

## News / Information

Conference within the Euroconference Series  
“Cultural Standards in Business and Society in the European Union

### **Facing the 21st century: divergence or convergence of European cultures?**

June 1-4, 1998, Seminarhotel Raffel, Jennersdorf, Burgenland

Within this conference that is organized by the Institute for the Danube Region and Central Europe and supported by the European Commission, young researchers will be given the opportunity to attend lectures given by renowned experts

#### **Target groups:**

**1. researchers from across the European Community and Associated States with TMR (Norway, Liechtenstein, Israel, Iceland) that are**

- aged 35 or under
- researchers whose place of work is in a less-favoured region
- women researchers
- researchers who work in industry

It will be the task of this target group to act as discussants.

**2. experts in the field of intercultural research and science. Their contributions (current or concluded studies in German or English) should deal with the following topics:**

- divergence or convergence of European cultures
- is there a vision of a European culture?
- information technology and culture
- the Internet and culture
- European life-styles in different fields of life (business, politics, society, art, etc.)
- regional cultures in Europe (in particular: Austria and neighbouring countries)

The deadline for Application was: April 30, 1998. For further information please contact:

Forschungsinstitut für Europafragen  
z.Hd. Claudia Feichtinger, A- 1090 Wien  
Tel.: +43 1 31336-4141; Fax: +43 1 31336-752; Email: [Feichtin@fgr.wu-wien.ac.at](mailto:Feichtin@fgr.wu-wien.ac.at)

6<sup>TH</sup> ANNUAL CONFERENCE ON MARKETING STRATEGIES FOR  
CENTRAL & EASTERN EUROPE

DECEMBER 2-4, 1998 IN VIENNA, AUSTRIA

## CALL FOR PAPERS

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A primary goal of the conference is to promote an international dialogue between decision makers, business and government leaders from Central, Eastern and Western European countries. The conference will present information about the process of economic transformation in Eastern Europe, the stimulation of entrepreneurial activity and will contribute to the theory of global marketing; in addition, management education issues will be addressed. A central question to be raised will be if, and eventually how, the concepts of marketing can be adapted for the cultivation of markets in economies undergoing transition.

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Empirical research, case studies or discussion sessions are sought which address the following topics:

- \* Comparative analysis of conditions of market entry in CEE
- \* Market entry through exports versus market entry via capital investment
- \* Acquisitions as opposed to joint ventures in CEE
- \* Marketing strategies to reach consumers in CEE
- \* Marketing-mix-decisions for markets in CEE
- \* Financial strategies for opening Eastern European markets
- \* Case studies of experiences by western firms in CEE

Abstracts of the papers, in English, should be received by August 31, 1997. The final papers must be ready by **October 31, 1998**. For more information or to send abstracts contact either of the conference sponsors:

Univ. Prof. Dr. Reiner Springer

Wirtschaftsuniversität Vienna

Phone: +43-1- 313364371

Fax: +43-1- 31336751

Email: [springer@isis.wu-wien.ac.at](mailto:springer@isis.wu-wien.ac.at)

Ph.D Petr Chadraha

Depaul University Chicago, Illinois

Phone: (312) 362-8811

Fax: (312) 362-5647

Email: [pchadrah@wppost.depaul.edu](mailto:pchadrah@wppost.depaul.edu)

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Proceedings of the 5<sup>th</sup> ANNUAL CONFERENCE ON MARKETING STRATEGIES FOR CENTRAL & EASTERN EUROPE, December 10-12, 1997 can be ordered with the above conference sponsor under Email: [Gertrude.Seidelmann@wu-wien.ac.at](mailto:Gertrude.Seidelmann@wu-wien.ac.at)