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UNIVERSITY
OF APPLIED SCIENCES
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CONFERENCE PROGRAMME

CROSS-CULTURAL BUSINESS CONFERENCE 2018

17th - 18th May 2018

University of Applied Sciences Upper Austria
Steyr Campus

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

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WKO



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 the conference and your stay in Steyr.

Many people have been involved in the organization of our Cross-Cultural Business Conference, hosted by the Study Programmes "Global Sales and Marketing" at the University of Applied Sciences Upper Austria, Campus Steyr in cooperation with the School of Informatics, Communications and Media in Hagenberg. 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 and Marketing in Steyr. Additionally we acknowledge the Research Team of "Global Sales and Marketing" 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 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

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
Global Sales and Marketing

Robert Füreder
Global Sales and Marketing

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

Yael José Costa Salas
Global Sales and Marketing





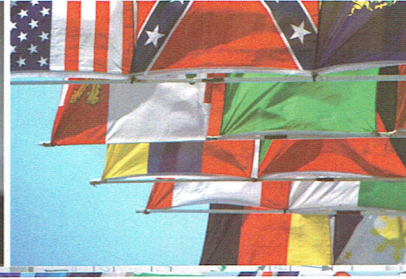
Time Table

Thursday, 17th May 2018

08:30 – 09:30	Check-In Foyer, Ground Floor, New Building				
09:30 – 10:30	Official Opening Session Margarethe Überwimmer, Conference Chair				
	Opening Keynote “Internationalization – Offenders and Victims of International HR Management – Corporate versus Local Perspectives, Problems and Challenges” Andreas Berger, Vice President HR, Rosenbauer Group MAN Lecture Hall, Ground Floor, New Building				
10:30 – 12:00	<table><tr><td>TRACK 1</td><td>Session A Lecture Hall ZKW, 3rd Floor, New Building</td><td>Session B Seminar Room Bene, 3rd Floor, New Building</td><td>Session C Seminar Room KPMG, 2nd Floor, New Building</td></tr></table>	TRACK 1	Session A Lecture Hall ZKW, 3 rd Floor, New Building	Session B Seminar Room Bene, 3 rd Floor, New Building	Session C Seminar Room KPMG, 2 nd Floor, New Building
TRACK 1	Session A Lecture Hall ZKW, 3 rd Floor, New Building	Session B Seminar Room Bene, 3 rd Floor, New Building	Session C Seminar Room KPMG, 2 nd Floor, New Building		
12:00 – 13:30	Networking Lunch Seminar Room LeitnerLeitner, 3 rd Floor, New Building				
13:30 – 15:00	<table><tr><td>TRACK 2</td><td>Session C Lecture Hall ZKW, 3rd Floor, New Building</td><td>Session D Seminar Room Bene, 3rd Floor, New Building</td><td>Poster Presentations Seminar Room KPMG, 2nd Floor, New Building</td></tr></table>	TRACK 2	Session C Lecture Hall ZKW, 3 rd Floor, New Building	Session D Seminar Room Bene, 3 rd Floor, New Building	Poster Presentations Seminar Room KPMG, 2 nd Floor, New Building
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15:00 – 15:30	Coffee Break Seminar Room LeitnerLeitner, 3 rd Floor, New Building				
15:30 – 17:00	<table><tr><td>TRACK 3</td><td>Session A Lecture Hall ZKW, 3rd Floor, New Building</td><td>Session E Seminar Room Bene, 3rd Floor, New Building</td><td>Young Scientists Seminar Room KPMG, 2nd Floor, New Building</td></tr></table>	TRACK 3	Session A Lecture Hall ZKW, 3 rd Floor, New Building	Session E Seminar Room Bene, 3 rd Floor, New Building	Young Scientists Seminar Room KPMG, 2 nd Floor, New Building
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17:00 – 17:45	Round Table Discussion Lecture Hall ZKW, 3 rd Floor, New Building				
18:00	Conference Dinner at Schloss Lamberg				
Friday, 18th May 2018					
09:00 – 09:45	Opening Keynote “The Development of the Business Cultural Intelligence Quotient (BCIQ)” Ilan Alon, International Business Professor, Editor-in-Chief, Executive Trainer and Consultant Lecture Hall ZKW, 3 rd Floor, New Building				
09:45 – 10:00	Coffee Break Seminar Room LeitnerLeitner, 3 rd Floor, New Building				
10:00 – 11:30	<table><tr><td>TRACK 4</td><td>Session C Seminar Room Bene, 3rd Floor, New Building</td><td>Session D Lecture Hall ZKW, 3rd Floor, New Building</td><td>GSM Seminar Room KPMG, 2nd Floor, New Building</td></tr></table>	TRACK 4	Session C Seminar Room Bene, 3 rd Floor, New Building	Session D Lecture Hall ZKW, 3 rd Floor, New Building	GSM Seminar Room KPMG, 2 nd Floor, New Building
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11:30 – 12:00	Closing Ceremony & Best Paper Award Lecture Hall ZKW, 3 rd Floor, New Building				
12:00	Farewell Lunch Seminar Room LeitnerLeitner, 3 rd Floor, New Building				





Programme

Thursday, 17th May 2018
TRACK 1, 10:30 – 12:00

Session A: Global Business and Export Management

Chair: Yasel Costa, Lecture Hall ZKW

Double Food Quality: Media Coverage in the Czech Republic
Miroslav Jurásek, Emil Velinov

The Impact of International Economic Activity on the Regional Economic Development: Case of the Northwestern Federal District (The Russian Federation)
Elena Korchagina

Actions Against the Lack of Highly Skilled Workers in the Regions of Upper Austria
Margarethe Überwimmer, Denise Hurch, Georg Feichtinger

parallel session

Session B: Marketing, Sales and Service Management

Chair: Jörg Kraigher-Krainer, Seminar Room Bene

Digital Shadow and Digital Portrait of Online Customers in Social Networks
Aleks Sergeevich Krasnov

The Performance Effect of Dynamic Capabilities in Servitizing Companies
David Tempelmayr, Doris Ehrlinger, Christian Stadlmann, Margarethe Überwimmer, Stefan Mang, Anna Biedersberger

Service Innovation Processes in SMEs in Upper Austria
Alexandra Fratričová, Margarethe Überwimmer, Robert Füreder

parallel session

Session C: Higher Education Research, Teaching and Learning

Chair: Martina Gaisch, Seminar Room KPMG

Moral Education in the Japanese Tertiary Sector: Focusing on the Teaching of Morality and Business Studies
Osamu Nakayama



Cooperative Classroom: How to Best Prepare New Generations for the 21st Century Practice
Dagmar Siegllová

Culturally-Related Factors Impacting on the Implementation of Learner-Centred Higher Education in China from Chinese Students' Views
Huifang Shang

Using Innovation Hubs as Global Education Collaboration Centers: Changing the International Education Model
Ernestine Siebert, Michael Wasserman, Sandra Fisher

Thursday, 17th May 2018
TRACK 2, 13:30 – 15:00

Session C: Higher Education Research, Teaching and Learning

Chair: Martina Gaisch, Lecture Hall ZKW

Building a Global Education Collaboration Model Using Experiential Learning: A Fresh Look at Developing Intercultural Competence

Bernadette Höß, Michael Wasserman, Sandra Fisher

Intercultural Perspective in Blended Mobility
Tatjana Welzer, Marjan Družovec, Marijana Zelenik, Nuno Escudeiro

The Relationship Between Student Motivation and New Media Usage in Teaching Organizational Behavior and HRM in a Central-East European Country
Zsuzsanna Kispál-Vitai

parallel session

Session D: Innovation and Entrepreneurship

Chair: Michael Schmidthaler, Seminar Room Bene

How to Evaluate Collaboration within Research and Innovation
Ann Svensson

Kickstarter Campaigns Launched from Hungary
Mónika Kuti, Mónika Galambosné Tiszberger, Enikő Czígler

Development of Clusters in Poland
Lilla Knop



parallel session

Poster Presentation

Chair: Markus Vorderwinkler, Seminar Room KPMG

Promoting Eco-Friendly Transport in Higher Logistics Education in Europe: A Cross-Cultural Comparison

Eva Jung, Johanna Freiberger, Lisa Wesp, Lisa-Maria Putz

Inclusion and Diversity Management at the Programme Leader Level – Results of an International Survey

Elke Welp-Park

New Generation University 4.0: A Case of European Leadership University

Olgun Cicek

Intercultural Enculturation: Negotiating Consumption Tensions in Intercultural Households

Donal Rogan

Web-2.0 Ideas for Language Education

Natalia Iurievna Fominykh

Thursday, 17th May 2018 TRACK 3, 15:30 – 17:00

Session A: Global Business and Export Management

Chair: Yasel Costa, Lecture Hall ZKW

FDI in Slovenia: A Love-Hate Relationship

Zoran Vaupot

The Russian Place in Global Value Chains in the Frame of Digital Economy Formation

Ekaterina Novikova

The Interplay of Firm Value, Corporate Governance and Performance of a Firm: A Structural Modelling Approach

Reena Apurva Mehta, Shalini Talwar

parallel session

Session E: Human Resource Management

Chair: Hannes Hofstadler, Seminar Room Bene

The Influence of Cultural Intelligence on Cross-Cultural Adjustment for International Students in University: The Mediating Effect of Self-efficacy

Wen-ching Chang, Yu-ya Tseng, Liang-chieh Weng



Exploring Instructor Evaluation, Affective Learning and Teacher Credibility in International Classrooms

Peter de Boer, Prantik Bordoloi

Intercultural Work Environment and Leadership Style

Lubomira Strazovska, Rozalia Sulikova

Comparative Analysis of Public Administration Education in Russia and European Countries

Marina Ivanova, Tamara Selentyeva, Victoria Degtereva

parallel session

Young Scientists

Chair: Andreas Zehetner, Seminar Room KPMG

Mentality Differences in the Field of Medicine: Challenges in Cross-Cultural Collaborations in Austrian and German Hospitals between Native Physicians and Immigrated Colleagues from Poland and Hungary

Mario Rubenzer

Cultural Differences Between Learners and its Impact on the Development of Blended Learnings: An Analysis of Shift Supervisors in Austria, China, the Czech Republic, Great Britain, Indonesia and the United States

Doris Kogler

Mind the Culture Gap: A Cross-Cultural Analysis of Tourism Destination Websites in Austria and the United Kingdom (Position Paper)

Angelika Rafetzeder

Identifying Indicators to Facilitate the Decision of Customizing, Standardizing or Modularizing Industrial Services

David Znidarsic

Industry 4.0 Customer Classification Model (CCM)

Adnan Čosić

Demonstrating Customer Value in the Value Based-Selling Process

Thomas Johannes Arnold

ROUND TABLE, 17:00 – 17:45

Chair: Robert Füreder, Lecture Hall ZKW

Digitalisation in Sales and Marketing

Richard Griffith, Florida Institute of Technology

Michael Schmidthaler, University of Applied Sciences Upper Austria

Gerhard Svolba, SAS Institute GmbH



Friday, 18th May 2018 TRACK 4, 10:00 – 11:30

Session C: Higher Education Research, Teaching and Learning

Chair: Andreas Zehetner, Seminar Room Bene

Differences in the Perception of E-Learning Resources: A Cross-Cultural Analysis of Logistics Students in Austria and the Czech Republic
Martina Gaisch, Victoria Rammer, Jan Gregor, Libuše Turínská

Developing Intercultural Communication Competencies Using Various Learning Methods at a Media Communications Study Programme
Tijana Vukić, Marijana Zelenik, Tatjana Welzer

Serving Other People: An Empirical Study of the Impact of Service Learning on the Moral Character of Students in Japanese Higher Education – A Pilot Test
Kazunobu Horiuchi

parallel session

Session D: Innovation and Entrepreneurship

Chair: Michael Schmidthaler, Lecture Hall ZKW

Theoretical and Practical Approaches to Analysing Sharing Economy Business Models – Intercultural Perspective
Sławomir Olko

Entrepreneurial Capacity as a Driver of Sustainable Development and Societal Valorization of the Regions
Nelli Kozlova

Raising Money on Crowdfunding Platforms: The Components of Success
Urszula Mrzygłod, Marcin Skurczyński, Joanna Adamska-Mieruszevska
Obstacles and Challenges of Business Succession in Central Europe
Jasmin Schiefer, Margarethe Überwimmer, Robert Füreder

parallel session

Session GSM

Chair: Robert Füreder, Seminar Room KPMG

Export Study
Georg Feichtinger

The Steyr Country Competitiveness Model (SCCM)
Hannes Hofstadler

Cultural and Leisure

14th May 2017
16:00 – approx. 18:00 | **BMW Motors Company Visit**

15th May 2018
16:30 – 18:00 | **Guided City Tour Steyr**

18:00 – approx. 21:00 | **International Teaching Days Dinner**

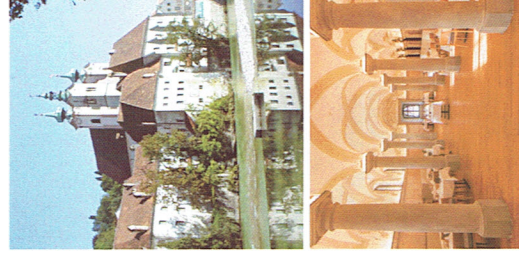
16th May 2018
08:00 – approx. 17:00 | **Upper Austria Excursion to Gmunden**

17:30 – approx. 21:00 | **International Fair**
In the evening participants are more than welcome to mingle at the International Fair, where students from all over the world will present their countries, cultures and culinary specialties. The International Fair also serves as an unofficial opening of the Cross-Cultural Business Conference.

17th May 2018
17:30 – 22:30 | **Conference Dinner at Schloss Lamberg**

18th May 2018
12:00 – 14:00 | **Farewell Lunch**

The pick-up point for all excursions is in front of the university!





Key Note Speakers

Thursday, 17th May 2018, 09:30

“Internationalization – Offenders and Victims of International HR Management – Corporate versus Local Perspectives, Problems and Challenges”

Andreas Berger, Vice President HR, Rosenbauer Group

Andreas Berger has been the Vice President HR of Rosenbauer Group since September 2012. Rosenbauer is the world's leading manufacturer of systems for firefighting and disaster protection. The company develops and produces vehicles, fire extinguishing systems, equipment and telematics solutions for professional, industrial, plant and volunteer fire services, and systems for preventive firefighting. The company has an active service and sales network in over 100 countries. A strong customer focus, innovative strength and reliability are Rosenbauer's key assets. Prior to Rosenbauer, Andreas Berger was head of HR and lecturer at the University of Applied Sciences in Vienna. From 1999 until 2010, he held the position of Director for Global Human Resources at RHI AG, today RHI Magnesita, which is the global leader in high-grade refractory products, systems and services. The company has unsurpassed geographic diversification with more than 14,000 employees in 35 main production sites and more than 70 sales offices all over the world. Between 1993 and 1998, Andreas Berger was HR manager in the different organizational units of Philips Austria AG. Headquartered in the Netherlands, the company is a leader in diagnostic imaging, image-guided therapy, patient monitoring and health informatics, as well as in consumer health and home care. Philips' health technology portfolio generated sales of EUR 17.8 billion in 2017 and employs approximately 74,000 employees in sales and services in more than 100 countries. Overall Andreas Berger has 30 years of extensive experience in international human resources.

Andreas Berger graduated from the Vienna University of Economics and Business and took part in an Executive Management Programme at the Stanford Graduate School of Business Executive Education.

Friday, 18th May 2018, 09:00

“The Development of the Business Cultural Intelligence Quotient (BCIQ)”

Ilan Alon, International Business Professor, Editor-in-Chief, Executive Trainer and Consultant

Dr. Ilan Alon (Ph.D., Kent State University, USA) is Professor of Strategy and International Marketing at the University of Agder. Prior to that he also had research positions in Harvard University, Georgetown University (USA) and University of International Business and Economics (China). Alon is a researcher in the field of international business with a focus on internationalization, modes of entry, political risk, cultural intelligence and emerging markets.

Ilan Alon publications have appeared in the Harvard Business Review, Management International Review, International Business Review, Journal of International Marketing, International Marketing Review and others. His books were published by Palgrave, Routledge, McGraw-Hill among other imprints.

In addition to being a professor, Alon is the Head of International Affairs for the School of Business and Law at the University of Agder, and leader of the Emerging Markets research group. He is also Editor-in-Chief of the International Journal of Emerging Markets and the European Journal of International Management. Ilan Alon has worked with government bodies, non-profit organizations, multinational companies and international association on various projects ranging from capacity development at the macro level to international business development at the firm or project level. Clients include USAID, illy, Darden, Disney, and others.

Ilan Alon has been a frequent speaker on various international networks including National Public Radio (USA), Voice of America (USA), RTV (Russia), Dagens Næringsliv (Norway).



Useful Information

Conference Venue

University of Applied Sciences Upper Austria
School of Management
Wehrgrabengasse 1-3, 4400 Steyr, Austria
Phone: +43 5 0804 3000

Technical Advice

We provide computers in our internet café seminar room KeyQUEST on the 3rd floor. We have Microsoft Windows operating system and MS Office in English. If you need any documents printed or access to wireless LAN, please contact the registration desk or our technical support.

Coffee and Tea

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

Networking Lunch

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 G.

WiFi Access

WiFi Name/SSID: fhsteyr-events
Password: crossculture2018
Luggage Room Service: +43 664 804 84-33333



Photos: FH OÖ, Smetana, Fotolia

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IN ACTION

Sharing
a Culture
of Intellectual
Social
Responsibility

