

**RESEARCH ON THE “INCLUSIVE” CULTURE CONSTRUCTION OF
MULTINATIONAL CORPORATIONS : A CASE STUDY OF BC CORPORATION**

ABSTRACT

Title: Research on the “inclusive” culture construction of multinational corporations: a case study of BC corporation.

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With the development of the “multicultural transnational operation,” transnational corporations will be confronted with increasingly strange cultural surroundings. As an objective phenomenon and process of existence and change, multicultural coexistence is the necessary stage and inevitable trend of the development of multinational enterprises in the process of globalization. Different cultural backgrounds and differences in the values, behaviors and codes of conduct that they follow have caused different degrees of cultural friction and cultural shock in enterprises. It is necessary to establish harmonious interpersonal relationships and a harmonious working atmosphere in order to balance the relationships between various cultural subjects in an enterprise. Enterprises to develop transnational, in addition to enter the country must understand the market and its operation rules, and it must also understand the social culture, interpersonal rules, enterprise management mode and its underlying cultural factors, etc. This inevitably leads to the implementation of the strategy of multinational companies in relation to global problems. Based multinational company BC is put forward for the construction of multinational enterprises’ “inclusive” culture, hope in the complex environment of syncretic nationality, and to find a way to promote the cultural construction of cultural fusion.

Keywords: Multinational Corporations ; Cultural Construction ; Cultural Integration

摘要

题目： 跨国公司“包容型”文化建设研究—以BC公司为例

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随着“多元文化跨国经营”的开展，跨国公司将面临越来越多的陌生文化环境，多元文化共存作为事物存在和变化的一种客观现象和过程，是全球化进程中跨国企业发展的必经阶段和必然趋势。不同的文化背景，各种遵循的价值观、行为方式和行为准则的差异在企业内部造成了不同程度的文化摩擦和文化冲突，能否平衡企业内部各个文化主体的关系，则需要建立“和”的人际关系与“谐”的工作氛围。企业要跨国发展，除必须了解进入国家的市场及其运作规则外，还必须了解其社会文化、人际交往规则、企业管理模式及其背后的文化因素等，这必然给跨国公司在全球战略的实施带来困难。本文结合跨国公司BC公司提出来跨国企业“包容型”文化的建设，希望在多国籍融合的复杂环境中，找到一种促进文化融合的文化建设方式。

关键词：跨国公司；文化建设；文化融合