




MEGATREND UNIVERSITY FACULTY FOR BUSSINES STUDIES

Realization of Business Activities in Respect of Cultural Factors

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- Great number of business activities in the contemporary business environment are applied outside the native country.
 - Today is very important to consider cultural fact - have success business.
 - Modern environment need team approach for realization business tasks so modern manager are faced more than ever with group activities and teamwork.





Introduction

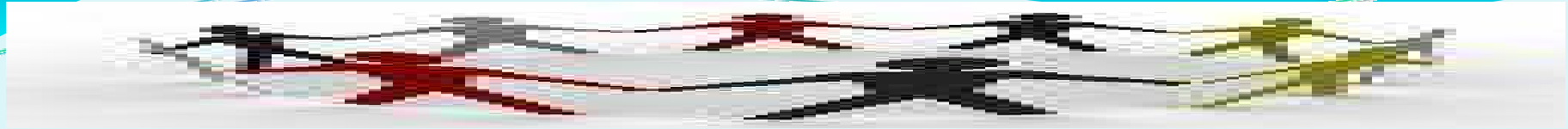
- In the beginning of their operation, a great number of companies retain their products and services within their respective countries
- In time, as a company grows and develops, it starts expanding its business activities outside its original country, first through import and export.
- The issue to be considered is culture factor as an important issue conditioning a whole line of new rules.
- Without adequate preparation, project team members do not possess in this new environment resources necessary to adopt new skills and knowledge which are called for in order for people to adapt and acclimatise themselves to new and different conditions.

Realization of business activities outside of native country with cultural respect: Example of business culture

- As a nation, Austrians are very conservative and traditional.
- Before starting a conversation, it is advisable to greet all the present, for which purpose the best known Austrian phrase (Grüss Gott!) is deemed appropriate.
 - This greeting applies to all present in the meeting room.
 - It is necessary that excessive compliments be avoided in conversation.
 - During negotiations, hands should be kept on the table; to keep them under table is considered bad form, in Austria as well as in the majority of other European countries.

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- Prior to the beginning of a meeting, business cards are to be exchanged with one's Austrian business partners;
 - business cards should be handed over to administrative staff too
 - Austrian business dress code can be described as simple and elegant
 - Austrians do not expect people to say what they do not actually mean.
 - Topics suitable for small talk
 - Topics to be avoided are
 - Austrians are in the habit of making their work schedules weeks, even months in advance, and they always try to meet the set deadlines.

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- Austrians are characterised by determination and precision; when they do or produce something, it is quality that comes first.
 - They hold their tradition and culture in high esteem and are very keen on advertising them.
 - They usually do not take risks in business and can be distinctly untrusting; however, if they are properly reassured and their trust is gained, then the beginning of a long-term, successful cooperation is guaranteed



Team Work and Respect of Culture

- A huge number of international companies can be successful only through adequate team work and
 - the criteria when it comes to the formation of teams rely on the international management initiative or come as a result of global expansion
- In order to perform managerial tasks successfully, manager, or team leader managing a group of people coming from different cultures, has to bear in mind that there are several factors that bring about misunderstandings:
 - Attitude (formed opinion distorting the message),
 - Poor listening skills,
 - Vocabulary (has to be simple and concise)
 - Differing social systems which bring about differences in the life style too, as well as in the business approach,
 - Differing cultural values.

Research methodology

- Stage 1: Initial Research Idea
- Stage 2: Link Between the Initial Idea and Current Knowledge
- Stage 4. Research Design
- Stage 5 : Data Collection
- Stage 6: Data Coding and Analysis
- Stage 7: Results
- Stage 8: Testing Hypotheses Via an Experiment Conducted by Company A1
- Stage 9: Returning to the Theory and Drafting a New Theory

Conclusions

- to be aware that many rules, learnt and applied within that same country, cannot be applied elsewhere, especially when they are culture wise unacceptable to the other side.
- understand and respect different cultural values





Thank you for your attention!