

Doomed to internationalization and modernization of corporate culture: the Russian experience of German firms

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Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20396664&lokasi=lokal>

Abstrak

A sound theoretical framework presenting the conceptual path that in turn elaborates the tools necessary to explain the intertwined relationship between globalization, corporate culture, national culture and modernization is to be firstly developed. The design of this dissertation aims to embed in this theoretical framework methodologically reliable empirical data rather than fragmented personal experiences in regard to the intercultural processes within German enterprises as a result of internationalization and globalization.