

Proceedings

Cross-Cultural Business Conference 2015

May 21st-22nd

Sessions

Intercultural Perspectives in Global Business and Human Resource Management

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

Intercultural Perspectives in Higher Education Research

Intercultural Perspectives in Informatics, Communications and Media

Editors

Margarethe Überwimmer

Teresa Gangl

Martina Gaisch

Robert Füreder

David Humbarger

Friedrich Bauinger

Hannes Hofstadler

Jörg Kraigher-Krainer

Christian Stadlmann

Pavel Štrach

Andreas Zehetner

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Contact Address:

FH OÖ Forschungs- & Entwicklungs GmbH
Interkulturelles Managementzentrum
Wehrgrabengasse 1-3
4400 Steyr/Austria
Tel.: +43 (0)50804-33000
Fax: +43 (0)50804-33099
www.fh-ooe.at/intercultural

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Internet: www.shaker.de • e-mail: info@shaker.de

PREFACE

In this new age of globalization, cross-cultural and economic issues are increasingly becoming the center of attention in a variety of fields. Therefore, it is vital for both researchers and practitioners to continuously enhance and share their knowledge of their particular research areas and to embrace intercultural and economic aspects in their everyday working lives.

The Cross-Cultural Management and Emerging Markets Centre at the University of Applied Sciences Upper Austria, School of Management in Steyr performs research activities for the study programme Global Sales and Marketing, addressing such cross-cultural topics.

In cooperation with the School of Informatics, Communications and Media in Hagenberg, the Cross-Cultural Business Conference 2015 is carried out to deal with intercultural perspectives in:

- Session A: Global Business and Human Resource Management
- Session B: Global (B2B) Marketing, Sales Management and Service Innovation
- Session C: Higher Education Research
- Session D: Informatics, Communications and Media

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

Sincerely



Dr. Gerald Reisinger
University President



Prof. Dipl.-Ing. Dr. Margarethe Überwimmer
Dean of the School of Management
Head of Studies Global Sales and Marketing

Cross-Cultural Conference Team

Cross-Cultural Management
and Emerging Markets Centre

Member of the Cross-Cultural
Business Conference Team

Cooperation Partner at the
School of Informatics,
Communications and Media



Teresa Gangl, MA



David Humbarger, BA



Dr. Martina Gaisch

Reviewers

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Baborikova Eva, SLOVAK REPUBLIC
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Chydenius Tarja, FINLAND
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Zipper Viktoriya, AUSTRIA

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