

The Influence of Organizational Culture on Firm's Absorptive Capacity, and the Moderating Effect of National Culture = Pengaruh Budaya Organisasi terhadap Absorptive Capacity Perusahaan, dan Pengaruh Moderasi dari Budaya Nasional

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Abstrak

Untuk dapat bertahan di era pertukaran informasi yang serba cepat, perusahaan multinasional dituntut untuk dapat terus menyempurnakan absorptive capacity-nya. Keberadaan budaya organisasi dapat mempengaruhi daya serap organisasi dalam beberapa cara, seperti kemampuan karyawan untuk menyerap informasi eksternal dan kemampuan untuk memilih dan berbagi informasi yang relevan untuk dibagikan antar fungsi. Namun demikian, perusahaan multinasional dioperasikan di banyak negara, yang menyiratkan beberapa implikasi dari perbedaan negara. Tesis ini mencoba untuk menyelidiki melalui kajian pustaka konseptual, bagaimana budaya organisasi mempengaruhi absorptive capacity organisasi, dan bagaimana budaya nasional akan mempengaruhi hubungan di antara mereka. Dengan menggunakan beberapa dimensi seperti dimensi budaya nasional GLOBE dan dimensi budaya organisasi Hofstede, ternyata budaya organisasi Hofstede dapat mempengaruhi peningkatan absorptive capacity organisasi dengan cara tertentu. Sementara itu, budaya nasional mungkin dapat mempengaruhi secara positif dan negatif beberapa hubungan khusus antara budaya organisasi dan daya serap dengan cara tertentu.

.....To survive in a fast-paced information exchange era, multinational companies are required to be able to continuously refine their absorptive capacity. Arguably, the existence of organizational culture might affect the organization's absorptive capacity in several ways, such as employee's capability to absorb external information and the ability to pick and share relevant information to share between functions. Nevertheless, multinational companies are operated in multiple countries, which implies several implications of country differences. This thesis tries to investigate through conceptual literature review, how organizational culture affects the organization's absorptive capacity, and how national culture will affect the relationship between them. Using several dimensions such as GLOBE national culture and Hofstede organizational culture dimensions, it turns out that Hofstede organizational culture might affect to enhance the organization's absorptive capacity in certain ways. Meanwhile, national culture might be able to affect positively and negatively some specific relationship between organizational culture and absorptive capacity in certain ways.