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Sessions:

Global Logistics and Operations

Global Business Management

Managing Financial Performance

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PREFACE

This is an exciting time in global business and management theory: Leading researchers as well as practitioners have to find ways to cope with volatility, risk, complexity, hyper competition and speed in various markets. They also need to think about how to exploit the environment in such a way that future generations have the same or better chances.

A key question is how to use the unique opportunities arising from new communication technologies and aging populations and, perhaps most importantly, how to shape and control the whole network of business partners in order to provide customer perceived values which are superior to those of competitors. Simultaneously, it is crucial to devise strategies which ensure sustainable economic development of all business partners.

The School of Management of the University of Applied Sciences has formed a partner network of universities to perform research activities which address these topics. The result of these activities, the scientific insights gained and transformation examples are presented at a one-day conference with three sessions:

- Global Logistics and Operations (Session A)
- Global Business Management (Session B)
- Managing Financial Performance (Session C)

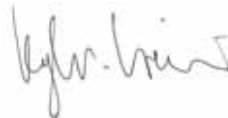
We would like to thank all conference participants and hope the conference contributes towards strengthening the partner network's future international research cooperation.

Sincerely,



Prof. (FH) Dr.
Herbert Jodlbauer

Dean of the Faculty



Priv. Doz. Prof. (FH) Dr.
Jörg Kraigher-Krainer

Vice Dean for Research

TABLE OF CONTENTS

Global Logistics and Operations.....	1
<i>Ola Bø</i> Combining Datasets from GPS and Track and Trace Systems for Dynamic and Stochastic Liner Vessel Scheduling.....	3
<i>Corinna Engelhardt-Nowitzki</i> Supply Chain Management versus Management of Enterprise Networks – How can both concepts profit from each other?.....	13
<i>Sergio Garcilazo Lagunes</i> Global Supply Chain Risk Management.....	23
<i>Ari Happonen, Erno Salmela</i> A Global Expansion Model for SME Suppliers in Manufacturing Industries.....	31
<i>Christian Neumann, Sabine Hanusch</i> Inter-Organizational Value Stream Mapping: A Case Study.....	41
<i>Chris Rijdsdijk, Adel Ghobbar</i> A Proposal for a Supportability Measure.....	49
<i>Drahoš Vaněček</i> Supply Chains in Small and Medium Sized Enterprises.....	59
Global Business Management.....	65
<i>Irena Alperyte</i> Managing Cultural Differences in Business: Identity versus Otherness.....	67
<i>Tatjana Cvetkovski, Ana Milićević, Violeta Cvetkovska-Ocokoljić</i> The Labor Market in Serbia: Recruitment Opportunities for Foreign Companies.....	77
<i>Robert Füreder, Martin Boxhofer</i> Innovation in the Austrian Process Industry.....	85
<i>Hannes Hofstadler, Kirstin Charlotte Dierking</i> A Review of Expatriate Compensation Package Models.....	91
<i>Jadranka Ivanković, Diana Tadić</i> Socially Responsible Marketing and Consumer Attitudes: A Country Comparison.....	99
<i>Gordana Komazec, Aleksandra Živaljević, Dragana Trifunović</i> National Strategies for Science and Technology Development, Organizational Research and Other Development Activities.....	107
<i>Zdeňka Konečná</i> Organizational Culture Content in Austrian Subsidiaries in the Czech Republic and Differences Perceived by Czech and Austrian Employees: Results of Empirical Research.....	115
<i>Riina Koris</i> Customer Orientation: A Dimension of a Strong University Brand?.....	123
<i>Jörg Kraigher-Krainer, Tanja Peherstorfer</i> The Path from Happy Customers to Happy Societies and its Constraints.....	131
<i>Kristo Krumm</i> Sensory Impulses in Consumer Behaviour.....	143

<i>Tetyana Lepeyko, Tetyana Blyznyuk</i> Cross-Cultural Communication in Ukraine.....	151
<i>Ladislav Rolínek, Irena Stejskalová</i> A Managerial Audit Methodology and its Implementation in SMEs.....	157
<i>Dagmar Škodová Parmová</i> Competitiveness of Chosen Middle-European Economies.....	163
<i>Dagmar Skokanová</i> Challenges of Doing Business in Emerging Markets.....	173
<i>Christian Stadlmann</i> Developing a Sales Partner Screening Instrument: Findings from a Project with the Austrian Medical Device Industry.....	179
<i>Václav Stříteský</i> The Marketing Importance of Body Image.....	185
<i>Gabriele Theuner</i> Intercultural Webdesign as a Strategic Factor of Success.....	193
<i>Margarethe Überwimmer, Kerstin Pöttinger</i> Prospective Life Time Value of Customers.....	205
<i>Andreas Zehetner</i> Sales Compensation Models and What We Can Learn from Agency Theory: A Literature Review.....	211
<i>Andreas Zehetner, Tomislav Sudarevic, Ljubomir Pupovac</i> A Comprehensive Approach in Measuring Customer Value in B2B Markets from the Supplier's Perspective.....	221
Managing Financial Performance.....	233
<i>Daniil Demidenko, Elena Iakovleva</i> Quality Cost Optimisation of the Enterprise.....	235
<i>Era Kozlovskaya, Liudmila Nikolova, Yulia Radionova</i> Fundamentals of a Methodological Approach to Regional Investment.....	247
<i>Peter Krištofik</i> Challenges in the Financial Supply Chain.....	255
<i>Irina Kusheleva, Dmitry Rodionov</i> The Organization of Multichannel Financing in Innovative Enterprise Development.....	261
<i>Heimo Losbichler, Gregor Atzlinger</i> The Impact of the Financial Crisis on European Companies' Rating Figures: Results of a Long-Term Empirical Study.....	271
<i>Lucely Vargas, Maurizio Fanni, Bernad Batinic</i> The Relationship between Corporate Social Responsibility and Financial Performance: The Share Prices Value Impact in The Generali Insurance Company.....	277