



**IACCM 2015**  
**14<sup>th</sup> IACCM Annual Conference and**  
**7<sup>th</sup> 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 1<sup>st</sup>, 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	Barbara Covarrubias	Sabine Ayd	Chiara Cannavale	Slawek Magla
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 Cross-cultural Interactions through the lens of Cultures and Situational Contexts : A Case Study of UK-based Korean Companies  CEMS Kyoungmi, Kim, Discussant: Cannavale, Chiara	49 The effectiveness of Intercultural Persuasive Communication in an organisational context: influencing factors.  CEMS Pruvli, Elena, Discussant: Bell, Roger	62 Social networks: in NGDO's a study from the perspective of social marketing  CEMS Galiano Coronil, Araceli & Ravina Ripoll, Rafael, Discussant: Fink, Gerhard
12:00-12:30	7 Bicultural individuals – Cultural allrounders or raw diamonds in need of polishing. A conceptual analysis of the potential contribution of cross-cultural learning models for the development of bicultural and multicultural individuals.  AP Šehić, Alma	PWS	68 A case study on value change and behavioral patterns in companies with multiple organizational cultures  CEMS Schroll, Iris, Discussant: Magala, Slawek	
12:30-13:30	Lunch			
Chair	Šehić, Alma	Saskia Lackner	Steven Wallis	Marie-Thèse Claes
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  Andric, Isabella	56 Intrapersonal Cross-Cultural Competence. Simultaneous use of culture specific knowledge in different contexts.  CEMS Weingart, Erna Discussant: Fink, Gerhard	48 Value Orientation and Contrasting Emphasis on Processes in Organizations A Comparative Analysis in the German-speaking Cultural Cluster  CEMS Pundy, Barbara Discussant: Müller-Camen, Michael
14:00-14:30	44 The relationship between cultural intelligence and career adaptabilities: An exploratory study  AP Wittmann, Xinhua & Freiburghaus, Markus	PWS	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	15 Entrepreneurs' value judgement system and personality profile  AP Garai, Anna & Nádai, Julianna	42  How to turn the iceberg upside down. Towards a relational approach to intercultural learning  PP Ayd, Sabine	31 Masters students' mixed-culture groupwork: what could be improved for better developing students' intercultural competence  CEMS Cai, Xiaozhe Discussant: Wallis, Steven	35 Exploring career progression in senior female leaders: The use of social networks  CEMS Jin, Jiafeng & Flood, Patrick & Bosak, Janine Discussant: Claes, Marie-Thérèse
15:00-15:30	Coffee & CEMS Poster Presentation			
Chair	Frank Brück	Isabella Andric	Bettina Grassl	Thomas Greenaway
15:30-16:00	33 Staff performance appraisal in Ireland and the cultural challenges involved in performance management  AP Corbett, Kevin	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 2<sup>nd</sup>, 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			PP			
10:00-10:30	SYMP		Fink, Gerhard & Erten-Bruch, 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	16	Diversophy Austria: An interactive training tool on Austrian culture		
	AP	Yazici, Senem				
11:30-12:00	60	A Configuration Model of Organizational Culture in Context of Knowledge Management	PWS			Berecki-Pernkopf, Magdalena & Lackner, Saskia
	AP	Karabag, Atila				
12:00-12:30	57	Organizational culture and change diagnosis in an NGO	21	Mindfulness in Cross-Cultural Trainings	Hartl, Doris	
	AP	Bell, Roger	PP			
12:30-13:30 Lunch						
Room	TC.3.03	TC.3.06	TC.3.07			
Chair	Katharina Thill		Saskia Lackner			
13:30-14:00	5	Measuring intercultural competencies: Development of a short scale	41	Introduce the notion of lingual-cultural affordances for intercultural learning in diverse classroom settings	25	Generation Y and Millennials: Increasing Cross-Cultural Competence of (business) students due to international experience at a young age
	AP	Engel, Anna Maria & Kempen, Regina	PP	Weingraber-Pircher, Elisabeth & Gaisch, Martina	PP	Schreiner, Karin
14:00-14:30	26	The power of emotions in intercultural encounters	38	What Executives Need to Know When They Deal With Diversity	45	Why going abroad is not enough to secure intercultural learning
	AP	Schnitzer-Skjønsberg, Astrid	PP	Günay, Oya		
14:30-15:00	12	Contextualising approaches to cross-cultural competence education: a case study from Japan			PWS	
	AP	Breaden, Jeremy				
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	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
	PP	Millner, Neil				
16:00-16:30	59	Open Doors: Management Training in a Georgian Subsidiary of a Multi-National Company				
	PP	Gavrilova, Tatiana				
16:30-17:00			PWS	Nathan, Ganesh	PC	Yang, Caroline & Laroche, Lionel
17:00-17:15 Short Break						
Room	TC.1.02					
Practitioner Keynotes						
17:15-18:15	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 3<sup>rd</sup>, 2015 - Conference day 3

09:00 - 09:30		Registration				
Room	TC.1.02	TC.3.06		TC.3.07		
Chair	Aida Hajro		Elisabeth Weingraber-Pircher		Cynthia Tilden-Machleidt	
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  Brancu, Laura & Golet, Ionut & Bibu, Nicolae
10:00-10:30	SYMP		AP		AP	
10:30-11:00			PWS	Mader, Hildegard	PWS	Blakeney, Hollie
11:00-11:30	Coffee					
Chair	Roger Bell		Hildegard Mader		Tatiana Gavrilova	
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	An integral approach to the development of intercultural competences of staff and students in an international university: the case of SBE, School of Business and Economics, Maastricht University	63	First Encounters, moving on Cross-Cultural Contacts (CCC). A Blended-Learning Project for Intercultural Skills Development and English Language Acquisition
12:00-12:30	8		Media diversity representation – intercultural strategy approach  Simic, Ljiljana		PC	
12:30-12:45	Short Break					
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](mailto:sabine.goblschegg@sietar.at)

## [iaccm2015.sietar.at](http://iaccm2015.sietar.at)