

Proceedings

Cross-Cultural Business Conference 2017

May 17th-19th

Sessions

Intercultural and International Perspectives in Global Business and Export Management

Intercultural and International Perspectives in Marketing, Sales and Service Management

Intercultural and International Perspectives in Higher Education Research, Teaching and Learning

Intercultural and International Perspectives in Innovation and Entrepreneurship

Intercultural and International Perspectives in Human Resource Management

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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 research group Global Business Management 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 2017 is carried out to deal with intercultural and 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 hope the conference will strengthen our partnership and network 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

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