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PROCEEDINGS CCBC 2023

CROSS-CULTURAL BUSINESS CONFERENCE 2023

May 11th - May 12th, 2023

School of Business and Management, Steyr Campus

Intercultural or International Perspectives in

- Intercultural Perspectives in Global Business and Export management
- Intercultural Perspectives in Higher Education Research, Teaching and Learning
- Intercultural Perspectives in Marketing, Sales and Service Management
- Intercultural Perspectives in Human Resource Management
- Intercultural Perspectives in Innovation and Entrepreneurship

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Proceedings

Cross-Cultural Business Conference 2023

Thursday, 11th and Friday, 12th May 2023

Sessions

Intercultural Perspectives in Global Business and Export management

Intercultural Perspectives in Higher Education Research, Teaching and Learning

Intercultural Perspectives in Marketing, Sales and Service Management

Intercultural Perspectives in Human Resource Management

Intercultural Perspectives in Innovation and Entrepreneurship

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PREFACE

We live in times of multiple transformations, the most important of which are the digital respectively the AI transformation, the transformation of global networks, and the green transformation. For this very reason, scientists in particular are called upon to seek interdisciplinary discourse and to find solutions together. 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 research areas and to establish 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 12th Cross-Cultural Business Conference (CCBC). 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, we are aware that unfortunately some of our international colleagues and friends are not able to join this year's conference.

The research group Global Business Management at the University of Applied Sciences Upper Austria performs research activities for the study programmes Global Sales and Marketing, addressing cross-cultural topics in an innovative global business setting. The 12th Cross-Cultural Business Conference serves as a platform for research and teaching co-operation in this specific field. Therefore, the CCBC 2023 sets out to deal with intercultural or international perspectives in Global Business and Export Management; Marketing, Sales and Service Management; Higher Education Research, Teaching and Learning; Innovation and Entrepreneurship, and Human Resource Management.

We would like to thank all conference participants for their valuable contributions. Furthermore, we would like to thank all reviewers for their valuable feedback to the authors. The willingness of all parties involved to overcome the current challenges enabled us to host this conference in Steyr 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.

Sincerely,
The Cross-Cultural Business Conference Team



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