

Cross cultural management globalisation

Business



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Globalization 11th June Globalization has benefited most of the people because; globalization brings about a better understanding of other people cultures. In regard to this, globalization is acting as a unifying factor and thus reduces conflicts from the misconceptions of other people's cultures (Satish 2004, para. 3). Better understanding of other people cultures, also, boosts confidence and pride in one's own culture and heritage. As a result, globalization has enabled people to focus on their similarities rather than on their differences, which creates mutual understanding. From these, exposure to diverse alternative ways of life and thinking, has created an appreciation for the unity of humankind all over the world. This is demonstrated by the humanitarian help accorded to suffering people and nations. These nations are from diverse cultures, but in time of crisis, as a result of globalization, they come together unified by cultural understanding and acceptance to help one another.

Globalization, in addition, has brought about increased interactions and adaptations between cultures (Satish 2004, para. 5). This is in reference to interpersonal relationships where the society borrows from other cultures in order to have an optimally and enhanced functioning society. Globalization has shown that some aspects of one people's way of life can be applied to another's; improving it in the process. This is according to what cultural anthropologist, Clifford Geertz, said, " Men unmodified by the customs of particular places do not, in fact, exist, have never existed, and most important, could not in the very nature of the case exist." (Geertz 1966, p. 35). For example, celebrating Christmas was originally done in Europe, but

with globalization, other parts of the world have adopted it and it is bringing people together through more holidays that require social contact. These are significant benefits to the world, and the majority of people around the world are enjoying them ranging from the developed world to the third world. Aside from this, in management, globalization is causing a significant sense of individualism. This in accordance to assessment, where individuals are judged based on their merits and achievements. This is particularly so in Japan as a result of competition from American and other multinational corporations; thus individual performance has become the only criteria followed in appraisal (Satish 2004, para. 4).

The above benefits have their shortcoming, which are more or less, means that globalization has not benefited a majority of the people in the world. This is particularly so due to the wide spread fear that globalization obliterates local ways of life and renders them irrelevant. For example, the American culture is known to penetrate in most of the niches of the world. It is, therefore, a disservice to have capable corporations, in spite of the benefits, set up shop all over the world and influence local cultures indiscriminately. In addition, globalization has created tensions in the society both culturally and economically. This is with the possibility of replacing an entire workforce with another from across borders and increased involvement of governments dealing with globalization and leaving out other important issues. Such issues include leaching of cultural resources to other countries due to globalization. As a result, globalization is increase pressure all over the world instead of easing it.

References

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