





Proceedings

# **FH Science Day**



Proceedings

# FH Science Day

6<sup>th</sup> November 2008

**Sessions:** Embedded Systems  
Climate Change and Energy  
Medical Technology  
New Potentials through Process Management  
in the Social and Welfare Sector  
Social Work  
Sales (Management), Marketing and Inter-  
cultural Management in Central and Eastern  
European (CEE) Countries  
Operations Management  
Internet and Marketing  
Supply Chain Management and Logistics 2030

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# Introduction

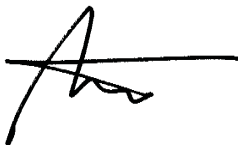
As one of the country's leading institutions of its kind, the Upper Austria University of Applied Sciences (FH OÖ) is at the cutting edge of pedagogic practice and applied scientific research. Founded in 1994, we have won an international reputation for practice-oriented, university-level education. Today we offer 37 study programs (undergraduate and graduate) at our four locations in the central region of Upper Austria.

Building on our expertise, we have also established a separate enterprise for research and development with dedicated centers at our four campuses. The Upper Austria University of Applied Sciences Research and Development Ltd and our centers are dedicated to innovative research and working closely with business, commerce and industry. We have created a number of ground-breaking methods and models for practical application throughout all sectors of the economy as well as the public sector.

At our FH Science Day 2008 the latest research results and projects take centre stage and you also have the opportunity to engage in scientific discussions with international experts.

This year the focus will be on the following subjects:

- Embedded Systems
- Climate Change and Energy
- Medical Technology
- New Potentials through Process Management in the Social and Welfare Sector
- Social Work
- Sales (Management), Marketing and Intercultural Management in Central and Eastern European (CEE) Countries
- Operations Management
- Internet and Marketing
- Supply Chain Management and Logistics 2030



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Management





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