



Cultural Differences in Managing Cross-Cultural Interaction between German and Chinese Employees

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GRIN Verlag Jan 2013, 2013. Taschenbuch. Book Condition: Neu. 210x148x2 mm. This item is printed on demand - Print on Demand Neuware - Studienarbeit aus dem Jahr 2012 im Fachbereich BWL - Unternehmensführung, Management, Organisation, Note: 2,0, Technische Universität Carolo-Wilhelmina zu Braunschweig, Veranstaltung: Topics in Intercultural Communication, Sprache: Deutsch, Abstract: The Chinese market is one of the most successful developing regions of the world. Today, it offers enormous possibilities for (German) companies to invest in this market i. a. though the delegation of employees to China as well as the integration of Chinese employees in Germany. Due to the skill shortages it will become more necessary than ever to recruit high potentials, to transfer and to share knowledge about a certain business unit. Integrity and commitment are the most essential factors for a successful cooperation and teamwork within the company as well as for company's success. Therefore it will be necessary to have a cooperative atmosphere with a mutual cultural understanding. Every employee must use cross-cultural skills (Adler 2002: 136). As Adler mentioned, organizations consist of work groups which form the organization structure. The quality of these teams depends on cultural heterogeneities and its productivity and performance depends on how well the...



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