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PROCEEDINGS 2019

Cross-Cultural Business Conference 2019

15th–17th May 2019

School of 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 2019

May 16th – 17th

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 fields of business and research. Therefore, it is crucial for both researchers and practitioners to continuously enhance and share their knowledge of their particular research areas and to embrace intercultural and international aspects in their everyday working lives.

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 8th Cross-Cultural Business Conference 2019 serves as a platform for research and teaching co-operations in this specific field. Therefore, the CCBC 2019 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 who made their valuable contributions and we hope the conference will strengthen our international partnership and network and serve as a platform for further research cooperation.

Sincerely,
Cross-Cultural Business Conference Team



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Opening Keynote

“Digital Transformation & The Future of Sales: Aspire or Expire”

Joël Le Bon

Professor at Johns Hopkins University Carey Business School

Joël Le Bon is a Marketing and Sales Professor at the Johns Hopkins University Carey Business School and serves as Faculty Director for Leadership in Digital Marketing and Sales Transformation. He is the Chief Academic Researcher and Higher Education Representative for the AA-ISP American Association of Inside Sales Professionals, moreover serves on the Board of Advisors of the Sales Enablement Society, and is Chair Elect of the American Marketing Association Sales Special Interest Group. Prior to joining the Carey Business School, he was on the faculty at the University of Houston Bauer College of Business where he served as Director of Executive Education and Director of Professional Development for the Stephen Stagner Sales Excellence Institute. Joël Le Bon worked in both France and Singapore for over ten years as an Associate Professor of Marketing and Department Head at ESSEC Business School. Before becoming a professor, he was a Strategic Account Manager for XEROX Corporation in France, and had sales and sales management roles in the media industry where he won several sales awards.



Joël Le Bon's research and teaching focus on salespeople's performance; digital marketing and social selling; account-based marketing; CRM; sales negotiation; competitive intelligence and sales analytics; prospective sales managers and salespeople competency models, and customer satisfaction analysis and measurement. His work has been published in leading academic journals. He is the author of the books “Key Account Management: Strategies to Leverage Information, Technology, and Relationships to Deliver Value to Large Customers”, and “Competitive Intelligence and the Sales Force: How to Gain Market Leadership through Competitive Intelligence”.

Keynote

“The Return of Trade Wars. The End of Global Business”

Wolfgang Mitterdorfer

Member of the Management Board, voestalpine Steel Division

Since 2014, Wolfgang Mitterdorfer has been a member of the management board at voestalpine steel division, responsible for Market Development, Supply Chain and Logistics, and Sales including Eurostahl. voestalpine is an international Austrian-based, stock-listed corporation producing high-quality steel. The company operates in the fields of steel production and trade, supplying the automotive, railway, profile forming and tool steel industries. Represented in 50 countries worldwide with 51.600 employees, voestalpine is one of the largest steel producers in Europe. The steel division is one of four divisions of voestalpine, and the largest one in terms of revenue. The steel business division is a global quality leader in highest quality steel strip and a leader worldwide in supplying heavy plate for the most sophisticated applications as well as castings for large turbines. voestalpine steel division is a strategic partner to Europe's premium automotive manufacturers and a major automotive supplier. It is also one of the largest suppliers to the European consumer goods and white goods industries, as well as to the mechanical engineering and oil and gas sectors. In his key note, Wolfgang Mitterdorfer will present the perspective of voestalpine on the competitive market environment of the steel industry, and how the company successfully positions itself internationally.



Keynote

“Twilight of the Goods: Book Presentation”

Jörg Kraigher-Krainer

Professor at University of Applied Sciences Upper Austria, Campus Steyr

After studying business administration, psychology and philosophy, Priv. - Doz. Prof. (FH) Dr. Jörg Kraigher-Krainer worked as a marketing manager in the business world for 15 years. Today, he teaches full-time and researches the subjects of customer focus and consumer behaviour at Campus Steyr of the University of Applied Sciences Upper Austria and works as a lecturer at the University of Graz, the University of Economics and Business Administration in Prague and the University of Applied Sciences Campus02 in Graz. In 2006, he attained the habilitation in Business Administration from the University of Graz. He has published numerous scientific papers and has already served in various academic roles; as head of degree programmes, as a developer and member of the development teams of degree programmes, as a member of the Advisory Board and as a reviewer for scientific journals and conferences, as head of research groups and as Vice Dean for research.

