



VII. Interdisciplinary Symposium *European Cultures in Business and Corporate Communication – Europäische Kulturen in der Wirtschaftskommunikation* EUKO, October 27th to 29th, 2016 at TU Dresden.

In 2016, TU Dresden (Germany) will host the 16th annual interdisciplinary symposium of the European research network EUKO. This year's conference is devoted to the subject area "*Communication and Technology*" and aims at bringing together practitioners and scholars across disciplines. Presentations may be held in English or German.

Every year, since 2001, the research network EUKO has organized an international and interdisciplinary conference at different Universities all across Europe. The research network publishes annual conference proceedings in its own book series „*Europäische Kulturen in der Wirtschaftskommunikation*“ (Springer VS). More information about the research network EUKO is provided at the end of this call for papers and can be found on <http://www.wirtschaftskommunikation.net>.

1. Conference Topic: Communication and Technology

The terms "communication" and "technology" are understood in a broad sense. Lectures and workshops with new approaches or studies, which combine these two terms, are particularly welcome. Please note that conceptual, as well as empirical contributions from any field of science – e.g., communication sciences, computer science, psychology, economics, engineering sciences, legal sciences, etc. – are invited.

Examples of interesting topics may be new developments / insights in the following areas:

1. Technology as Communication Subject

- ❖ Technological change or technological innovation as communication subject
- ❖ Communication as means to reduce resistance for complex and / or new technologies / technical services
- ❖ Communication methods and approaches to explain technology
- ❖ Communication of technology by frontline employees
- ❖ Personal Communication of frontline employees of technical services (B2C) or customer engineering / sales (B2B)
- ❖ Communication of industrial goods (industrial communication) or of technical sales
- ❖ Presentation of complex technical services to increase sales
- ❖ Presentation of complex technical services to facilitate customers' use
- ❖ Industry 4.0 – Communication 4.0?
- ❖ High-tech-communication

2. Human-Machine-Communication

- ❖ Legal specifics of human-machine-communication/technically-aided communication
- ❖ Legal boundaries for the human-machine-communication/communication using technology
- ❖ Resistance for human-machine-communication

3. Specific Aspects

- ❖ Expectation management for technological innovations
- ❖ Communication at (technology-oriented) trade fairs
- ❖ Instruction manuals
- ❖ Communication to improve customer integration for technical services
- ❖ Technology as topic of customers' word-of-mouth communication for technical services
- ❖ Communication in the field of tension „engineering versus economics“
- ❖ Country-specific particularities of communicating technology
- ❖ Linguistic particularities of communicating technology
- ❖ Importance of language for developing technology
- ❖ Tasks and roles of employees in communicating technology
- ❖ Approaches from behavioral sciences / psychology to communicate technology
- ❖ Legal specifics for communicating technology or in the human-machine-communication / communication using technology
- ❖ Legal boundaries for communicating technology or for the human-machine-communication / communication using technology
- ❖ Communicating innovations in the area of information technology and computer science
- ❖ Methods of verbal and non-verbal communication of technology
- ❖ Technical solutions for the optimization of communicating technology (e.g., using apps)
- ❖ Personal solutions for the optimization of communicating technology: transfer experts
- ❖ Organizing communication using technology, e.g., technical communities, discussion forums, ...
- ❖ Communication in the case of technical break downs
- ❖ Ethical aspects of communicating technology

- ❖ Peculiarities of communicating internal and external key performance indicators in technology-oriented companies
- ❖ Communication and leadership: Peculiarities in technically oriented enterprises

2. Conference Papers and Presentations

If you are interested in presenting, please submit an abstract of max. 2,500 characters incl. spaces as a Word document (*.docx/*.doc) in German or English via e-mail (marie-christin.papen@tu-dresden.de). Please use the e-mail subject "EUKO 2016". The abstracts will be distributed to all conference participants at the beginning of the conference.

Please use the provided style sheet for your submission!

Your presentation may take 30 minutes, including discussions. Presentation language is either English, or German. In the past, most of the attendees preferred to present in German.

3. Schedule

Until June 30 th , 2016	Abstract submission
Until July 30 th , 2016	Abstract acceptance or rejection
Beginning of August	Information about the conference program
Until September 15 th , 2016	Registration (with or without presentation) of participants

Tentative conference schedule:

27.10.2016	1pm-2pm	Arrival and registration
	2pm-6pm	Presentations Afterwards (optional) dinner and get-together
28.10.2016	9am-6pm	Presentations/lunch/poster-session/presentations Afterwards (optional) dinner and get-together
29.10.2016	9am-12am	Presentations
	12am	Feedback/preview EUKO 2017 Afterwards (optional) lunch and get-together

(Changes are possible depending on number of registrations)

4. Conference Location

TU Dresden
Fakultät Wirtschaftswissenschaften
Festsaal der Fakultät
Helmholtzstraße 10
Hülse-Bau, Festsaal der Fakultät Wirtschaftswissenschaften,
Hülse-Bau, 3. Etage Nordflügel
01062 Dresden

Organizer:

Univ.-Prof. Dr. Florian Siems
Technische Universität Dresden
Fakultät Wirtschaftswissenschaften
Lehrstuhl für Marketing
01062 Dresden
Tel.: +49 (0) 351 - 463 39 197
Fax: +49 (0) 351 - 463 37 176
E-Mail: florian.siems@tu-dresden.de

Road map:

<https://navigator.tu-dresden.de/geb%C3%A4ude/h%C3%BC>

5. Conference Fee

The fee is 95 Euro for every participant (with or without presentation). Unfortunately, exceptions cannot be made. This fee includes the participation in all sessions and the lunch on October 28th.

Additionally, an optional social program will be organized that has to be paid for separately.

6. Conference Registration

Please register via the registration form on the EUKO website and send it (e-mail or fax, registration deadline: September 9th, 2016) to:

Lehrstuhl für Marketing
Fax: +49 351 463-37176
Mail: bwl.marketing@tu-dresden.de

7. Contact

For questions, please feel free to contact us!

Contact:

Prof. Dr. Florian Siems
Technische Universität Dresden
Fakultät Wirtschaftswissenschaften
Lehrstuhl für Marketing
01062 Dresden

Tel.: +49 351 463-37148

Marie-Christin Papen, M.Sc.
Technische Universität Dresden
Fakultät Wirtschaftswissenschaften
Lehrstuhl für Marketing
01062 Dresden

Tel.: +49 351 463-33534

marie-christin.papen@tu-dresden.de

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 TU Dresden on October 27th to 29th 2016, is the sixteenth annual conference within the European research cooperation under the same name. In 2016, the conference has the main topic “**Communication and Technology**”. For the more detailed thematic descriptions of this year’s conference 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 organization is held through the universities of Turku (ÅA), Darmstadt, Regensburg, Nijmegen, Luzern, Salzburg, Riga and Århus School of Business. The aim is to enlarge the research cooperation across Europe. The cooperation organizes 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 Springer (Springer VS). The official conference and publication languages are English and German.

The reason for establishing and constantly enlarging this international cooperation is the insight, that today’s internationalized and manifold business life is full of problems that cannot always be solved convincingly enough solely from the perspective of one specialized field alone. Therefore, the conferences are highly interdisciplinary and intercultural. The combining factor between all participants is the interest in today’s internationalized 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, organizational theory, and cultural psychology, to name the most important ones

This year's conference aims at bringing together outstanding international practitioners and researchers (see enclosed list) as well as beginners and students. Therefore, the conference 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-conference seminary between the constant members of the cooperation. The conference 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-conference seminary.

Selected conference papers, if successfully peer-reviewed, will be published in the above named series.

9. Conference Announcement

Our colleague and longtime EUKO participant, Prof. Dr. Herbert Gölzner, asked us to attach a note for his conference. The conference on "Emotional Intelligence in Organizations" will be held from 24th - 25th November 2016 in Salzburg. For more information, please visit:

<http://www.ei-o.net/Conference/Home/>