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PROCEEDINGS

CCBC 2020

CROSS-CULTURAL BUSINESS CONFERENCE 2020

14th May 2020

School of Business and Management, Steyr
Global Sales and Marketing

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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Cross-Cultural Business Conference 2020

Thursday, 14th May 2020

Distinct virtual sessions

Intercultural or International Perspectives in Global Business and Export Management

Intercultural or International Perspectives in Marketing, Sales and Service Management

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

Intercultural or International Perspectives in Innovation and Entrepreneurship

Intercultural or International Perspectives in Human Resource Management

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PREFACE

In times of globalization and digitalization, cross-cultural and economic topics are increasingly becoming the centre of attention in a variety of business and research areas. Therefore, it is crucial for both researchers and practitioners to continuously enhance and share their knowledge of their particular research areas. The objective is to support both the economy and academia in establishing international co-operations. In order to give researchers a platform to discuss and publish their findings, the team of the research area Global Business Management at the University of Applied Sciences Upper Austria, Campus Steyr hosts the 9th Cross-Cultural Business Conference. The special conditions as a response to the current challenges brought along by the COVID-19 virus illustrate the importance of adapting to current trends, especially in digitalization and new forms of internationalization. Emphasizing the need to maintain and even extend existing intercultural relationships, the team of Global Business Management takes on a pioneering role and decided to host this year's Cross-Cultural Business Conference in a virtual setting.

The research group Global Business Management at the University of Applied Sciences Upper Austria, Campus Steyr performs research activities for the study programmes Global Sales and Marketing, addressing cross-cultural topics in an innovative global business setting. The 9th Cross-Cultural Business Conference 2020 serves as a platform for research and teaching co-operations in this specific field. Therefore, the CCBC 2020 is carried out to deal with 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 like to thank all conference participants for their valuable contributions. It was the willingness to overcome the current challenges of all parties involved that enabled us to host this conference. We hope the conference and the successful cooperation under these particularly challenging circumstances will further strengthen our international partnership and network and serve as a platform for further research cooperation.

Sincerely,
The Cross-Cultural Business Conference Team



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