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MANAGEMENT OF CROSS CULTURAL PROJECT

HOW DOES CULTURE INFLUENCE PROJECT MANAGEMENT IN INTERNATIONAL BUSINESS ORGANIZATION

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ABSTRACT

The paper would deal with the critical issues which a business organization has to deal with and manage while they are planning to go global with a new project. The various measures and decisions which an organization will have to take and adopt to get the operations in different countries.

The various critical issues will include various internal and external environmental differences like political, demographical, cultural, social, legal, economic etc, issues pertaining to diverse workforce, work culture, work place, country specific culture vs. corporate culture, product vs. service companies, business ethics, cultural sensitivity of management, transcultural competence, language differences and many other issues which need to be discussed while planning to launch a project for international business organization.

Organizations will also have to consider cross cultural configuration while managing projects for international business organization so as to facilitate the following:

1. Cross Cultural Negotiations with reference to authority – responsibility – power
2. Managing cultural differences and synergies
3. Cultural prevention and appreciation.
4. Long term strategic alliances with organizations
5. Language issues

The paper would conclude by focusing on emerging practices, current trends and the future scenario in managing cross cultural projects to achieve cohesiveness by international business organizations.

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