

Margarethe Überwimmer
Robert Füreder
Martina Gaisch
Yasel José Costa Salas

PROCEEDINGS 2018

Cross-Cultural Business Conference 2018

16th–18th May 2018

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 2018

May 17th-18th

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

Editors

Margarethe Überwimmer

Robert Füreder

Martina Gaisch

Yasel José Costa Salas

Bibliographic information published by the Deutsche Nationalbibliothek

The Deutsche Nationalbibliothek lists this publication in the Deutsche Nationalbibliografie; detailed bibliographic data are available in the Internet at <http://dnb.d-nb.de>.

Contact Address:

FH OÖ Forschungs- & Entwicklungs GmbH

Global Business Management / Global Sales and Marketing

Wehrgrabengasse 1-3

4400 Steyr/Austria

Tel.: +43 (0)50804-33000

Fax: +43 (0)50804-33099

www.fh-ooe.at/gsm

Content: The sole responsibility for the content of this publication lies with the authors. All pictures, graphs and tables have been provided by the authors for publication.

Layout:

Georg Feichtinger

Denise Hurch

Eino Risto Pennala

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Printed in Germany.

ISBN 978-3-8440-5875-8

Shaker Verlag GmbH • P.O. BOX 101818 • D-52018 Aachen

Phone: 0049/2407/9596-0 • Telefax: 0049/2407/9596-9

Internet: www.shaker.de • e-mail: info@shaker.de

PREFACE

In times of globalization, cross-cultural and economic topics 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, Campus Steyr performs research activities for the study programmes Global Sales and Marketing, addressing cross-cultural topics. The 7th Cross-Cultural Business Conference 2018 is carried out in cooperation with the School of Informatics, Communications and Media in Hagenberg and serves as a platform for research and teaching cooperations. The CCBC 2018 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 hope the conference will strengthen our partnership and network and to serve as a platform for further research cooperation.

Sincerely,
Cross-Cultural Business Conference Team



Dr. Gerald Reisinger
University President



Prof. Dipl.-Ing. Dr. Margarethe Überwimmer
Dean of the School of Management
Head of Studies Global Sales and Marketing



Prof. Mag. Robert Füreder
Deputy Head of Studies
Global Sales and Marketing



Dr. Martina Gaisch
Scientific Head Diversity Management
School of Informatics, Communications and Media

Reviewers

Altmann Josef, AUSTRIA
Brassier-Rodrigues Cecilia, FRANCE
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Chydenius Tarja, FINLAND
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Štritesky Vaclav, CZECH REPUBLIC
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Überwimmer Margarethe, AUSTRIA
Vorderwinkler Markus, AUSTRIA
Vukic Tijana, CROATIA
Zehetner Andreas, AUSTRIA

The University of Applied Sciences Upper Austria
would like to thank the “Wissenschaftshilfe der WKÖ Oberösterreich”
(Upper Austrian Economic Chamber) for financially supporting
this conference publication.

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