



EUROPEAN WEEK OF
REGIONS & CITIES

2003 - 2022

New Challenges for
Europe's Cohesion

Virtual Cross-Border Business Lab

A digital project exploring
cultural and context
differences/similarities to
facilitate cross-border business
cooperation



#EURegionsWeek



Introducing trainers



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New Challenges for Europe's Cohesion

Dr. Svetlana Buko

2003

Originally from Russia/Ukraine
Living & working in Villach/Austria



Countries

Russia
Ukraine
USA
Slovenia
Italy
Austria



Currently

CUAS (ICM)



Global Case Study Challenge



Education

Doctorate in Intercultural Management



Organizations

Research Institutes
Governmental Organizations
HEIs
NGOs





FH-Prof.Dr. Eithne Knappitsch

2005 - 2022

Originally from Ireland
Living & working in
Carinthia, Austria



Countries

Ireland
Austria
Belgium
Germany
Northern Ireland



New Challenges for
Europe's Cohesion

Currently

FHK (ICM)
SIETAR Austria
TEDxKlaffurt



Global Case
Study Challenge



Education

BA in Applied Languages
and European Studies

PhD in European and
Cultural Studies

Diversity Management
Lehrgang



Organizations

Research Institutes

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Organizations

HEIs

NGOs



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New Challenges for Europe's Cohesion

VIRTUAL EXCHANGE FORMATS

Capacity-building

Sustainable partnerships

Training

VE as a preparatory or follow-up activity for onsite training (blended mobility)	VE as an embedded component of a physical training (blended mobility)	VE as a stand-alone learning activity	VE as a component of a course/training (onsite or online course)
- VE either before/after onsite training	- VE incorporated alongside a physical training as part of the learning experience	- VE recognized as an individual activity	- VE as an integral and required part of the course
- Focus on preparation for or reflection on the collaboration/train	- Activities linked to physical training	- Offered as a form of learning that is compulsory/elective module	- Recognition linked to other course /training requirements
- Focus on relationship	- As part of a specific initiative	- Supports internationalization and Inclusion	- VE supports learning objectives of the course/training





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Why a Cross-Border Business Lab?

New Challenges for
Europe's Cohesion

Intercultural
Competency

Digital
Communication
Competency

Cross-Border
Business
Knowledge

Intercultural and diversity
competencies

Future-oriented & Career-
oriented

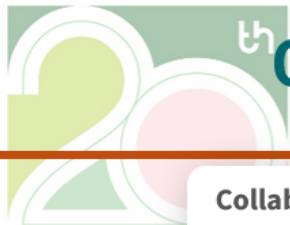
Digital communication
competencies

Knowledge on Alp-
Adriatic business context



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Cross-Border Business Lab

EUROPEAN W
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2003 - 2

**Collaborative virtual
project for diverse
students**

**10 virtual teams (5) / 5
weeks**

**48 students from two
Institutions**

**Co-developed and co-taught
(different socio-cultural and
educational contexts)**

**Embedded in for-credit
course**



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New Challenges for Europe's Cohesion

**Active and equal
participation**

**Consideration of language
variation**

Transdisciplinary

**Enhance interest in cross-
border collaboration**

**Generate knowledge of
the Alps-Adriatic region**

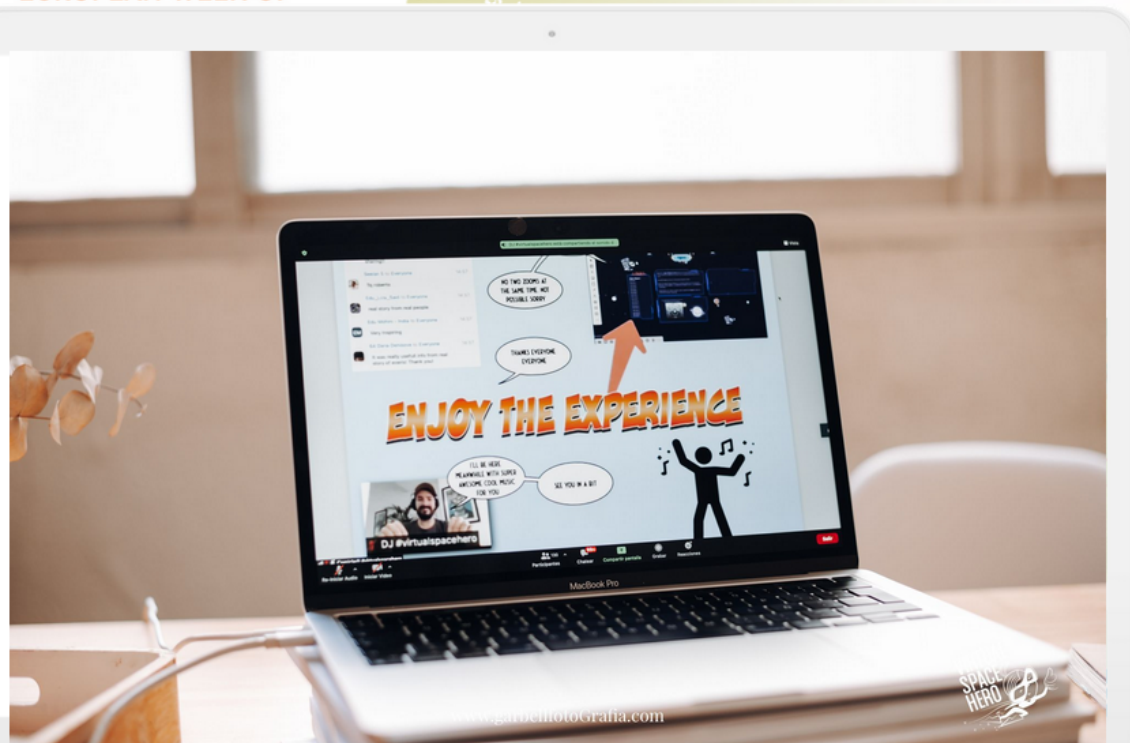




EUROPEAN WEEK OF

STUDENT REFLECTIONS ON THE LEARNING EXPERIENCE

**New Challenges for
Europe's Cohesion**



- Being pushed out of their comfort zones
- Managing multilingual settings
- Acquiring new knowledge on the business environment
- Enhancing their intercultural communication skills
- Gaining new insights into and practice in virtual office environment

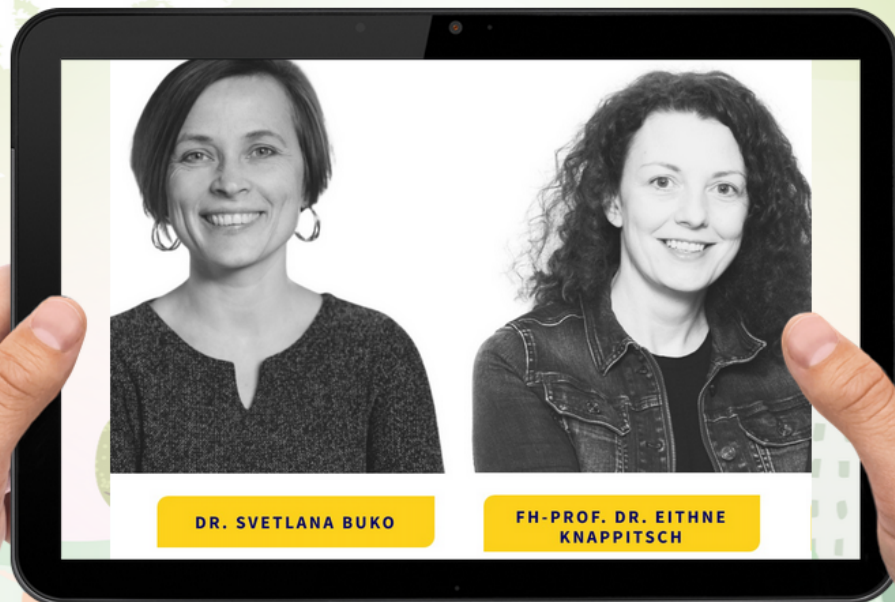




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DR. SVETLANA BUKO

FH-PROF. DR. EITHNE
KNAPPITSCH

THANK YOU

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