

Global Business Management

A Research Field at FH Upper Austria Steyr Campus

Research Topics

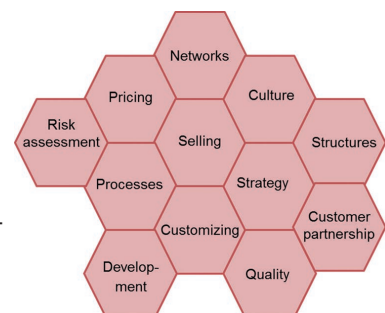
- » International sales and export
- » Business-to-business marketing
- » Intercultural management
- » Global human resource management
- » Industrial services and service innovation

In the context of international sales management, business-to-business marketing and intercultural management, methods and concepts for the analysis, planning and management of global sales are developed. Methodologies for developing, evaluating and for international marketing of knowledge-intensive services are being developed. This is to point out the service excellence of international companies. The Intercultural Management Centre deals with topics that are of importance when dealing with international markets.

Flagship Projects

Industrial Service Excellence Monitor: An Online Monitoring System for Companies to Measure their own Service Performance
In order to remain competitive and establish themselves in the market, companies must continue to develop existing services and product service solutions on an ongoing basis and identify new ones. This enables companies to meet the needs of the customers, solve their problems and generate real added value. The basis for this approach is a profound customer and market knowledge in order to specifically develop services and products that are of benefit to the customer. The output of such a project is above all the know-how about the identification of new services and service product solutions, as well as the know-how about the organizational and technological implementation (conceptual and organizational knowledge) of these services and product service solutions. An online and freely accessible software tool is under development, which contributes to the control of service innovation processes. Experts' experiences and specifics of steering, especially of innovation processes in SMEs, are taken into account.

The tool provides companies with methodological support and enables them to integrate continuous innovation process management in order to exploit existing innovation potential.



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Cross-Cultural Business Conference

The Cross-Cultural Business Conference (CCBC) takes place every year in May at FH Upper Austria Steyr Campus and is embedded in the "International Week" which takes place at the same spot. This event with an international setting offers lecturers, researchers and practitioners the opportunity to further develop their knowledge and to discuss with international guests the latest developments in management and business.

SIP-SME: Service innovation process for small and medium-sized enterprises

Service innovation processes are a strong focal point in European, Upper Austrian and South Bohemian politics as well as in science and business. However, it has been shown that the processes strengthen competitiveness, in particular those of SMEs. Innovative impulses have been identified in both regions, Upper Austria and South Bohemia. Their potential remains unused due to the lack of experience and resources of SMEs. International studies show that firms and research centres in both regions have synergies for cross-border cooperation. Both have sufficient capacities and opportunities, but there is a lack of networking with the local economy. With this project, an instrument and a final online tool are being developed to enable a continuous service innovation process for SMEs in both regions.



ServTrain: Industrial Services – Training Concepts

Training concepts are being developed for service employees or sales partners, adapted, implemented and evaluated in terms of intercultural challenges in defined international markets.

ServPrice: Industrial Services – Pricing Concepts

Industrial services are collected, documented and evaluated. A price analysis for each service package is developed by means of a benefit analysis from the customer's point of view and from the point of view of the sales / service personnel.



Check this out:
forschung.fh-ooe.at/en/fe-gbm

Research & Development at FH Upper Austria



More than **440 researchers** at FH Upper Austria use their expertise within **17 thematic areas.**

A total of **€ 17,34 million** of research funding is available per year, with almost **350 ongoing national and international projects** being financed.



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Take a look at ...



Prof. DI Dr. Margarethe Überwimmer talking about Global Business Management:
www.youtube.com

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