

SUCCESSFUL GLOBALIZATION: CROSS-CULTURAL MANAGERIAL VALUES REVISITED

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ABSTRACT

For companies pursuing global expansion, knowledge of the cultural dimensions of target countries is critical. In this paper, Hinkes and Chapman compare Geert Hofstede's Model of National Culture to Hinkes's Global Cultural Theory and apply the two globalization theories in an analysis of cross-cultural globalization opportunities for Denso Manufacturing Corporation. In addition, the authors demonstrate how the global economy, diversity, and managerial play a strong role in international business using China as an example.

KEYWORDS : Cultural dimensions; globalization theory; DENSO global; global economy and diversity; global economy; cross-cultural globalization; managerial values; Geert Hofstede; international business; cultural differences.