

7th WU Symposium on International Business Communication

***LANGUAGE(S) AND LANGUAGE PRACTICES IN
BUSINESS AND THE ECONOMY***

23 – 25 October, 2014
WU Vienna, Welthandelsplatz 1, A-1020 Vienna

Thursday, 23 October

Building AD, Meeting Room AD.0.114

15:30-16:00	Welcome & Registration
16:00-16:15	Opening
16:15-17:00	W. Ötsch: <i>How images and metaphors affect the economy: examples from the 18th century to present day Neo-liberalism</i> (in German)
17:00-18:30	Plenary discussion: G. Grund, W. Ötsch, R. Pirker, R. Rathmayr (in German)
18:30-	Reception

Friday, 24 October

Building AD, Meeting Room AD.0.114

09:30-10:00	Welcome & Registration
Session Chair: M. Leibbrand	
10:10-10:50	R. Göke: <i>France – the new sick man of Europe. Metaphors and metonymies in media discourse about the economic crisis</i> (in German)
10:50-11:30	S. Jaworska: <i>Why did no one notice it? The discourse of ignorance in the British media reporting on the global financial crisis 2009-2011</i> (in English)
11:30-11:50	Coffee
Session Chair: T. S. Rankin	
11:50-12:30	V. Efremov: <i>Economic crisis through the lens of political discourse</i> (in English)
12:30-13:10	R. Backhouse & V. Halsmayer: <i>Mathematics and the language of economics</i> (in English)
13:10-14:30	Lunch
14:30-15:30	Guided campus tour
Session Chair: A. Beer	
15:30-16:10	S. Lesk: <i>The role of human resource management in language policies of multilingual SMEs</i> (in German)
16:10-16:50	T. Garstenauer: <i>Foreign language use and language management in company locations in Russia</i> (in English)
16:50-17:30	E. Barakos: <i>Language policy as social and discursive practice – a critical examination</i> (in English)
18:30-	Dinner

Saturday, 25 October

Learning Centre LC, Clubroom LC.1.300

Session Chair: F. Fischer	
10:00-10:40	F. Fahlbusch: <i>The good name as an asset: The communicative dimension of company names</i> (in English)
10:40-11:20	H. Wochele: <i>Hello! Money: Strategies applied by European banks to brand their financial products (current accounts)</i> (in German)
11:20-12:00	A. Rocci: <i>The role of requests of confirmation of inference in earnings conference calls</i> (in English)
12:00-13:00	Lunch
Session Chair: A. Köster	
13:00-13:40	C. Williams: <i>Language strategies, institutional competence and the limits of regulatory provisions</i> (in English)
13:40-14:20	A. Hechtel: <i>Russian as a lingua franca in Central Asian business communication</i> (in German)
14:20-15:00	R. Piekkari: <i>Taking language seriously: The Multinational Corporation as a Multilingual Corporation</i> (in English)
15:00-15:15	Closing Remarks & Summing-up