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# PROCEEDINGS

# CCBC 2021

## CROSS-CULTURAL BUSINESS CONFERENCE 2021

May 6<sup>th</sup>, 2021

School of Business and Management, 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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Proceedings

# **Cross-Cultural Business Conference 2021**

**Thursday, 6<sup>th</sup> May 2021**

## **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 the times of the COVID-19 crisis, the megatrends of globalization and digitalization have been newly interpreted and the challenges in global business are enormous for everyone, although there are also winners of the crisis. Above all, 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 cooperation.

In order to give researchers a platform to discuss and publish their findings, the research group Global Business Management at the University of Applied Sciences Upper Austria, Campus Steyr is hosting the 10<sup>th</sup> Cross-Cultural Business Conference. The special conditions as a response to the current challenges presented by the COVID-19 virus illustrate the importance of adapting to current trends, especially in digitalization and new forms of internationalization. The CCBC has become a symbol of international networking in the scientific community over the last few years. In order to facilitate this networking process under such challenging circumstances as well, the CCBC 2021 will take place 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 10th Cross-Cultural Business Conference serves as a platform for research and teaching co-operation in this specific field. Therefore, the CCBC 2021 sets 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. The willingness of all parties involved to overcome the current challenges enabled us to host this conference virtually despite the difficult situation. We hope the conference and the successful cooperation under these particularly challenging circumstances will further strengthen our international partnerships and networks and serve as a platform for further research cooperation. Furthermore, we hope to meet each other face to face again next year.

Sincerely,

The Cross-Cultural Business Conference Team



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University President



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## **Opening Keynote:** **“Creating Cultural Value”**

*Richard Griffith*

*Executive Director of The Institute for Cross Cultural Management at the  
Florida Institute of Technology*

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Dr. Richard Griffith is the Executive Director of The Institute for Cross Cultural Management at the Florida Institute of Technology, a partner in the Erasmus Mundus Work and Organizational Psychology consortium. Dr. Griffith provides more than 20 years of expertise in talent management research and consulting. He is the author of over 150 publications, presentations, and book chapters and has conducted funded research for the Department of Defense examining the assessment and development of cross-cultural competence. Dr. Griffith is the founder of the Ph.D. program at Florida Tech, including the international concentration, the first in the U.S. In addition, he is the editor of the books *Internationalizing the Organizational Psychology Curriculum*, *Critical Issues in Cross Cultural Management*, and *Leading Global Teams*. He has served as a guest editor of the journals *Human Performance* and *Organizational Development* and associate editor of the *European Journal of Psychological Assessment*. He has been recognized as a Fellow by the International Association of Applied Psychology (IAAP), the Society for Industrial Organizational Psychology (SIOP), and as a Senior Research Fellow by the Army Research Institute. His work has been featured in *Time* magazine and *The Wall Street Journal*.

