

Eastern
Economy
Edition

Cross-Cultural Management

Text and Cases



Dipak Kumar Bhattacharyya

Cross-Cultural Management

Cross-Cultural Management

Text and Cases

DIPAK KUMAR BHATTACHARYYA

Formerly Dean

Indian Institute of Social Welfare and Business Management (IISWBM)
Kolkata

PHI Learning Private Limited

New Delhi-110001

2010

CROSS-CULTURAL MANAGEMENT—Text and Cases

Dipak Kumar Bhattacharyya

© 2010 by PHI Learning Private Limited, New Delhi. All rights reserved. No part of this book may be reproduced in any form, by mimeograph or any other means, without permission in writing from the publisher.

ISBN-978-81-203-4009-1

The export rights of this book are vested solely with the publisher.

Published by Asoke K. Ghosh, PHI Learning Private Limited, M-97, Connaught Circus, New Delhi-110001 and Printed by Raj Press, New Delhi-110012.

To

Sutapa, Tapodeep and Sudip

three culturally incongruent entities

whose proximity is my understanding of Cross-cultural Management

Contents

| | |
|---|----------------|
| <i>Preface</i> | <i>ix</i> |
| CHAPTER 1 Introduction to Culture | 1–20 |
| CHAPTER 2 Introduction to Organizational Systems, Structure and Design ... | 21–48 |
| CHAPTER 3 Organizational Culture and Organizational Change | 49–74 |
| CHAPTER 4 Diversity and Organizational Culture | 75–89 |
| CHAPTER 5 Basic Cross-Cultural Management | 90–117 |
| CHAPTER 6 Globalization and Culture | 118–146 |
| CHAPTER 7 Technology and Culture in Organizations | 147–167 |
| CHAPTER 8 Cross-Cultural Communication and Negotiation | 168–190 |
| CHAPTER 9 Cultural Issues in Mergers and Acquisitions | 191–212 |
| CHAPTER 10 Cross-Cultural Issues in BPR, TQM, Lean and Six-Sigma | 213–237 |
| CHAPTER 11 International Human Resource Management and Cross-Cultural Issues | 238–268 |
| CHAPTER 12 Cross-Cultural Decision-Making | 269–290 |
| CHAPTER 13 Managing Cross-Cultural Teams | 291–308 |
| CHAPTER 14 Research Methods in Cross-Cultural Management | 309–340 |
| <i>Index</i> | <i>341–344</i> |

Preface

Managers equipped with the knowledge on cross-cultural management issues are in great demand in organizations across the world. So far, the subject has been taught mainly to students of International Business, but now, with the spread of globalization, its importance is manifested in all management programmes. The subject is also of great significance to the practicing managers.

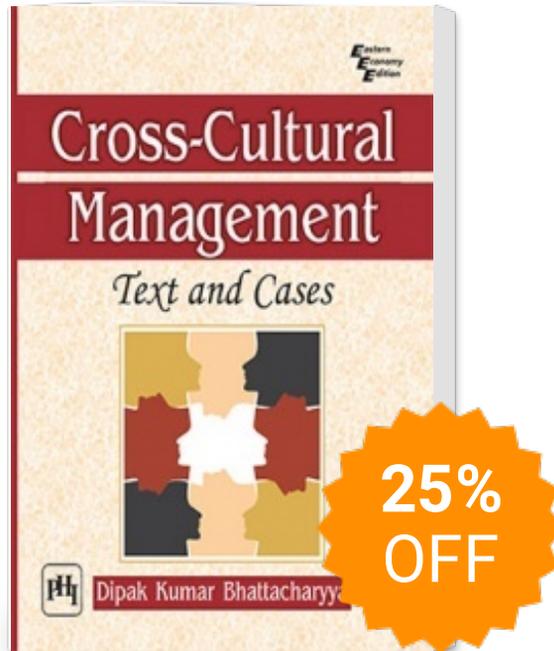
Cross-cultural Management studies the behaviour of people in organizations around the world. Its prime focus is on organizational behaviour within and between countries, across different cultures. This book is, perhaps, the first attempt from a global perspective to deal comprehensively with the subject of Cross-cultural Management. It is expected to serve as a catalyst in including Cross-cultural Management as a core course in all management programmes, both in India and globally.

My primary motivation to write this book came from my MBA students at Indian Institute of Foreign Trade (IIFT), where I have taught this programme. At the industry level I was doing consultancy projects to address the cross-cultural issues, primarily leveraging my core human resource management expertise. While teaching this subject as a full-fledged programme, I realized that there is hardly any standard text available in India on Cross-cultural Management. Obviously, when PHI Learning showed interest to publish this book, I was delighted.

The book is a balanced presentation of theory and case studies, drawing examples from organizations across the globe. Divided into 14 chapters, the book discusses various cross-cultural management issues. As in the international practice, each chapter starts with an opening case study and ends with a case study. There are also case studies interspersed between different sections.

Further, in between in each chapter, several examples are cited to help the readers relate theories with practice. All B-schools across the world will be eager to include this subject in management programmes since students can learn from the global management practices cited, even when they work in domestic organizations.

Cross-cultural Management : Text And Cases



Publisher : **PHI Learning**

ISBN : 9788120340091

Author : Dipak Kumar
Bhattacharya

Type the URL : <http://www.kopykitab.com/product/6738>



Get this eBook