-conference@fh-steyr.at](mailto:cc-conference@fh-steyr.at).



# HAGENBERG | LINZ | STEYR | WELS

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