

MARGARETHE ÜBERWIMMER
PIOTR KWIATEK

PROCEEDINGS

CCBC 2024

CROSS-CULTURAL BUSINESS CONFERENCE 2024

MAY 15TH - MAY 17TH, 2024

School of Business and Management, Steyr Campus

Intercultural and International Perspectives in:

- Global Business and Export Management
- Higher Education Research, Teaching and Learning
- 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 2024

Resilience Redefined: Thriving Amidst Change

15th – 17th May 2024

Sessions

Cultural Influences on Consumer Behavior and Wellbeing

Digital Transformation and Resilience in Business

Ethical Challenges and Organizational Communication

Responsible Global Business and Leadership

Editors

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PREFACE

In times of global crises spanning political, environmental, and digital realms, new interpretations and approaches are necessary to navigate the significant challenges in global business. Despite the hurdles, there are also beneficiaries of these crises. Cross-cultural and economic topics are gaining increasing importance across various business and research sectors. This year's theme is "Resilience Redefined: Thriving Amidst Change." to reflect and rethink international business at an academic level. Consequently, it is essential for both researchers and practitioners to continuously expand and share their expertise in their respective fields. The goal is to support both the economy and academia through the establishment of international cooperation.

To provide a platform for researchers to discuss and publish their findings, the Global Business Management research group at the University of Applied Sciences Upper Austria, Campus Steyr, is hosting the 13th Cross-Cultural Business Conference. The unique conditions in response to the current challenges caused by multiple transformations highlight the importance of adapting to contemporary trends, particularly in digitalization and new forms of internationalization. Over the past few years, the CCBC has become a symbol of international networking within the scientific community.

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 international business setting. The 13th Cross-Cultural Business Conference serves as a platform for research and teaching co-operation in this specific field. Therefore, the CCBC 2024 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
- Human Resource Management
- Innovation and Entrepreneurship

We would like to thank all conference participants for their valuable contributions. 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 all participants will further strengthen our international partnerships and networks and serve as a platform for further research cooperation.

Sincerely,

The Cross-Cultural Business Conference Team



Prof. Dipl.-Ing. Dr. Margarethe Überwimmer
Head of Studies
Global Sales and Marketing



FH-Prof. Dr. Piotr Kwiatek
Deputy Head of Studies
Global Sales and Marketing

TABLE OF CONTENTS

<i>Session 1: Cultural Influences on Consumer Behavior and Wellbeing</i>	11
Customer acceptance of recycled packaging in Austria and Germany	12
Margarethe Überwimmer, Valerija Muravjova, Harald Hammer, Doris Ehrlinger, Stefan Mang, Christina Haderer	
Influence of Cross-Cultural Features on formation of company's Marketing Strategy	13
Nataliia Parkhomenko	
Hypothetical constructs of consumer behavior as predictors of pro-environmental behavior. An empirical study based on smartphones	14
Stefan Wengler, Marcin Adam Czaban, Sarah V. Mohr, Joachim Reidl	
Factors for Employees' Increased Wellbeing in the Global Production Industry	15
Ann Svensson, Beata Jungselius, Lena Aggestam, Madeleine Johansson	
<i>Session 2: Digital Transformation and Resilience in Business</i>	16
Making a difference: educating educators for a Multi-cultural Classroom	17
Darko Pantelic, Nevena Pantelic	
The role of Digitalization as a driver for a Transformational and Resilience Mindset of Company Employees in the Amidst Change	18
Anatoly Parinov	
<i>Session 3: Ethical Challenges and Organizational Communication</i>	19
Influence of National Culture on the Organizational Culture of Personnel: case of China and Ukraine	20
Tetyana Blyznyuk, Oksana Mazorenko, Jianping Miao	
The Impact of Corruption on Entrepreneurship: Does Bribery Matter?	21
Charles Bryant, Sivakumar Venkataramany	

The Role of HR Management in Fostering Resilience in Young Employees 22
Christine Ebner, Peter Harald Brandstaetter, Sarah Ann Grafinge

Session 4: Responsible Global Business and Leadership 23

Smart Retail Technologies and Shopping Centre Patronage Intentions: An Exploratory Study 24
Rachel Mei Ming Wong, Kong San Wong

Entrepreneurship Education Through Emotional Intelligence Tools 25
Yuliia Fedorova, Anna Pilková, Juraj Mikuš, Viktoriia Prokhorova, Dmytro Momot

Formation of leadership style in the process of generations' transition: case of Austria and Ukraine 26
Tetyana Lepeyko, Ivanna Pererva, Daniela Zehetner-Hirtenlehner

Co-Creating Sales Management Curricula with Practitioners - insights on competencies for future sales managers 27
Karina Burgdorff Jensen, Lars Funck Kristensen, Camilla Valbak-Andersen

Special Session: Young Scientists 28

Impact of Artificial Intelligence Implementation on Relationship between Supplier and Buyer in B2B Sales Processes 29
Valerija Muravjova

Touchpoint Management along the Customer Journey 30
Németh Luca Virág

Circular Academy (Interreg BAY-AT) – Young Creatives reflect circular business models 31
Students of the University of Findlay and of the University of Applied Sciences Upper Austria

<i>Special Session: Workshops</i>	32
Crafting Educational Excellence: Developing Business Case Studies Karina Burgdorff & Christian Stadlmann	33
Scholar's Forge: Navigating the Path to Impactful Research Richard Griffith	34
DigiSpace Customer Workshop: Thriving digitally and using AI in Intercultural Customer Interactions AI Catalyst for SMEs team - Valerija Muravjova, Lucie Sára Závodná, Margarethe Überwimmer, Piotr Kwiatek, Markus Vorderwinkler, Harald Hammer	35
Universities and their Mission for more Sustainability Ramu Damodaran	36

Closing Keynote:
“Redefining international business in a world of transformation”

Georg Weingartner

Austrian Commercial Counselor in Ukraine at the Austrian Federal Economic Chamber

Having a military background and after having worked several years in energy trading, Georg Weingartner joined Austrian Federal Economic Chamber in 2003. Since then, he has been posted as Commercial Counselor in various countries in Middle East, Asia and Europe, among them Iran, Afghanistan, United Arab Emirates, Thailand and Myanmar. In 2023 Georg Weingartner was appointed Austrian Commercial Counselor in Ukraine.

In his keynote, Georg Weingartner addresses trends in international business and trade in light of geopolitical and technological trends. This is partly reflected in our organization. He is thinking of trends such as nearshoring, moving away from JIT, increased use of AI, shifting focus regions, holistic approach (trade, services, investments and now also innovation, increasing importance of risk management, increasing importance of energy availability at production sites, compliance, and sustainability as an essential cornerstone of entrepreneurial activity...)



Session 1

Cultural Influences
on Consumer
Behavior and
Wellbeing

Customer acceptance of recycled packaging in Austria and Germany

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1: University of Applied Sciences Upper Austria, Austria

2: Universität Passau, Germany

ABSTRACT

This research investigates customer attitudes towards circular packaging in Austria and Germany, emphasizing the significance of end-consumer awareness and acceptance in promoting a circular economy (CE). It analyzes factors influencing customer behavior, including awareness of environmental impacts, perceptions of circular packaging, and willingness to pay for sustainable options. The study highlights the critical role of transparent communication by businesses to avoid greenwashing and build end-consumer trust. Through a comprehensive survey, the research reveals insights into customer preferences, behavior tendencies, and the impact of socio-economic factors on their purchasing decisions. The findings provide valuable guidance for companies seeking to implement circular business models and sustainable packaging practices.



Influence of Cross-Cultural Features on formation of company's Marketing Strategy

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ABSTRACT

Globalization of business, entry of companies to foreign markets, creation of joint ventures requires knowledge of national culture, traditions and customs. Cross cultural management as a component of company's marketing strategy is primarily the creation and application of cultural diversity management technologies that successfully operate in different cultures, prevent intercultural conflicts and contribute to increased sales in foreign markets. Understanding and ability to use the peculiarities of national cultures in the process of interpersonal communications in international business allows making effective cross cultural marketing decisions. The purpose of study is to investigate the influence of cross cultural characteristics on the development of company's marketing strategy. The research provides description of cross cultural marketing solutions of company's activities in foreign markets, reveals the barriers that arise on the way to their implementation, and also determines the influence of cross cultural management on increasing the effectiveness of implementation of marketing strategies and strengthening the company's competitive advantages. The paper analyzes global practice of marketing activities of companies in accordance with cross cultural features, proves the influence of diversity on the effectiveness of cross cultural management, and substantiates that cultural diversity should be used as a resource of company's marketing advantages. The result of study is the formation of a toolkit for assessing the influence of cross cultural features on marketing strategy of companies.

Hypothetical constructs of consumer behavior as predictors of pro-environmental behavior. An empirical study based on smartphones

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3: Research Center Empirical Research & User Experience (ERUX), Germany

4: Kassel University, Germany

ABSTRACT

Despite being a specific sustainable development goal (SDG), the role of consumers for sustainable consumption is still ambiguous. This is exemplified by a vast amount of research on the attitude-intention-behavior gap, which generally describes consumers' failures to behave as sustainable as theoretically predicted. Recent reviews have prompted further investigations beyond the existing literature on factors influencing this gap. We contribute to this call by quantitatively investigating five antagonistic dimensions—both intrapsychic and situation-related—of smartphone usage and sustainable consumer behavior in Germany (n=800). Our results indicate two novel concepts. Emotional connection – i.e., consumers' connections with the consumption experience – can either promote or prevent sustainable behavior, while exploration-driven consumerism – i.e., new purchases due to exploration tendencies – typically attenuates sustainable behavior. This illustrates how and when sustainability is outweighed by other consumer attitudes. We contextualize these results and conclude our study by highlighting limitations and further research opportunities.

Factors for Employees' Increased Wellbeing in the Global Production Industry

Ann Svensson¹, Beata Jungselius¹, Lena Aggestam¹, Madeleine Johansson¹

1: University West, Sweden

ABSTRACT

The human workforce with its highly skilled labor is an important factor for productivity in the global production industry. Companies' responsibility includes providing a healthy and safe environment for their employees and achieving performance and productivity. The employees' well-being is significant for the production and quality of the products. The development of human resources and the use of employees' potential is needed to meet the required competencies as the production industry is faced with ongoing transformation, meeting the needs of the Industrial Revolutions. Constant learning is required by the employees to contribute to the production industry's development. To enhance employees' well-being there is a need for: 1) responsibility and ownership, 2) opportunity and authority, and 3) development of opportunities to build capability, at individual, team- and organizational levels. This paper reports from a case study conducted in a global company that design and construct artefacts to increase accessibility in and around cars. The aim of the paper is to further understand factors for employees' well-being in an industrial context and how employees' well-being can be increased in this setting. The results show important interactions within the social environment and culture as this represents the most important causes of motivated behaviors and interpersonal phenomena. It is important to prioritize initiatives that promote autonomy and relatedness among employees, and to recognize social interaction and a sense of community. Companies need to demonstrate their commitment to support the well-being and professional development as well as to enhance the sense of competence. All aspects of culture may not be adopted, but there is need to embrace a holistic approach to well-being centered on employee engagement and support independent of cultural differences. Such aspects will enhance both autonomy, competence, and relatedness within industrial companies.

Session 2

Digital
Transformation and
Resilience in
Business

Making a difference: educating educators for a Multi-cultural Classroom

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ABSTRACT

There is a certain dichotomy in the idea of a multicultural classroom. The internationalization of higher-education institutions (HEIs) means that educators are increasingly meeting culturally diverse students. Although the concept of diversity has a positive connotation, with a wide agreement about the benefits of multiculturalism, the daily work (and life) in a diverse setting is often burdened with obstacles that make a lot of educators (as well as students) choose not to engage with cultural diversity. What seems to be a great asset, faced with the harsh reality of deadlines and performance expectations, becomes a problem. However, undeniably, cultural diversity will remain in the context of future graduates' work and lives. In order not to miss the opportunity to equip them with valuable intercultural competences, we developed a course for educators to address the frequently stated issue of a lack of training or knowledge to address multicultural classrooms.

This paper follows the process of ideation, design, development, and delivery of a continuous professional academic development course – that puts the needs, circumstances, and preferences of learners (educators) at the center. The insights from educators are collected in 21 interviews across the university. Our point of departure was to recognize educators as adult learners, leading to the elaboration of andragogical principles as guiding values in the course design, while ideas of instructional design were instrumental in creating a blueprint for the course “Managing an Intercultural Classroom.”

We aim to contribute to the discussion on continuous professional academic development for educators, with the goal of improving the learning experience for students. We present our model for designing learning experiences that can be used as a general model for designing different educational formats.

The role of Digitalization as a driver for a Transformational and Resilience Mindset of Company Employees in the Amidst Change

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ABSTRACT

This study examines the transformative role of digitalization in fostering a resilient and transformational mindset among employees within companies undergoing change. Combining more than 300 sources analyzed and including empirical analysis, this paper highlights the key role of digital transformation in improving operational efficiency, strategic agility, and developing new business models in the face of resilience-driven change and building a personalized mindset. Central to this transformation is the nurturing of a learning-centric organizational culture that emphasizes adaptability, innovation, and emotional intelligence. Such a culture not only strengthens employee resilience but also boosts engagement, collaboration, and well-being, thereby driving organizational performance and sustainability. The paper highlights the importance of value-based leadership, growth mindsets, and the strategic integration of digital technologies to foster trust-based internal and customer relationships. Additionally, it proposes the Dynamic Agile Value-Based Roles System (DAVRS) as an iterative framework to maximize productivity and value in project management. The study further explores the creation of a digital culture and mindset within sales forces, identifying key components essential for digital excellence. The findings suggest that the convergence of digital transformation initiatives and a supportive corporate culture is critical for empowering employees to navigate the complexities of the digital era successfully.

Session 3

Ethical Challenges
and Organizational
Communication

Influence of National Culture on the Organizational Culture of Personnel: case of China and Ukraine

Tetyana Blyznyuk¹, Oksana Mazorenko¹, Jianping Miao²

1: Simon Kuznets Kharkiv National University of Economics, Ukraine

2: Neijiang Normal University, China

ABSTRACT

Organizational culture is a complex social phenomenon formed within the organization under the influence of several factors. Due to its social nature, it has a strong influence on the individual but at the same time, the individual influences the formation and change of the organizational culture itself, that is, there is mutual influence and relationship between the organizational culture and the individual. An important aspect of organizational culture research is the relationship and interdependence of national and organizational culture of personnel. Thus, organizational culture, like national culture, is formed in the process of joint activity of people as carriers of this culture. However, the main difference between organizational culture and national culture is that the former is created spontaneously in the course of the development, life, and activity of the country, while the latter is usually formed with the help of conscious construction with further management of its development.

Results of the comprehensive assessment of the organizational culture of the personnel in Chinese organizations taking into account national content proved that Chinese national culture significantly influences the organizational culture of the personnel of these organizations. This is primarily the courage and restraint of Chinese culture (higher position of conformity value among Chinese female respondents and higher value position of achievement among Chinese male respondents). Pragmatism (long-term orientation) of Chinese national culture also has a significant influence (higher position of the tradition value among Chinese female respondents).

Results of the comprehensive assessment of the organizational culture of the personnel in Ukrainian organizations taking into account national content prove that Ukrainian national culture significantly influences the organizational culture of the personnel of these organizations. These are primarily the femininity of Ukrainian national culture (higher value position of universalism among Ukrainian female respondents) and pragmatism (long-term orientation) of Ukrainian national culture (higher value position of tradition among Ukrainian female respondents).

The Impact of Corruption on Entrepreneurship: Does Bribery Matter?

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ABSTRACT

Extant literature reveals that entrepreneurship has been strongly associated with positive economic development. But not all entrepreneurship creates a positive impact on an economy. Thus, it is important to develop a deeper understanding of the business climate and the ecosystem that leads entrepreneurial activity to foster economic growth. This empirical paper delves into the role of corruption as measured by Transparency International's (CPI), and its role in establishing an environment for entrepreneurship at the national level. Using data gathered from the Global Entrepreneurship Monitor, the World Bank, Transparency International, and various NGO data sites, this paper conducts an empirical investigation of the impact of national level corruption and how it impacts the national level of entrepreneurship. Our findings indicate that under certain economic situations, corruption behaves exactly as expected, but when evaluating different type of economies, there are differing results.

The Role of HR Management in Fostering Resilience in Young Employees

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ABSTRACT

The existing literature on Human Resource Management (HRM) predominantly examines the relationship between HRM and outcomes within the context of strategic HRM. It focuses on assessing the impact of HRM practices on various aspects of organizational performance, including economic outcomes, productivity, and service quality. While recent HRM research has begun to examine employee attitudes and behaviors, scholars typically view employee outcomes primarily as instruments for enhancing organizational performance, often neglecting employee well-being and mutual gains. However, the cultivation of engaged and resilient employees is of paramount importance for organizational success.

This paper focuses on the role of HRM in fostering resilience in young employees. An empirical study was conducted to measure the resilience of young people (14 to 24-olds; N=1004). The findings indicate lower levels of resilience among apprentices (66.7) in comparison to school pupils, students, and individuals in gainful employment (71.1). Furthermore, the results of the study demonstrate a significant positive correlation between resilience and the assessment of subjective perceptions of health, as well as a negative correlation between resilience and perceived psychological stress.

Based on the empirical results, the aim of this article is to shed light on the areas of influence and the function of HRM in fostering resilience, particularly among younger people. The strategies outlined not only apply to the individual level of the person, but also include the possibilities that contribute to increasing the resilience of employees within a team. The role of HRM can also be seen to entail the evaluation and improvement of the organizational prerequisites of the promotion of resilience.

Session 4

Responsible Global
Business and
Leadership

Smart Retail Technologies and Shopping Centre Patronage Intentions: An Exploratory Study

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2: Department of Psychology, HELP University Malaysia, Malaysia

ABSTRACT

The past few years has seen an uptick of smart retailing technology (SRT) usage in the retail industry, and this trend has accelerated at the onset of the COVID-19 pandemic. The rejection or resistance of SRTs is likely disadvantageous in terms of preserving the significance of brick-and-mortar retailers to consumers, but therein lies the novel challenge of understanding the potential influence of SRTs in a physical shopping context.

The aim of this study is to investigate how the online dimensions of SRT are transferable into the physical outcome of shopping centre patronage intentions. Previous investigation into SRTs have yielded prominent theories such as the cognitive-based Technology Acceptance Model (TAM), and the emotion-based Stimulus-Organism-Response (SOR) model. Based on the TAM and SOR, a new scale was developed that measured the extent of product smartness and customer enjoyment. Statistical validation was conducted using exploratory factor analysis, of which this scale met the required thresholds and was deemed psychometrically sound.

Using Structural Equation Modelling PLS, results from 850 respondents indicated that utilitarian factors had less impact on shopping centre patronage intentions, whereas hedonic factors had a stronger impact. This suggests that consumers would be more inclined to evaluate SRTs favourably when there was enjoyment elicited through its usage, and consequently be more inclined to engage in shopping centre patronage. A theoretical contribution of this study would be the integration of the TAM and SOR models into a cohesive, holistic framework that provides a clear path of assessment for shopping centre patronage intentions. The findings provide the basis of the recommendation that SRT be integrated into physical shopping centres to shape customer cognition and subsequently impact behavioural responses.

Entrepreneurship Education Through Emotional Intelligence Tools

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2: Ukrainian Engineering Pedagogical Academy, Ukraine

ABSTRACT

Entrepreneurship is an additional opportunity to solve the employment problem in European countries. The communicative abilities of entrepreneurs help to develop Emotional Intelligence (EI). Cooperation in entrepreneurship leads to an increase in the number of successful projects and the number of workplaces, which leads to economic and social effects. Leaders with a high level of EI have good communication skills and the ability to build long-term relationships, create a healthy collaboration atmosphere, and help realize team members' potential. Therefore, developing entrepreneurial skills and enhancing EI in training future entrepreneurs is advisable. At the same time, in Industry 4.0, the educational process can be saturated with new digital technologies and tools that can interest students in learning practical skills. This study aims to present digital emotional intelligence tools (EITs) that develop self-awareness, self-management, social awareness, and relationship management in the training of future entrepreneurs. The 4-component instrumental model for developing EI in business (4EI Model) is the methodological basis for EI training and EITs' development. The article presents digital EITs for developing the 19 competencies of the 4EI Model. EITs such as task management systems, electronic calendars, task organizers, tools for performance analysis, specialized social media analytics platforms, data visualization, video conferencing platforms, customer relationship management systems, and others have been proposed to develop the EI competencies of future entrepreneurs. This paper emphasizes that chatbots are promising and well-applied tools in education. The practice of using chatbots in education since 2020 shows an increase in students' EI levels. The effectiveness of the proposed tools is measured by the "EI in Business" questionnaire built into the Smart Sender online platform. EITs are being implemented at Comenius University in Bratislava (Slovakia) and Ukrainian Engineering Pedagogics Academy (Ukraine).

Formation of leadership style in the process of generations' transition: case of Austria and Ukraine

Tetyana Lepeyko¹, Daniela Zehetner-Hirtenlehner, Ivanna Pererva¹

1: Simon Kuznets Kharkiv National University of Economics, Ukraine

ABSTRACT

The development and efficiency of an enterprise in today's environment directly depend on the style and effectiveness of management activities. The choice of leadership style has always been difficult, as it is influenced by various factors: the personal characteristics of the leader, his followers, the industry in which the organization operates, the stage of its development, etc. In recent years, these factors have been joined by new ones caused by globalization processes in the management of organizations. These factors include, first of all, the cultural characteristics of leaders and followers, as people in different countries have different values, traditions, and visions. Secondly, it is clear that people themselves have also changed - new generations are significantly different from the previous ones. This means they need new leaders. This is why modern leaders need to develop a leadership style that takes into account the cultural characteristics and requirements of the new generations. Moreover, choosing the right leadership style for each stage of an organization's life cycle is critical for its success and growth.

The results of the survey on the preferences of Generation Z representatives regarding the values of their future leaders and expectations from these leaders in Austrian organizations showed that transformational and transactional leadership styles are less important for Generation Z representatives in Austria. Austrian respondents pay more attention to employee-oriented (transactional) leadership styles, and performance does not influence their preferred leadership style.

The results of the survey on the preferences of Generation Z representatives regarding the values of their future leaders and expectations from these leaders in Ukrainian organizations showed that transformational and transactional leadership styles are more important for Generation Z representatives in Ukraine. Ukrainian respondents evaluate production-oriented leadership and change-oriented leadership higher than Austrian respondents. At the same time, Ukrainian respondents with a higher level of productivity prefer a transformational, change-oriented style of leadership to an employee-oriented (transactional) style.

Co-Creating Sales Management Curricula with Practitioners - insights on competencies for future sales managers

Karina Burgdorff Jensen¹, Lars Funck Kristensen¹, Camilla Valbak-Andersen¹

1: University College of Northern Denmark, Denmark

ABSTRACT

The dynamic field of sales is experiencing a transformation, necessitating a nuanced approach to sales management education. Sales managers must adeptly navigate operational and leadership challenges in a landscape marked by advanced technology, evolving generational expectations, and seismic geopolitical shifts. This research employs an exploratory workshop methodology to identify the core competencies required of future sales managers, aiming to bridge the gap between academic rigor and industry relevance. Through the engagement of 20 industry professionals, the study delves into comprehending the multifaceted role of sales managers, who are often catapulted from successful sales roles into managerial positions without pertinent leadership training. The findings underscore the necessity for a curriculum that harmonizes practical skill sets with theoretical groundwork while prioritizing personal traits such as ethical conduct and resilience. The study recognizes the challenges posed by globalization, compliance demands, and generational diversity in the workforce, revealing that while market understanding and customer insights remain vital, the effective management of internal and external environmental changes is crucial for future-oriented sales leadership. The proposed curriculum, derived from workshop insights, reflects a synthesized perspective tailored to contemporary sales management exigencies with direct implications for the industry. Limitations due to the focus group size and geographic scope signal the need for more extensive research, including diverse stakeholder viewpoints, to enrich the education paradigm for aspiring sales leaders.

Young Scientists

Graduates present
their research

Impact of Artificial Intelligence Implementation on Relationship between Supplier and Buyer in B2B Sales Processes

Valerija Muravjova¹

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ABSTRACT

In reality, when people tend to claim that they understand what AI entails usually they say that AI is a magical pill which can help to solve all possible problems a company may have. Unfortunately, it is not true, and a lot of people do not really understand what kind of impact AI can bring not only in sales but on supplier-buyer relationship. This master thesis delves into the unknown world of AI in sales and derive all possible benefits and disadvantages an AI-enabled tool can bring into sales process. This research also delves into the definition of sales process and how exactly it looks like with evolved steps. Another point is discussed regarding how sales outcomes are measured and how AI can influence the KPIs nowadays.

In order to get the better understanding of the situation with AI in B2B companies a qualitative research method was applied with the narrative analysis of the gathered interviews. Eight experts were interviewed in order to get an insights regarding how companies from various industries are dealing with the technological novelty and what changes it already brought. All experts have an extensive understanding of AI technology and impressive experience. All of the experts contributed equally to the research process and helped to answer all of the research questions which were stated in the beginning of this work.

Touchpoint Management along the Customer Journey

Németh Luca Virág¹

1: University of Applied Sciences Upper Austria, Austria

ABSTRACT

In today's increasingly competitive business environment, customer experience and touchpoint management along the customer journey have gained considerable attention. The advent of digital technologies and changing customer expectations require a comprehensive understanding and proactive management of every interaction between a company and its customers. These online and offline touchpoints that occur during the customer journey play a critical role in shaping the overall customer experience. They contribute to customer satisfaction, loyalty and ultimately to the company's profitability. This master thesis takes an in-depth look at customer centricity in the B2B space, with a focus on the energy sector. It highlights the paradigm shift from product-centric strategies to customer-centric approaches that concentrate on understanding and fulfilling customer needs. Critical elements such as the development of buyer personas, effective touchpoint management and the broader concept of customer experience (CX) encompassing the entire customer journey are identified. The study also points to significant organizational barriers to customer centricity and emphasizes the need for a cultural shift towards service utilization and acceptance of change.

Circular Academy (Interreg BAY-AT) – Young Creatives reflect circular business models.

Students of the University of Findlay and of the University of Applied Sciences Upper Austria

1: University of Applied Sciences Upper Austria, Austria

2: University of Findlay, United States

ABSTRACT

This research investigates customer attitudes towards circular packaging in Austria and Germany, emphasizing the significance of end-consumer awareness and acceptance in promoting a circular economy (CE). It analyzes factors influencing customer behavior, including awareness of environmental impacts, perceptions of circular packaging, and willingness to pay for sustainable options. The study highlights the critical role of transparent communication by businesses to avoid greenwashing and build end-consumer trust. Through a comprehensive survey, the research reveals insights into customer preferences, behavior tendencies, and the impact of socio-economic factors on their purchasing decisions. The findings provide valuable guidance for companies seeking to implement circular business models and sustainable packaging practices.

Workshops at the CCBC

Crafting Educational Excellence: Developing Business Case Studies

Christian Stadlmann¹, Karina Burgdorff Jensen²

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ABSTRACT

Looking to enrich business education with real-world insights? Join us for an engaging case study workshop at the 13th Cross-Cultural Business Conference (CCBC) in Steyr. This interactive session is dedicated to the art and craft of creating educational business case studies tailored for bachelor and master programs. Collaborate with fellow educators, researchers, and practitioners to construct compelling scenarios that challenge and inspire. Through dynamic discussions and collaborative brainstorming, discover how to bridge theory and practice, fostering the next generation of business leaders with a profound understanding of real-world challenges

Scholar's Forge: Navigating the Path to Impactful Research

*Richard Griffith*¹

1: Institute for Culture, Collaboration, & Management, Florida Tech, United States

ABSTRACT

At CCBC 2024, we are committed to nurturing the scholarly journey. This workshop, led by seasoned researchers hailing from the US and UK, is a great opportunity for scholars and budding academics. Unveil the art of refining your research papers, navigating the publication landscape, and making a meaningful impact in your field. Engage in lively discussions, exchange insights, and receive hands-on guidance on structuring and presenting your research effectively. Join us to forge connections, share experiences, and embrace the transformative power of research.

DigiSpace Customer Workshop: Thriving digitally in Intercultural Customer Interactions

AI Catalyst for SMEs team - Valerija Muravjova¹, Margarethe Überwimmer¹, Piotr Kwiatek¹, Markus Vorderwinkler¹, Harald Hammer¹

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ABSTRACT

In the era of digital connectivity, mastering intercultural customer interactions is paramount. Enter the DigiSpace Customer Workshop at CCBC 2024, where participants delve into the world of hybrid customer engagement. Discover how technology and culture intersect to shape the customer experience. Through simulations, case analyses, and collaborative activities, immerse yourself in scenarios that mirror real-world challenges. Uncover strategies to bridge cultural gaps, communicate effectively across digital platforms, and create memorable customer journeys that transcend boundaries. These workshops, alongside traditional paper presentations, promise a multidimensional experience at the 13th CrossCultural Business Conference in Steyr. Embrace the opportunity to learn, grow, and connect in interactive settings that cater to diverse interests and aspirations. Whether you're an educator, researcher, practitioner, or aspiring academic, these workshops offer a chance to deepen your knowledge, refine your skills, and contribute to the tapestry of crosscultural business excellence.



Universities and their Mission for more Sustainability

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ABSTRACT

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Index of Authors

Aggestam, Lena	15
Bichler-Riedl, Wolfgang	14
Blyznyuk, Tetyana	20
Brandstaetter, Peter Harald	22
Bryant, Charles	21
Burgdorff, Karina Jensen	27, 33
Czaban, Marcin	14
Damodaran, Ramu	36
Ebner, Christine	22
Ehrlinger, Doris	12
Fedorova, Yuliia	25
Grafinger, Sarah Ann	22
Griffith, Richard	34
Haderer, Christina	12
Hammer, Harald	12, 18, 35
Johansson, Madeleine	15
Jungselius, Beata	15
Kristensen, Lars Funck	27
Kwiatek, Piotr	35
Lepeyko, Tetyana	26
Mang, Stefan	12
Mazorenko, Oksana	20
Miao, Jianping	20
Mikuš, Juraj	25
Mohr, Sarah V.	14
Momot, Dmytro	25
Muravjova, Valerija	12, 29, 35
Németh, Luca Virag	30
Pantelic, Darko	17
Pantelic, Nevena	17
Parinov, Anatoly	18
Parkhomenko, Nataliia	13
Pererva, Ivanna	26
Pilková, Anna	25
Prokhorova, Viktoriia	25
Riedl, Joachim	14
Stadlmann, Christian	33
Svensson, Ann	15

Überwimmer, Margarethe	12, 35
Valbak-Andersen, Camilla	27
Venkataramany, Sivakumar	21
Vorderwinkler, Markus	35
Wengler, Stefan	14
Wong, Rachel Mei Ming	24
Wong, Kong San	24
Zehetner-Hirtenlehner, Daniela	27