Cross-Cultural Business Conference 2016, Steyr, Austria

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We are pleased to announce for the 5th time the international Cross-Cultural Business Conference 2016 at the University of Applied Sciences Upper Austria. The conference provides a platform for lecturers, researchers and practitioners to enhance their knowledge and discuss latest developments in the fields of marketing, management, business, higher education, and information and communication technology as well as innovation. Join the Cross-Cultural Business Conference also for taking advantage of many networking opportunities and a cozy, family-like atmosphere on campus.

Scope of the conference

This conference held at the School of Management in Steyr (Austria) will predominantly focus on key management subjects of the study programme Global Sales and Marketing by taking a closer look at encounters in an intercultural environment. The School of Informatics, Communications and Media in Hagenberg (Austria) will enrich the conference by offering a special track on cross-cultural perspectives in the digital world.

- Authors are encouraged to prepare and submit papers for the following sessions:
  - Session A: Global Business, Marketing, Sales and Service Management
  - Session B: Higher Education Research
  - Session C: Higher Education Teaching and Learning
  - Session D: Innovation
  - Session E: Human Resource Management

Publication opportunities

After completion of the double-blind review process, authors will be informed about acceptance, rejection or suggested modifications. Accepted papers of participants who have paid the conference fee and presented their paper at the conference will be published in the conference proceedings as well as in the abstract proceedings, both with an ISBN number. The rigorous selection and review process will lead to the nomination for best paper awards, which will then be considered for a journal publication.

Organizers greatly acknowledge the following journal partnerships:

- Marketing Science and Inspirations, ISSN 1338-7944
- Business Perspectives and Research, ISSN 2278-5337
Further Information

Please register online at our website. There, you will be asked to indicate the session you would like to participate in and to provide a short abstract of max. 700 words by December 14th, 2015.

www.fh-ooe.at/ccbc2016