



**VII. Interdisciplinary Symposium *European Cultures In Business And Corporate Communication – Europäische Kulturen in der Wirtschaftskommunikation EUKO*, November 14th to 16th 2007 at Salzburg University of Applied Sciences, Austria.**

The 7th annual EUKO symposium will be held 2007 in the Austrian city of Salzburg at the Salzburg University of Applied Sciences. The main theme for the congress in 2007 is *Stakeholder oriented Communication – Anspruchsgruppenorientierte Kommunikation*. The congress aims at gathering scholars and practitioners from different areas around the different implications that this topic can have. The presentations can be held in English or German.

## 1. Thematic Areas/Topics

The symposium understands „Stakeholder Oriented Communication“ in a broad sense and especially welcomes presentations or workshops with new approaches or studies from one or more of the following thematic areas:

### **Thematic Area I: Customers as Stakeholder**

e.g.

- ❖ integrated communications
- ❖ advertising, sponsoring, public relations, communication and personal selling, communication and trade fairs, communication and the internet, multi-media, mobile marketing
- ❖ communication for specific sectors (B2B, B2C, services, trade)
- ❖ communication and target groups

- ❖ methods in verbal and non-verbal communication, e.g. communication by product design, product packaging, potentials (e.g. rooms, clothes of the employees)
- ❖ technical solutions to optimize the communication (e.g. IT systems, CRM systems)
- ❖ organization of the communication, e.g. customer clubs, community-management
- ❖ communication in special times, e.g. customer complaints, customer recruitment, customer retention, customer recovery
- ❖ communication of marketing instruments, e.g. communication of prices, communication and branding, communication of quality
- ❖ information base of communication, e.g. specific tools of market research and theories of consumer behavior
- ❖ sectoral communications (e.g. specifics of communication for the wood industry, the service industry, non-profit organizations, the health-care sector)
- ❖ communication in international companies
- ❖ law and communication

## **Thematic Area II: Stakeholder employee**

z.B.

- ❖ communication and leadership
- ❖ communication between colleagues in and between departments and teams
- ❖ communication process in enterprises
- ❖ appraisal interview
- ❖ communication at special events, e.g. communication at the job application, acclimation, routine phase, conflicts, separation
- ❖ particularities in the communication of co-workers in international enterprises
- ❖ methods of verbal and non-verbal communication of employees, e.g. new technical solutions to optimize the exchange of information in and between departments
- ❖ organising the communication of employees, e.g. organisation and procedure of meetings, relevant aspects of communication in the design of offices and lounges
- ❖ Legal aspects of employee communication

## **Thematic Area III: Stakeholder Business Networks**

e.g.

- ❖ communication with the supplier, with processing companies and business rivals
- ❖ distinctiveness and approach towards communication in free networks
- ❖ methods of verbal and non verbal communication in networks, e.g. new technical solutions for information exchange optimisation between network partners
- ❖ organisation of communication in networks, e.g. organisation and the process of information exchange
- ❖ external presentation of networks
- ❖ different aspects of network communication

## **Thematic Area IV: Investors / Capital Markets**

e.g.

- ❖ communication with shareholders and proprietors
- ❖ communication with banks (credit relations management, the role of communication in the rating process etc.)

- ❖ communication with investors, financial analysts, the press (equity story, communication of financial statements, ad-hoc disclosures etc.)
- ❖ communication with investors and financial institutions in special situations, e.g. initial public offering, emission of securities, insolvency, mergers & acquisitions
- ❖ cross-cultural differences concerning the communication with investors and financial markets
- ❖ management of expectations regarding financial communication
- ❖ changes in communication with investors and financial institutions due to Basle II

### **Thematic Area V: The Public as Stakeholder**

e.g.

- ❖ Communication from a macro-economic point of view
- ❖ Communication from a micro-economic point of view
- ❖ Communication of public organizations
- ❖ Communication and business ethics
- ❖ Communication of social organizations

### **Thematic Area VI: Other Stakeholder**

e.g.

- ❖ Communication of social organizations

## **2. Paper/Presentation**

If you are interested in a presentation at EUKO 2007, please send us an abstract (max. 2 pages) in German or English.

Please use in every case the format which we have used in the example above.

The presentations have a time schedule of 30 min (+ 15 min discussion); presentation languages are either English or German. Please notice, that most of the presentations will be in German.

## **3. Timing**

by Sept 2nd 2007

Submission Abstract

by Sept 15th 2007

Information about the time schedule and registration

Conference schedule:

Nov 14th 2007	2pm-3pm	arrival/registration
	3pm-6pm	presentations
Nov 15th 2007	9am-6pm	presentations
Nov 16th 2007	9am-12am	presentations
	2pm-6pm	post-congress (optinal)

(Changes are possible depending on number of registrations)

#### 4. Location/Hotels

##### Location:

FACHHOCHSCHULE SALZBURG GmbH  
 Salzburg University of Applied Sciences  
 Urstein Süd 1 |  
 A-5412 Puch/Salzburg  
 Austria  
 web: [www.fh-salzburg.ac.at](http://www.fh-salzburg.ac.at)

road map:

[http://www.fh-salzburg.ac.at/Campus\\_Urstein.21.0.html](http://www.fh-salzburg.ac.at/Campus_Urstein.21.0.html)

##### Hotels:

#### Gasthof zum Kirchenwirt

Familie Rettenbacher  
 Halleiner Landesstraße 28  
 5412 Puch bei Salzburg  
 Phone: +43/(0)6245/83 1 34 oder 85 6 98  
 Fax: +43/(0)6245/85 69 87  
 Mail: [info@kirchenwirt.at](mailto:info@kirchenwirt.at)  
 Web: [www.kirchenwirt.at](http://www.kirchenwirt.at)

55,-/82,- (prices in €, bed and breakfast, single room/double room)

*Please notice: "Gasthof Kirchenwirt" is the only hotel in walking distance from the congress.*

## **Kurhotel Vollererhof**

Familie Scheck  
5412 Puch bei Salzburg  
Phone: +43/(0)6245/89 91  
Mail: [kurhotel@vollererhof.at](mailto:kurhotel@vollererhof.at)  
Web: [www.vollererhof.at](http://www.vollererhof.at)

72,- (price in €, bed and breakfast, single room)

## **Austrotel Salzburg**

Mirabellplatz 8  
5020 Salzburg  
Phone: +43/(0)662/88 16 88-0  
Fax: +43/(0)662/88 16 87  
Mail: [salzburg@austrotel.at](mailto:salzburg@austrotel.at)  
Web: [www.austrotel.at](http://www.austrotel.at)

78,-/118,- / (prices in €, bed and breakfast, single room/double room)

For further accomodations visit: [www.salzburg.info](http://www.salzburg.info)

## **5. Conference Fee and Payment**

The fee is 130 Euro for every participant (with or without presentation), there are no exceptions possible. Registration fee includes the participation on all sessions and the lunch on Nov 15th.

In addition to that, a optional social programm will be offered which has to been payd seperately.

### **Payable through:**

#### ***Either***

From inside Austria:

FH Salzburg GmbH  
Urstein Süd 1  
5412 Puch bei Salzburg  
Österreich  
Raiffeisenverband Sazburg, Blz.: 3500, KontoNr.: 69658

Please mark YOUR NAME and: "EUKO 2007"!

**Or**

From outside of Austria:

FH Salzburg GmbH

Urstein Süd 1

5412 Puch bei Salzburg

Austria

Raiffeisenverband Salzburg, IBAN: AT493500000000069658, Swift Code: RVSAAT2S

Please mark YOUR NAME and: "EUKO 2007"!

## **6. Congress registration**

For registration please fill out the enclosed registration form and send it to:

**FH Salzburg GmbH**

**Urstein Süd 1**

**A-5412 Puch / Salzburg**

**Austria**

**Fax: +43 502211-1149**

**Mail: [euko2007@fh-salzburg.ac.at](mailto:euko2007@fh-salzburg.ac.at)**

## Registration sheet

( This registration sheet can be returned through e-mail or snail mail )

Name \_\_\_\_\_

Address \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

E-Mail \_\_\_\_\_

I would like to participate at the congress **„Anspruchsgruppenorientierte Kommunikation – Stakeholder oriented Communication“** from Nov 14th to 16th 2007 in Salzburg/Austria.

\_\_\_ without presentation

\_\_\_ with a presentation. The title of my presentation (or workshop) is:

\_\_\_\_\_

\_\_\_\_\_

Date

Signature

## 7. Contact

For questions, please contact us!

### Contact:

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Austria  
Tel.: +43 502211-1108

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Urstein Süd 1  
Austria  
Tel.: +43 502211-1115

Prof. (FH) Dr. Herbert Gölzner  
FH Salzburg GmbH  
Studiengang BWI  
Urstein Süd 1  
Austria  
Tel.: +43 502211-1114

Mail: euko2007@fh-salzburg.ac.at

## 8. Background Information

The interdisciplinary symposium *European Cultures in Business and Corporate Communication – Europäische Kulturen in der Wirtschaftskommunikation* (EUKO), which will be held at the Salzburg University of Applied Sciences on November 14th to 16th 2007, is the seventh annual conference within the European research cooperation under the same name. The congress in 2007 has the main topic **“Stakeholder oriented Communication – Anspruchsgruppenorientierte Kommunikation”**. For the more detailed thematic descriptions of this year’s congress see the enclosed detailed thematic range.

The cooperation was inaugurated in 2000 through the initiative of the business and language section of the German Department at Åbo Akademi in collaboration with the Aarhus School of Business and the University of Regensburg. So far constantly active universities from 9 different European countries have participated and contributed to the development of the cooperation. Even other universities have participated on a more casual basis. The present core organisation is held through the universities of Turku (ÅA), Darmstadt, Regensburg, Nijmegen, Luzern, and Århus School of Business. The aim is to enlarge the research cooperation over the whole of Europe throughout the years. The cooperation organises conferences every year in different European countries on specifically chosen topics in the area of intercultural business communication. The research cooperation gathers **researchers and practitioners** from different fields to deal with up-to-date issues concerning specifically modern business life from an interdisciplinary and international perspective. The cooperation also maintains an own scientific book series at the international Deutscher Universitäts-Verlag (DUV/Gabler). It publishes congress proceedings, anthologies, dissertations and monographies. So far 9 volumes have been published, all within the above presented field of business and corporate communication. The official languages used both on all congresses and in the publications are English and German.

The reason for establishing and constantly enlarging this international cooperation is the insight, that today’s internationalised and manifold business life is full of problems that cannot always be solved convincingly enough solely from the perspective of one specialised field alone. Therefore the congresses are highly interdisciplinary and intercultural. The combining factor between all participants is the interest in today’s internationalised business life from an intercultural perspective.

The cooperation aims at dealing on a systematic level with practice-based problems that stem from everyday corporate life and strives at working out solutions that can be of interest for corporations. The participants of the cooperation come from the fields of culture theory, marketing, controlling, intercultural communication, linguistics, organisational theory, and cultural psychology, to name the most important ones

This year's conference aims at bringing together both outstanding international practitioners and researchers (see enclosed list) as well as beginners and students. Therefore the congress involves both presentations and workshops (see list on thematic range). Additionally, it is intended to develop the theme of this year's conference toward a specific research project inside the cooperation, deriving from the interdisciplinary perspectives present at the conference. This will be done within an evaluating post-congress seminary between the constant members of the cooperation. The congress is in search for synergies between the participating disciplines in order to develop issues of stakeholder oriented communication and possible problem solving strategies that can be of specific relevance for today's business world. Additionally, the foundation of a new scientific internet journal in the field of the cooperation will be discussed in detail at the post-congress seminary.

The congress 2007 aims at publishing chosen papers on the basis of international peer review in its above named series.