

# RESEARCH ON CROSS-CULTURAL CONFLICT MANAGEMENT OF MULTINATIONAL ENTERPRISES: A CASE STUDY OF X COMPANY

## ABSTRACT

Title: Research on cross-cultural conflict management of multinational enterprises: a case study of x company

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With the globalization of the economy, joint ventures continue to grow globally. Because business people are from different cultural backgrounds, they often have different attitudes toward some of the fundamental issues of business operations, for example business objectives, market choices, management methods, style of doing things, operating arrangements, etc. They bring buried crises to the management of enterprises. Cross-cultural conflict is a reaction that comes from the different culture clashes in international management. Whether in daily management, major business decisions or at the beginning of transnational mergers and acquisitions, there are often discordant factors, conflicts and sparks. These factors often cause multinationals to face setbacks and even failures in the practice of the business. Due to the global economy and diversified operation of transnational enterprises, intercultural conflicts frequently occur in international enterprises. Cross-cultural conflict has become the core issue that cannot be avoided in the transnational corporation management process. In face of the venture of cross-cultural shock, it is helpful for transnational enterprises to promote in-depth cross-cultural management if they do some analysis about the formation's social background and factors. It is important for transnational enterprises to absorb advanced corporate culture and improve the core competitiveness of enterprises. Using the example of the branch of Bangladesh multinational X company in China, this text will study the reason for cultural conflicts in transnational enterprises and find the best way to resolve these conflicts.

**Keywords: Culture; Conflict Management; Risk Management**

## 摘 要

题目： 跨国企业跨文化冲突管理研究 - 以X公司为例

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随着经济的全球化, 合资企业在全世界范围内不断地壮大, 而同时处于不同文化背景的企业人员由于多方面的差异, 在企业经营的一些基本问题上往往会产生不同的态度, 如经营目标、市场选择、管理方式、处事作风、作业安排等等, 都给企业的经营埋藏危机。跨文化冲突是国际经营管理中不同文化相互碰撞而产生的一种反应, 无论是在日常经营管理、重大经营决策还是在跨国并购之初, 总会有可能出现不和谐的因素, 产生矛盾, 擦出火花。这些因素往往会导致跨国企业在经营实践中遭受挫折乃至失败。全球经济一体化及跨国企业的多元化经营使国际企业跨文化冲突现象频繁发生。跨文化冲突已成为跨国企业经营过程中不能回避的核心问题, 面对跨文化冲突的风险, 对国际企业的跨文化冲突进行背景、成因分析以及冲突解决方案的挖掘将有助于跨国企业推进深层的跨文化管理, 对于跨国企业吸纳先进的企业文化, 提高企业的核心竞争能力有着重要的意义。本文以孟加拉跨国公司X公司在中国的分公司为例, 研究跨国企业文化冲突产生的原因, 并找到解决冲突的最佳方式。

关键词：文化；冲突管理；风险管理