

Review gung ho essay



**ASSIGN
BUSTER**

Chapter 2 & 3 Assignment - Gung Ho Case Study Answers Due Date - Oct 14, 2011 Points - 50 Possible Points Informal Institutions: Culture, Ethics, & Norms Introduction: Management Decision Section 1: (10 Points) this chapter emphasizes the importance of informal institutions (rules) - culture, ethics and norms that are the foundation of behavior for individuals and firms regardless of country. For managers this suggests that there are two broad implications: A.

The institutional based view argues that a firm's performance is at least in part determined by the cultures, ethics, and norms that govern behavior. What are the two broad implications discussed in chapter 3? Reactive, Proactive B. What implications do these concepts have on management actions (Rules of thumb)? How they handle/react to the task at hand, or problem. Section 2: (40 Points) For this assignment you will be required to locate and watch the movie Gung Ho and then apply the concepts that were discussed in Chapter 3 of the textbook by answering the questions outlined below.

Movie: Gung Ho Drama & Comedy; made in 1986, produced by Ron Howard; Staring: Michael Keaton, Mimi Rogers, and John Turturro With regards to the movie Gung Ho: A. Watch the movie Gung Ho B. Provide a short summary of what the movie was about and how you think it is relevant to the concepts of global business today. (5 points) a. Various responses - looking for a 2 -3 paragraphs that summarize the movie and second part of the question: how is this relevant to the concepts of global business today. Summary Hunt goes to japan, has trouble understanding directions in another language.

All the businessman spoke English. The Japanese arrive in America, and set up company. They had a different company policy than Americans are used to, including less pay, and installing cameras. The Japanese men had different choices in food. The Americans complained about not being able to smoke cigars and read newspapers. The Japanese beat Americans in baseball game. Hunt got into fight in grocery store over company policy. Hunt lied to workers so they worked hard to get a raise. The men trusted in Hunt and he lied and let them down.

Then all the men walk out and the factory was going to close. Hunt meets with the Japanese businessman in charge and they decide to learn from each other's cultures. They all work together and finish the cars and get the raise.

b. Outline the cultural differences that exist between the Japanese management team and their US Workers? Specifically address each of the following differences by describing examples from the movie. (16 Points)

- i. Collectivism (Team) vs. Individual -Team production is more important than individual needs.
- ii.

Business Etiquette-Varies by country, example the way the Japanese react to the arrival and taking on shoes on red carpet.

- iii. High context culture vs. Low context culture-American culture vs. Japanese culture
- iv. Women role in society-Example, how the women left the table when men were discussing business.
- v. Work Values-Japanese value the company more than everything else, unlike Americans.
- vi. Motivation vs. Incentives-Japanese work for good of company instead of personal gain. Americans work to make 15, 000 cars for a pay raise.
- vii. Uncertainty Avoidance-Wanting a guarantee, a contract
- viii.

Authority & Leadership-Example, how workers followed Hunt in exercising. C. Did these cultural differences cause any problems? Explain. (4 Points) Yes, caused conflicts and awkward moments. D. Referring back to the movie Gung Ho explain how the concept of enhancing cultural intelligence and the application of “ the Six rules of thumb when venturing overseas” could have been applied by the Japanese management team and/or the employee Liaison (Michael Keaton) so both the Company and labor would have been effective in succeeding in achieving their goals.

Provide specific examples. (5 Points) They could have been proactive and prevented the clash in cultures and listened to the complaints of the workers. . E. Referring back to chapter 2 in the textbook (10 Points) c. Define herd mentality. (4 Points) Following what others do . d. Did herd mentality play any role in the decision making process of the labor organization? Explain. (6 Points) Yes, if one man quit all the men did.