Cultural Variations and Business Performance: Contemporary Globalism

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By understanding how decision-making is best made in an era of very high competition greatly pressured by the constant speed of disruptive technologies, transcultural organizations in particular can increase sustainable profitability, thus creating a “trickle-down” effect throughout the entity.

Cultural Variations and Business Performance: Contemporary Globalism offers the latest research in the field of Business Performance Management in the global economic environment of present conditions. Defined as an approach which necessitates looking at business as a whole entity instead of only at the divisional level, Business Performance Management (BPM) entails reviewing overall business performance to determine how an organization can better reach its goals. Although there are numerous publications on this topic available on the market, relatively few go into depth as to how cultural variations affect business performance in contemporary globalism. The primary objective of this publication is that of reference material for business executives, scholar-practitioners, and university students who need to better understand the importance and influence of transcultural decision-making on business performance in contemporary globalism.

Topics Covered:

• Theory of Cultural Dimensions  
• Intercultural Competence  
• Regionalization vs. Globalization  
• Internationalization Stages Theory  
• Managing Multicultural Talent  
• Strategic Entrepreneurship  
• Foreign Business Environments and Entry Mode Choice  
• Cross-Border Interfirm Networks in the Wider Europe  
• Internationalization of Business in Emerging Countries: Brazilian Case  
• Resource Based Internationalization from Small Developing Countries

“This book provides the features of globalization as such, that is to say, taking into the account not only mega-trends but also the different nuances of reality. [...] The writers of this book are specialists of intercultural themes and globalism and they are acting research and educational positions in various universities and research institutes all over the world. Book provides relatively impartial perspective for Globalism, because its authors are from different continents and several countries: USA, UK, China, Germany, Italy, Grenada, Japan, Mexico, Poland, Canada, France and Brazil. Therefore, the book provides as a whole multicultural perspective for various viewpoints of globalization increasing the relevance of the content.”

– PhD Rauno Rusko - Lecturer of Management at the University of Lapland- International Journal of Innovation in the Digital Economy

Since 2004, Bryan Christiansen has been the president of PryMarke, LLC, a Business Analytics and Management Consultancy based in Michigan, USA. He has also been an Adjunct Business Professor since 2003 at Capella University and Ellis University (formerly Ellis College of New York Institute of Technology). Born in Washington, DC and raised in Asia, Bryan is fluent in Chinese, Japanese, and Spanish, and has traveled to 35 countries during his 25-year business career with Global 500 firms and smaller. Bryan is an avid writer on business and education subjects and currently lives in Istanbul, Turkey where he is doing research for future books on these topics. Bryan holds a Bachelor’s degree in Marketing from the University of the State of New York, and an MBA degree from Capella University. He is completing his Doctor of Business Administration (DBA) degree in International Business at Walden University.
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