



Cross Cultural Management

By Zachary Thuita

GRIN Verlag Dez 2015, 2015. Taschenbuch. Book Condition: Neu. 210x148x1 mm. This item is printed on demand - Print on Demand Neuware - Essay from the year 2015 in the subject Business economics - Business Management, Corporate Governance, grade: A, Kenyatta University (Kenyatta University), course: Bachelor of Commerce HRM, language: English, abstract: The need for cross-cultural management has become an integral part of the modern business organization. This is because the advancement in communication technology has made it possible for people and groups of people from different cultures to work together electronically, bridging the time and space between people. Migration and movement of people has enabled people from diverse cultures to move and work in a different region from its culture of origin. Similarly, globalization has made it possible for companies to venture into new markets with new cultures (Cukier and Middleton 1996). All these factors have enabled companies to employ people from different cultural background. Currently, organizations have to confront the reality of having to deal with cultural diversity, which is increasing in the workplace as one of the most serious concerns (Jones 2012). This essay examines the Chinese culture. The discussion revolves around the nature of its culture...



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