MANAGEMENT BEYOND BOUNDERIES: CROSS-CULTURE MANAGEMENT

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ABSTRACT
“Management is the art getting things done through and with the people in formally organized groups”; this definition was given by Knootz. Human Resource is the most precious source of any organization. World has become the global village, diversified workforce is the demand of the successful business as it brings in knowledge, skills and abilities from different regions, sometimes it is more economic to have professionals from less developed regions. To manage such a diverse workforce has become a major challenge before the HR managers. MNC’s face this problem because the expatriates sent to various subsidiaries determine the success of business in that particular country. A failed assignment can cost billions to the organization, it has become extremely important to understand cultural differences and then provide proper training and extend all kind of support to help expatriate to adapt to the new atmosphere. Cross culture management has become the main responsibility of new generation HR Managers.

KEYWORDS: cross culture management, cultural differences, expatriate, cultural adjustment, cultural intelligence