



## Template questions for preparing for the interview

### **Topic: International Management**

#### **Company: Dynatrace**

Which adaptations would possibly have to be made to the Marketing Mix (4 P's) by Dynatrace in order to be suitable for its international markets? What role do culture and language play in this regard?

#### **Company: Spar**

How could trade controls and international trade agreements impact the operations and expansion strategies of Spar? Which advantages and disadvantages are achieved by putting trade barriers such as quotas and tariffs into place?

### **Topic: International Finance, Accounting and Taxation**

#### **Company: Ars Electronica Center**

How do various fields of accounting, such as management accounting, cost accounting and financial accounting could be applied within the context of the Ars Electronica Center?

#### **Company: Ars Electronica Center**

What are the main fields of accounting relevant to Erste Bank? How do they differ in terms of responsibilities and tasks allocated to these functions? What responsibilities does a financial manager have?

### **Topic: Digitalization and Supply Chain Management**

#### **Company: Voestalpine**

As mentioned on the webpage, Voestalpine has a very strict plan on how to achieve green steel production from 2027 and climate neutral steel production from 2050 on. Which role do suppliers play in this regard? Which digital tools can be used in your opinion to achieve these goals?

**Do you have any questions about the interview?  
Contact us by sending an e-mail to: [ba-iba\(at\)jku.at](mailto:ba-iba(at)jku.at)!**

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