



IACCM 2015
14th IACCM Annual Conference and
7th CEMS/IACCM Doctoral Workshop

1-3 October 2015

Vienna University of Economics and Business (WU Wien),
Vienna, Austria

CONFERENCE PROGRAM

Abbreviation:

 AP	Academic Presentation	 PP	Practitioner Presentation
 CEMS	CEMS Doctoral Workshop	 PWS	Practitioner Workshop
 SYMP	Symposium	 PC	Practitioner Case Study

October 1st, 2015 - Conference day 1

08:30 - 9:15		Registration			
Room	TC.1.02				
09:15-10:30		Opening Session & Keynotes Keynotes: Günther Stahl (WU Wien, Austria) & Steven Wallis (Capella University, USA)			
10:30-11:00		Coffee & CEMS Poster Presentation			
Time slot	TC.1.02	TC.3.03	TC.3.06	TC.3.07	
Chair	<i>Barbara Covarrubias</i>	<i>Sabine Ayd</i>	<i>Chiara Cannavale</i>	<i>Slawek Magla</i>	
11:00-11:30	36 Cultural Differences in Business Student's Self Image and the Possible Effects on Intercultural Education AP Brueck, Frank & Braunhofer, Eva	14 Diversity in the Workplace Claes, Marie-Therese	51 Strategic clarity-Organisational coherence and trajectory in a multinational company across two continents and four market segments CEMS Hartinger, Andreas, Discussant: Cannavale, Chiara	28 An analysis on intercultural competence: Turkiye scholarship students CEMS Kahraman Adiyaman, Hatice, Discussant: Bell, Roger	
11:30-12:00	69 Knowledge Exchange Processes in Multicultural Teams: Linking Organizational Diversity Climates to Teams' Effectiveness AP Hajro, Aida; Cristina Gibson, & Markus Pudelko		23 Power and Power Relations in the Multinational Company: An ethnographic case study of a British subsidiary of a Korean MNC CEMS Kyoungmi, Kim, Discussant: Cannavale, Chiara	49 Intercultural perspective on persuasive communication in an organisational context CEMS Pruvli, Elena, Discussant: Bell, Roger	
12:00-12:30	7 Bicultural individuals – Cultural allrounders or raw diamonds in need of polishing? Discussing methods that develop cultural intelligence in bicultural individuals AP Šehić, Alma	PWS	62 Cultural engagement in the volunteer program of the University of Cádiz: the influence of social networks CEMS Galiano Coronil, Araceli & Ravina Ripoll, Rafael, Discussant: Fink, Gerhard	68 Behavioral patterns in companies with multiple organizational cultures CEMS Schroll, Iris, Discussant: Magala, Slawek	
12:30-13:30		Lunch			
Chair	<i>Šehić, Alma</i>	<i>Saskia Lackner</i>	<i>Steven Wallis</i>	<i>Marie-Thérèse Claes</i>	
13:30-14:00	29 Decision Making in Intercultural Group Work AP Greenaway, Thomas	40 Falling through Intercultural Education? Mastering the Challenges of Intercultural Education in 3rd Spaces PWS Andric, Isabella	56 Intrapersonal Cross-Cultural Competence. Simultaneous use of culture specific knowledge in different contexts. CEMS Weingart, Erna, Discussant: Fink, Gerhard	48 Value orientations and contrasting emphasis on processes in German speaking regions CEMS Pundy, Barbara, Discussant: Müller-Camen, Michael	
14:00-14:30	15 Entrepreneurs' value judgement system and personality profile AP Garai, Anna & Nádai, Julianna		39 Promoting and assessing undergraduate students' intercultural competence development – Exploring the benefits and challenges of peer-training CEMS Binder, Nadine, Discussant: Wallis, Steven	66 A Study of Cross-Cultural Communication in the Thai EFL (English as a Foreign Language) Classroom: A Case Study at a University in Thailand CEMS Kuesoongnern, Satip, Discussant: Claes, Marie-Thérèse	
14:30-15:00		42 How to turn the iceberg upside down. Towards a relational approach to intercultural learning PP Aydt, Sabine	31 Masters students' mixed-culture groupwork: what could be improved for better developing students' intercultural competence CEMS Cai, Xiaozhe, Discussant: Wallis, Steven		
15:00-15:30		Coffee & CEMS Poster Presentation			
Chair	<i>Frank Brück</i>	<i>Isabella Andric</i>	<i>Bettina Grassl</i>	<i>Thomas Greenaway</i>	
15:30-16:00	70 The impact of national culture on the innovative strength of nations AP Moonen, Peter J.J.	13 Towards a theory of immanent cultural change in organizations AP Fink, Gerhard & Yolles, Maurice	3 Intercultural DISC – The missing link from knowing to using PP Toth, Csaba	9 Using storytelling techniques from narrative medicine to develop cross-cultural competence curriculum PWS Baertlein, Elizabeth	
16:00-16:30	53 An international comparison of HRM in multinationals. Do they really shape the HR field in a country? AP Poór, József & Covarrubias Venegas, Barbara & Thill, Katharina	34 Developing Cross-Cultural Competence of Expatriate Managers for Emerging Market Economies: Some key Issues AP Singh, Ganesh	58 Understanding Values: A LEGO® SERIOUS PLAY® workshop for diverse teams. PWS Gavrilova, Tatiana		
16:30-17:00	27 The HR-Staff Ratio – How to Calculate Easily? A Theoretical Model und Practical Application Compared Interculturally AP Strunk, Guido & Erten-Buch, Christiane	65 Diversity and discrimination in labour recruitment practices in Austria AP Pfeffer, Thomas			
17:00-17:15		Short Break			
Room	TC.1.02				
17:15-18:00		Closing Session & Keynote Keynote: Edeltraud Hanappi-Egger (Forthcoming Rector WU Wien, Austria)			
18:00 - 18:30		Welcome Drink			
18:30 - 19:00		IACCM Council / General Assembly			

October 2nd, 2015 - Conference day 2

08:30 - 09:00		Registration		
Room	TC.1.02	TC.3.06	TC.3.07	
Chair		Christiane Erten		Doris Hartl
09:00-09:30	50 Organisational, political and social meanings of competing cultural typologies	22 Starting Cross-cultural Competence with Identity Awareness McKimm-Vorderwinkler, Judith		
09:30-10:00		17 Skills for the global world – inquiring into the evolution and development of intercultural competencies		
10:00-10:30	SYMP Fink, Gerhard & Erten-Buch, Christiane	PWS Steixner, Margret		
10:30-11:00		Coffee & CEMS Poster Presentation		
Chair		Marie Therese Claes		Margret Steixner
11:00-11:30	55 Configuration Model of Organizational culture in the context of a German Higher Education Institution Yazici, Senem	16 Diversophy Austria: An interactive training tool on Austrian culture		
11:30-12:00	60 Developing a Robust Theory for Knowledge Management: A Configuration Model of Organizational Culture in Knowledge Management Context Karabag, Atila	PWS Berecki-Pernkopf, Magdalena & Lackner, Saskia		
12:00-12:30	57 Organizational culture and change diagnosis in an NGO Bell, Roger	21 Mindfulness in Cross-Cultural Trainings: an interdisciplinary approach for contemporary needs Hartl, Doris		
12:30-13:30	Lunch			
Room	TC.3.03	TC.3.06	TC.3.07	
Chair		Katharina Thill		Julia Domnanovich
13:30-14:00	5 Measuring intercultural competencies: Development of a German Short-Scale Engel, Anna Maria & Kempen, Regina	41 Lingua-cultural Affordances for Intercultural Learning. A cross-cultural lens on Austria and Brazil Weingraber-Pircher, Elisabeth & Gaisch, Martina	25 Generation Y: Intercultural Training Design for Internationally Experienced Young Professionals Schreiner, Karin	
14:00-14:30	26 The power of emotions in intercultural encounters Schnitzer-Skjønsberg, Astrid	38 What Executives Need to Know When They Deal With Diversity Günay, Oya	45 Why going abroad is not enough to secure intercultural learning	
14:30-15:00	12 Contextualising approaches to cross-cultural competence education: a case study from Japan Breaden, Jeremy		PWS	Abermann, Gabriele
15:00-15:30		Coffee		
Chair		Gabriele Abermann		Karin Schreiner
15:30-16:00	11 Applying Situation Leadership to Multi-Cultural Environments – Case Study – Shenzhen China Millner, Neil	37 Putting into practice of non-essentialist model of culture: Understanding corporate culture and fostering 'employeeship'	4 Bridging Cultural Diversity for Competitive Advantage - The Canadian Experience	
16:00-16:30	59 Open Doors: Management Training in a Georgian Subsidiary of a Multi-National Company Gavrilova, Tatiana			
16:30-17:00		PWS Nathan, Ganesh	PC	Yang, Caroline & Laroche, Lionel
17:00-17:15		Short Break		
Room	TC.1.02			
17:15-18:15	Practitioner Keynotes Piotr Pluta (Human Factors) & Marcus Boskamp Alexandre (Siemens)			
19:30	Conference Dinner			

* participants who only paid the reduced fee of € 110,- have to contribute an additional fee of € 45,- if they want to join the conference dinner

October 3rd, 2015 - Conference day 3

09:00 - 09:30		<i>Registration</i>				
Room	TC.1.02	TC.3.06		TC.3.07		
Chair	<i>Aida Hajro</i>		<i>Elisabeth Weingraber-Pircher</i>		<i>Cynthia Tilden-Machleidt</i>	
09:30-10:00	32	Diversity Management and Highly Qualified Immigrants and Inpatriates	18	The Use of Sacred Texts in Understanding Selected Cultural Aspects of the Egyptian and British Cultures – a pilot study Zakher, Maged & Žegarac, Vladimir & Ivanova, Milka	43	Cross-Cultural Differences and Corruption Level In CEECs Branču, Laura & Golet, Ionuț & Bibu, Nicolae
10:00-10:30			AP		AP	
10:30-11:00				20	More than oil and g̃ihād: the emergence of an Islamic discourse and communication pattern. The case of Islamic Finance Mader, Hildegard	52
	SYMP	Stahl, Günter & Hajro, Aida	PWS		PWS	
11:00-11:30		<i>Coffee</i>				
Chair	<i>Roger Bell</i>		<i>Hildegard Mader</i>		<i>Tatiana Gavrilova</i>	
11:30-12:00	47	The entrepreneurial cultural approach: does culture impact on researchers' perspective and on entrepreneurial success at a country level Cannavale, Chiara & Wallis, Steve	24	International Classroom Development: Implementation of an Integral Programme in Maastricht's School of Business and Economics Swaan, Wim	63	First Encounters, moving on Cross-Cultural Contacts (CCC). A Blended-Learning Project for Intercultural Skills Development and English Language Acquisition Tilden-Machleidt, Cynthia
12:00-12:30	8		Media diversity representation – intercultural strategy approach. Ethical reading of EU motto - United in Diversity Simic, Ljiljana		PC	
12:30-12:45	<i>Short Break</i>					
Room	TC.1.02					
12:45-13:15	Closing Ceremony & Awards					
14:00-17:00	2h Vienna Walking City Tour		TC.3.06.			
			67	Post-Conference: Diversity Icebreaker Workshop		
			PWS	Pluta, Piotr		

Please sign up separately for the Vienna walking City Tour and the Post-Conference Workshop as there is only a limited number of places: sabine.goblschegg@sietar.at

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