



# Trends in BUSINESS COMMUNICATION 2020

**Conference-Program,  
04. December 2020**

- 09:00 – Welcome address  
09:10 *Wolfgang Reitberger (Director of Studies, Marketing & Communication Management & Digital Marketing)*  
*Peter Schneckenleitner (Chair of the Conference TIBCOM 2020)*
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- 09:10 – Leadership communication with multiple managers and its influence on internal integration of different  
09:30 functional areas  
*Berend Barkela (University of Koblenz-Landau)*
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- 09:30 – The effect of culture on sustainable consumer behavior in Spain and Germany –  
09:50 a suggestion for a culturally sensitive Communication Management  
*Peter Dietrich, Simona Kronas (University of Applied Sciences Kufstein Tyrol)*
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- 09:50 – Project communication as a key function in agile organization forms –  
10:10 An analysis using the Wellenreiter Organization as an example  
*Julitta Jaschke, Christine Kühn (HfK+G Ulm), Bibiana Grassinger (IUBH University of Applied Sciences)*
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- 10:10 – Social media as an aid to export and early stage internationalization:  
10:30 A literature review  
*Darren P. Ingram (University of Oulu, Oulu, Finland)*
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- 10:30 – Changes in internal communications through the „home office“ working model  
10:50 *Tatjana Zeman (University of Applied Sciences Upper Austria), Mario Jooss (University of Applied Sciences Salzburg), Mario Situm (University of Applied Sciences Kufstein Tyrol)*
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- 10:50 – Break  
11:00
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- 11:00 – Tweeting CEOs, opinion leadership, and social capital of corporations  
11:20 *Sanna Ala-Korttesmaa, Laura Paatelainen, Pekka Isotalus, Johanna Kujala (Tampere University, Finland), Jari Jussila (Häme University of Applied Sciences, Finland)*
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- 11:20 – Blurring the lines: How social media managers transform business communication  
11:40 *Rosemarie Nowak (Danube University Krems, Department of Knowledge and Communication Management), Christian Rudeloff (Macromedia University of Applied Sciences, Media Faculty, Hamburg), Stefanie Pakura (University of Hamburg, Chair of Management & Digital Markets)*
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- 11:40 – Current status of corporate e-learning in Austrian ATX companies and its implications –  
12:00 a qualitative analysis  
*Peter Schneckenleitner, Carina Settje, Evelyn Wieser (University of Applied Sciences Kufstein Tyrol)*
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- 12:00 – The annual shareholder meeting in Austria in times of the COVID-19 pandemic  
12:20 *Christian Szücs (University of Applied Sciences Upper Austria)*
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- 12:20 – Data-driven marketing: How to drive B2B-customers' sales intention and increase sales volume  
12:40 *Andreas Mallaun (Guest Speaker; Tyrolian Science Award Winner 2020; Graduate Digital Marketing at University of Applied Sciences Kufstein Tyrol)*
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- 12:40 – Closing address and end  
12:45

The conference is moderated by Jolanda Guadagnini.  
All time slots are Central European Time (CET) and contain  
15 minutes of presentation and 5 minutes of discussion.