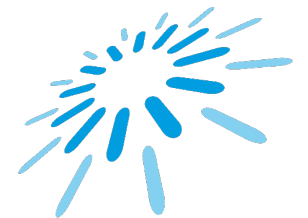




Institute for Intercultural Communication (IIC)

© Prof. Dr. Renate Link | 01/2021



TH Aschaffenburg
university of applied sciences



(Inter-)culturality

Communication

Language

Internationality

Interdisciplinarity

Research (publications, conference contributions etc)

Accompanying scientific research on TH AB studies/projects

Transfer into practice (university, project partner, enterprise)

Founding members

5 female professors from two faculties:

Prof Dr Renate Link (WR)

Prof Dr. Pei Wang-Nastansky (WR)

Prof Dr Alexandra Angress (WR)

Prof Dr Sylvana Krauß (IW)

Prof Dr Sylvia Fischer (IW)



Cross-faculty | Interdisciplinary | Innovative

**5 members
from both
faculties**

**Synergies
WR – IW**

**Internationality
and Interculturality**

Modernity

1st institute of TH AB with
exclusively female
members

Research

language,
(inter-)culturality,
business administration,
cultural studies

Continuity

successor of the
Institute
for Management
and Leadership

Theory

in teaching and
accompanying research

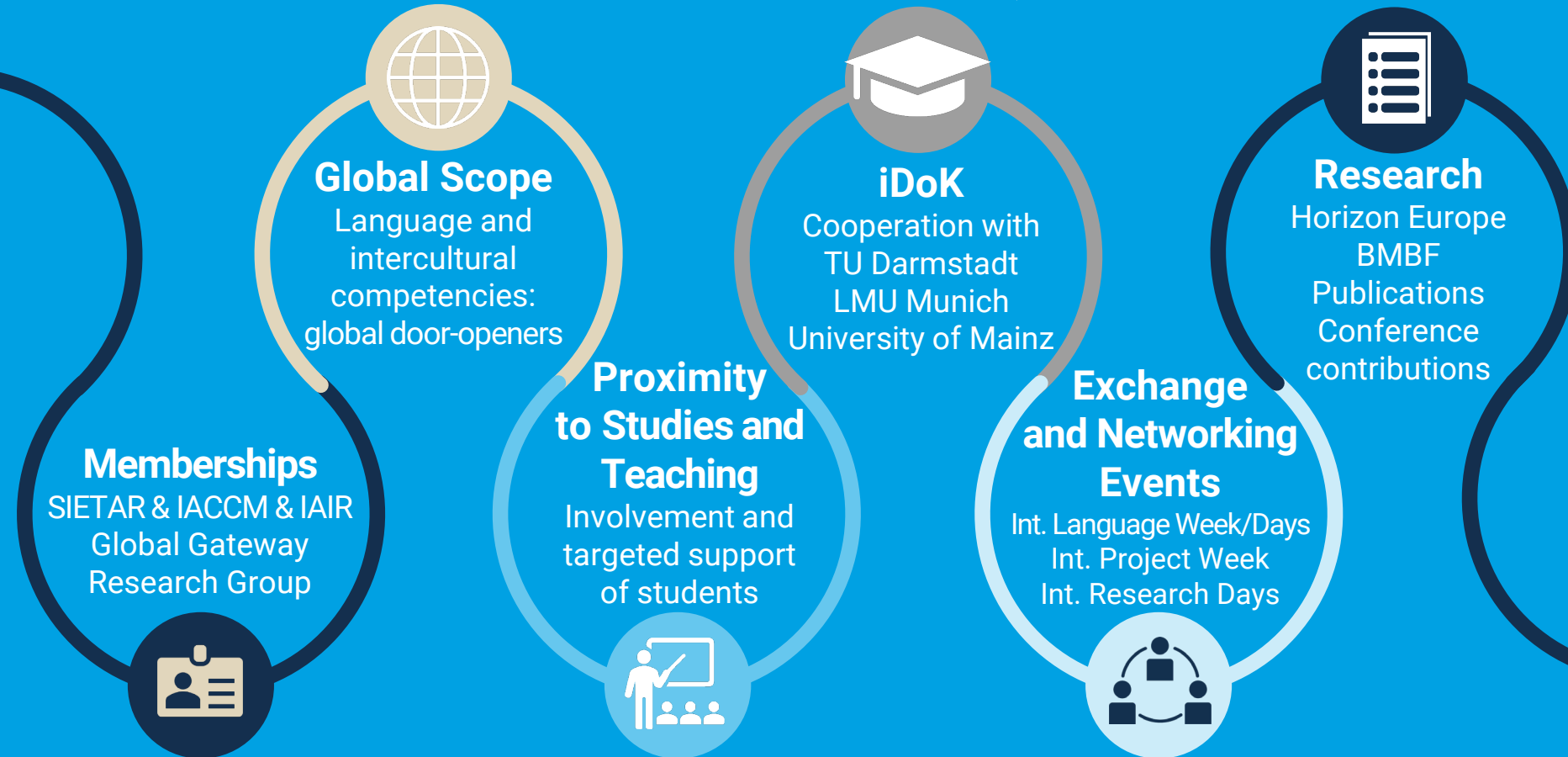
Practice

from traditional
to digital;
from B2B to B2C



Goals and activities of the institute

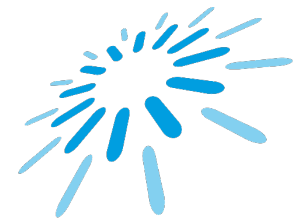
Teaching and research activities for building up and optimising (inter-)cultural sensitivity and competence at TH AB and in international environments (also by obtaining third-party funding).



Contact

e-mail to

renate.link@th-ab.de



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