News / Information

13th Annual conference of the Department of Marketing, College of Commerce, DePaul University Chicago and the Department of International Business, Vienna University of Economics and Business Administration, Austria.

Business and Marketing Strategies for Central & Eastern Europe - December 1 to 3, 2005, Arcotel Hotel Wimberger Vienna, Austria

Empirical research, case studies or discussion sessions are sought which address such topics as comparative analysis of conditions of market entry in CEE countries, market entry through exports versus market entry via capital investment, acquisitions as opposed to joint ventures in CEE, marketing strategies to reach CEE consumers, marketing-mix-decisions for markets in CEE, financial strategies for opening CEE markets, case studies of CEE experiences by western firms.

Abstracts of the papers, in English, should be received by September 15, 2005. The final papers must be ready by November 1, 2005. For more information or to send abstracts contact either of the conference sponsors:

Prof. Dr. Reiner Springer, Wirtschaftsuniversität Wien, Althanstr. 51, 1090 Wien, Austria, Phone: + 43-1-313 36/4377, FAX: + 43-1-313 36/751-E-mail: Reiner.Springer@wu-wien.ac.at

or

Prof. Dr. Petr Chadraba, Department of Marketing, College of Commerc, DePaul University, 1 East Jackson Boulevard, Chicago, Illinois 60604,USA

Phone: (312) 362-6889, FAX: (312) 362-5647-E-mail: pchadrab@depaul.edu

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Call for Papers

1st International Conference on „Cross-Cultural Learning Styles", October 5th-7th, 2005, Singapore

With the ambition to better understand these differences in learning and teaching the FH JOANNEUM (Austria) together with FH Gelsenkirchen (Germany), Singapore Management University (Singapore) and Kasetsart University (Thailand) has initiated a research program funded by the European Union, called „Cross-Cultural Learning Styles". The first major part of this ongoing research project will conclude with an academic conference held in Singapore from October 5th – 7th, 2005. Further conferences in the series are already planned for 2006 and 2007. If you are interested in the topic and have insights to share, we would like to invite you to submit an abstract.

We especially invite paper abstracts from one of the following areas:

- Learning styles in different cultures;
- Implications of cross-cultural learning styles for management education, business or government;
- Cross-cultural management and communication, especially cross-cultural marketing, performance assessment in different cultures, negotiation and conflict resolution;
- Stereotypes, prejudices, ethnocentrism, racism, trust, language, or non-verbal communication;
- Institutional aspects of cross-cultural differences;

Proceedings will be made available to all participants in the form of a CD-ROM (with ISBN number) and selected papers will be published in a book in early 2006. If you are interested please send your abstract (approximately 1000 words) by May 31st,2005 to Dr. Martin Neubauer (martin.neubauer2@fh-joanneum.at), Research Manager at the Department of International Management at FH JOANNEUM (Austria). Complete papers are to be e-mailed to Dr. Neubauer by July 15th, 2005.

The complete „Call for Papers" and further information about the meeting can be found at http://www.communicon.info. Or please contact Christa Müller (christa.mueller@fh-joanneum.at).

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International Scientific Conference

Management of Creation and Development

Kaunas Lithuania, 22-23 September 2005-04-30

The aim of the conference is to analyze and evaluate the experience of creation and development processes of knowledge-based economy in various countries and to propose ways and methods how to improve the management of these processes.

Benefits to the participants:

- Identification of the development of knowledge-based economy and better understanding of the nature and trends of these processes.
- Mastering the management forms and organizational procedures of knowledge-based economy.
- Exchange of ideas and experience among the participants of various countries, as well as the promotion of opportunities for further professional cooperation.

Proceedings of the conference will take place in 3 sections:

Section 1. Transformation of Traditional Organizations into Learning and Developing Ones

- Concept of a learning and developing organization.
- Changes in organizations: assumptions and conditions, influencing factors, management modelling.
- Development of programming in organizations as well as ways and methods for preparing and implementing its scenarios.

Section 2. Introduction of Modern Organizational Forms of Market-driven Product Design and Development into Business Practice

- Modern organizational forms and trends of their development.
- Problems of design, production and development of Market-driven products.
- Experience and perspectives of application of modern organizational forms while creating, producing and developing Market-driven products.

Section 3. Improvement and Management of New Knowledge Creation, Dissemination and Acquisition Systems

- Problems of determining the priority trends in scientific research in various countries.

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- Modernizing organizational forms and structures of applied research and improving the management of practical implementation of the research results.
- Development trends of the latest knowledge dissemination and acquisition systems.
- Cooperation between science institutions and business organizations while creating and applying new knowledge.

Deadline for Abstract submission: March 01, 2005

Acceptance of Abstracts: March 20, 2005

Deadline for Paper submission : May 15, 2005

Full registration (including fee): May 15, 2005

Information on all conference logistics will be available on the Internet: VMU Homepage http://www.vdu.lt/konferencijos/knowledge-based

Registration forms, abstracts and papers should be addressed to:

Edita Eiciuviene

Vytautas Magnus University

Faculty of Economics and Management Tel. +370 37 32 78 57

Daukanto St. 28 Kaunas 44246 Fax +370 37 32 78 57

Lithuania E-mail: e.eiciuviene@evf.vdu.lt

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3rd Workshop on International Strategy and Cross-Cultural Management

Wirtschaftsuniverstität Wien (Vienna University of Economics and Business Administration), September 29-30, 2005

Background

After 2002 in Sweden and 2004 in Edinburgh, UK, this will be the third EIASM Workshop on International Strategy and Cross-Cultural Management.

The workshop invites both theoretical and empirical contributions in either International Strategy or Cross-Cultural Management. We are particularly interested in papers that may help us to enhance the dialogue between these two related, yet distinct subject areas.

The workshop is organised on the basis of a call for papers, coupled with keynote addresses by invited speakers and the authors of the best papers (one best overall paper and one best paper written by a junior scholar).

Call for papers

Contributions are invited for the following four tracks:

- Internationalisation Strategies of Companies (e.g.: Global Strategy, International Market Entry, Cross-Border Mergers & Acquisitions, Knowledge Management, Strategic Alliances, Greenfields)

  Track chair: Professor Gerhard Fink

- International Governance and Management Practices (e.g.: Corporate Governance and Cross-Cultural Management, Shareholder Value vs. Stakeholder Approach, Corporate Finance, Performance Management Practices, International Strategy and Organisation)

  Track chair: Professor Gerhard Speckbacher & Professor Paul Wentges

- Convergence and Divergence in Management Practices (e.g. in the following areas: Investment Strategy and Finance, Marketing, Accounting, Organisation, Research & Development and Innovation Management, Production)

  Track chair: Professor Chris Carr

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- Managing the Human Factor across Cultures (e.g.: Motivation, Training and Development, Communication and Decision Making)

  Track chair: Dr Markus Pudelko

Please submit full papers (maximum of 25 pages) and clearly indicate on the cover of your paper the track to which you are submitting it.

There will be one best paper award as well as one best paper award for PhD students only. If you are still by the submission deadline a PhD student, **please indicate this on the cover of your paper**, so that you can also qualify to be considered for the second award.

The submission deadline is: July 31, 2005.

For further details please check:

http://www.eiasm.org/frontoffice/event_announcement.asp?event_id=3D425

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