

Free cross cultural management essay example

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Introduction

When it comes to organizations, then there are certain things and provisions always be convicted accordingly. Organizations always strive hard for the economic prosperity and no organization wants them to distract from their core mantra. Organization is termed as a place where-in people belong to different demographics and mindset works together merely for the achievement of a single and pre-specified goal.

There are certain issues that may interfere in the operations of the company, or it could be said that these issues may pamper them not to expand positively and effectively. The main perspective of this assignment is to analyze the importance of theories of Hofstede and Trompenaar, which specifically associated with cross cultural management.

Analytical Framework

Management is basically a synergy of four things, which particularly are planning, organizing, leading and controlling, and all of these four elements are some of the essential or pillars for an organization which cannot be ignored (WIERENGA, 2014, pp. 61-67). The essence of cross cultural management is an important thing from the viewpoint of the company because managing different culture in an organization is an indication that the company is doing an exceptional job as far as enhancing their productivity is concerned.

Cross Culture Management, which also known as Diversity management is one of the most integral issues and concepts that lie in today's business and organizations always suppose to initiate different things from different

standpoints to overcome on these issues effectively (Anderson, 2012, pp. 112-119). Inevitably, as the process of industrialization increases or spreads out predominantly in the developed countries, diversity of the workforce of almost every company becomes a relevant aspect to be taken into account. Management of cultural difference is one of the most important issues which found in almost every organization, even in the big organizations, as well. Cultural management could also be interchanged as management of diversity. The theories of cross cultural management of two authors like Hofstede and Trompenaars have been taken into consideration to complete this assignment, as both of these individuals work extremely hard to overcome on the challenges of cross cultural management stance and how to overcome on these problems completely (Cardel, 1998, pp. 87-91). We have discussed the mantra of each theorist in individual capacity by analyzing that how useful are their thoughts in the current business environment.

Trompenaar's cultural dimension model

The dimensions of Trompenaar has identified that the essence of cross cultural management is effective from the viewpoint of a company in the current business context? Is it true? Then how much? In this analysis it would analyze the same. In the organization, there are many people associated and working as a team to attain milestones and economic prosperity of the company. However, the entire workforce is typically comprised on multi cultures, values and background. Therefore, the companies come across with various shortcomings and issues in certain area (Ahlstrom and Bruton, 2009, pp. 55-56). For this reason, many authors have proposed different theories

related cultural dimensions. Trompenaar's cultural dimension is one of the greatest models that are proficient enough to fill out the gap among diversified working groups in the workplace environment. The model is considered as a beneficial source to chuck out misunderstanding and help staff to work as one unit with full efficacy. Moreover, the Trompenaar's theory for cultural difference is a complete framework that is mainly applicable and effective for general business and managing operations. The theory has taken long span of time for its origination as Trompenaars strived hard to research and identify the culture and values of a number of people across the globe. However, the Trompenaar's theory is entirely based on the seven dimensions of culture that enable the management to prevent the cultural differences and create a better understanding among the employees. They are mainly comprised on (Ahlstrom and Bruton, 2009, pp. 55-56):

- Universalism vs. particularism (what is first priority, regulations or relationships?)
- Individualism vs. collectivism (communitarianism) (should discharge duties as a group or working as individuals?)
- Neutral vs. emotional (Should we exhibit our sentiments?)
- Specific vs. diffuse (How do we keep our private life separate from professional life)
- Achievement vs. ascription (It is required to prove ourselves for collecting status or is it granted?)
- Sequential vs. synchronic (single task is to be executed in one time or multi task?)

- Internal vs. external control (The environment is controlled by us or are we controlled by it?)

A theory and model of Trompenaar is more than enough to analyze that the essence of cross culture management is extremely important for an organization's productivity (Mcloughlin, 2010, pp. 42-55). According to this model, employees are like family members and without any family member, an organization cannot sustain for a long span of time. Trompenaar; s model has found that it is a crucial duty of management to bind each and every employee with each other with the help of effective strategies of co-operations. According to Trompenaar's model, management of cross culture, is like a crown of Excellency on the head of such organizations that would become able to manage it accordingly at effectively in a broad nutshell, I and it is an integral thing from the standpoint of a company. Apart from achieving the financial targets, organizations can also attain different strategic goals for their entities by effectively managing the stance of cross cultural management.

All of the above mentioned components are some of the essentials of the model of Trompenaar and among them, internal and external control is the most effective one for a company. Obviously, when an employee is being hired in a company, then they only know about the management of the company, not about the whole company or each employee. Therefore, management has to play an important role to make the employees with each other. The management has the right to critically monitor the performance of each and every employee along with monitoring the behavior of every employee with the other, as it is the best internal control that allows the

management to manage the conflicts among cross cultural environment (Cravens, 2011, pp. 91-97).

Apart from this, Trompenaar's model also emphasizes a lot over the stringent actions which should be taken by the management in case of any discrepancy and issue found. According to Trompenaar, management of the company should take effective and stringent decisions and actions against any employee who found guilty in breaching the standards of diversity. It should be a main concern of management to provide congenial and effective environment to each of their employee, as this particular activity is the one from which an organization can bring economic, as well as strategic success towards a company (Lancaster, 2010, pp. 167-171). The model and specification of the theory of Trompenaar are extremely important and valuable in the current interconnected and fluid business world, as the amount of cross cultures is increasing all over the world and people are now leaping out from gender or any other discrimination. Different languages, mindsets, and management styles should be taken as an opportunity to learn and grow, rather than identifying and pointing out distinctions in it (Lancaster, 2010, pp. 167-171).

Hofstede's cultural dimensions theory

The dimensions of Hofstede has identified that the essence of cross cultural management is effective from the viewpoint of a company in the current business context? Is it true? Then how much? Cultural difference is a significant issue for any organization to elevate their revenue generation under smooth operational practices. Hofstede is another major contributor to eradicate the certain cultural differences as a whole. Hofstede's cultural

dimension is an illustrious conceptual framework to avoid any form of uncertain events as a result of poor inter-cultural communication system. The founder derived this theory after having critical assessment on global employee based management practices in multi-national organizations (Neelankavil and Rai, 2009, pp. 42-44). Moreover, the theory has been inspected by different well reputed researchers, and they are mutually agreed on its legitimacy and effectiveness. Hofstede's theory is proven as inclusive analytical tool to scrutinize multi cultures for the development of fruitful plan based on improvement in inter-cultural communication. The Hofstede's decisively analyzed over the findings, and clearly identified the likelihoods and dissimilarities that are mainly comprised on five dimensions. An interesting fact is that, Hofstede's entire findings was solely based on the employees at IBM, which enabled to point at certain factors that are the foremost barriers in formulating cultural differences. Conversely, it largely eliminates the problem of corporate cultural differences. The five key dimensions to prevent national cultural divergences in communication are (Neelankavil and Rai, 2009, pp. 48-50)

Uncertainty avoidance;

Power-distance;

Long vs. short-term orientation;

Masculinity vs. femininity;

Collectivism vs. individualism;

The concept and framework of Hofstede is not different as of Trompenaar, as he also pointed out that cross cultural issues should be eradicated from an organization completely, in order to bring economic prosperity. The model of

Hofstede is more transparent and vital as compared to Trompennar's mode, as he talks also about long vs short term orientation and also on Masculinity and feminity. According to the model of Hofstede, gender based discrimination, has now obsolete, and any person who found guilty in committing the same mistake should be termed as Out-Dated and should be penalized heavily. According to Hofstede, every single employee of an organization is liable for the growth of the company; hence every employee should make a node with them that whatever they will do, they will not distract the image of the company (Nijssen, 2000, pp. 31-37). Management has to see its every employee with a single eye, without any biasness, because this is an essential for the sake of productivity of an organization in particular. Hofstede emphasizes a lot on eradicating the stance of discrimination from the organizations because it is the main thing which is used to overcome on the issues effectively and accordingly at the same time. If the theory and model of Hofstede, pertains to cross cultural management should have been applied on a company, then the likelihood of achieving both short term and long term objectives would become high, and it would certainly help out the companies to manage and sustain them in the industry for a long span of time.

Conclusion

Organizations always work hard for the economic prosperity and expansion, and there are certain aspects that deem important and vital for an organization. In order to increase the financial and strategic capabilities of the organizations, entities have to consider numerous things and the stance of managing the operations could be some of the essential ones. Every

department of an organization strives hard for the sharing of their contribution in the economic prosperity of the company and the presence of every department is essential for an entity. Among numerous departments, usually found in an organization, the name of Operational Department is one of them.

Management of operations is one of the most imperative stances from the viewpoint of the organization, as it is something extremely essential for the productivity of an entity. Managing of project is also an integral part of the organizational productivity, and this activity has been referred as Project Management. Apart from project management, there is yet another important management, with the name of People Management (Meek, 2012, pp. 77-81). The essence of workforce or people management is some of the major things that come under the ambit of Organizational management and different authors have found their effectiveness in the same manner. Cross Cultural management which has been arising by having people belong to the different culture in an organization, should be overcome and control in an organization to become economically and strategically prosper. The main perspective of this assignment is to analyze the importance of theories of Hofstede and Trompenaar which specifically associated with cross cultural management and according to these theories, it is found that the essence of managing diversity is extremely important for a company, specifically in the current environment of businesses, wherein every business or company is interlinked with each other. There is no culture difference, distinctions and other things associated with the theories of Hofstede and Trompenaar and it would be perfect for the new companies to adhere with the some, however

the new concepts of both of these theorists have been argued many times by the authors, but still it is good and acceptable.

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