

8<sup>th</sup> WU Symposium on International Business Communication  
**LINGUISTIC RESEARCH AT LIBRI UNIVERSITIES**

27 – 28 November, 2015  
WU Vienna, Welthandelsplatz 1, A-1020 Vienna

**Friday, 27 November**

**Building AD, Meeting Room AD.O.122 (Conference Room 2)**

13:15-13:45	Welcome & Registration
13:45-14:00	Opening
14:00-14:30	<b>Anne Kankaanranta (Aalto University School of Business):</b> <i>English matters in multinational corporations: the multifaceted notion of corporate language</i>
14:30-15:00	<b>Dorte Lønsmann (Copenhagen Business School):</b> <i>Embracing or resisting corporate language policies</i>
15:00-15:30	<b>Martin Nielsen (Aarhus University):</b> <i>The Role of Culture in Corporate Communication and Business Communication: Negligence vs. Significance</i>
15:30-16:00	Coffee break
16:00-18:30	<b>LIBRI meeting</b>
20:00	Dinner at <i>10er Marie</i> (Austrian wine tavern)

**Saturday, 28 November**

**Building AD, Meeting Room AD.O.122 (Conference Room 2)**

09:00-09:30	<b>Aet Toots (Estonian Business School):</b> <i>Challenges Arising from Integrating Content and Language Learning in Degree Programmes – the Experience of Estonian Business School</i>
09:30-10:00	<b>Tom Van Hout (University of Antwerp/Leiden University):</b> <i>Life is a pitch: self-presentation in the age of corporate speak</i>
10:00-10:30	<b>Geert Jacobs (Ghent University):</b> <i>Founder's narrative v. bad pharma: behind the scenes of corporate identity work</i>
10:30-11:00	Coffee break
11:00-11:30	<b>Allen Wood (Purdue University):</b> <i>The Language of Fifty Shades of Green: Sustainability and Business Communication</i>
11:30-12:00	<b>Almut Köster (WU Vienna):</b> <i>The interface between research and practice in teaching business communication: the example of negotiation skills</i>
12:00-12:15	Closing Remarks & Summing-up
12:30-13:30	Guided Campus Tour
13:30-14:30	Lunch at <i>Das Campus</i>