

Edited by Chandan Maheshkar, Vinod Sharma

Cross-cultural Business and Management

Perspectives and Practices

SERIES IN BUSINESS AND FINANCE

About the editors

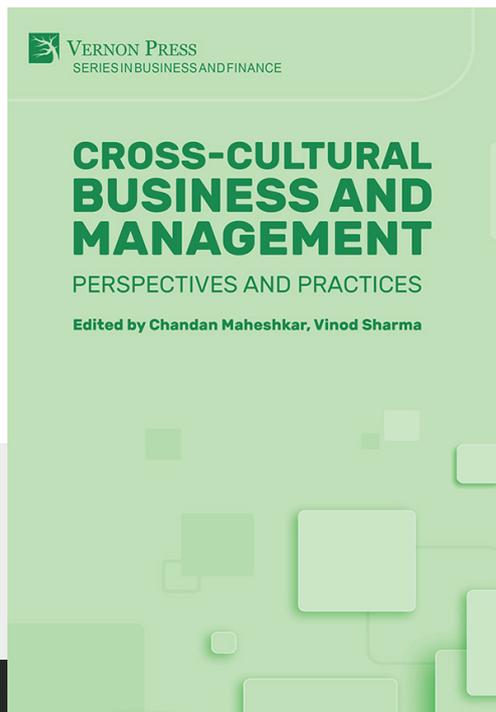
Dr. Chandan Maheshkar is one of the founders of the East Nimar Society for Education (2019) dedicated to quality improvement in higher education and the development of educator competencies. As a Senior Consultant, he has served the Centre for Internal Quality Assurance (CIQA), Madhya Pradesh Bhoj (Open) University, Bhopal, India. He is associated with several management institutes in central India, including the University of Indore, India, in various academic roles. Dr. Maheshkar earned his MBA and Ph.D. from the University of Indore, India. In 2014, the University of Indore awarded him Golden Jubilee Research Scholarship on the occasion of completion of its successful 50 years. Business education, HRD, Cross-Culture Business, and organizational behavior are his core areas of research interests. His research papers and book chapters have been published in the journals of international repute and edited collections by Sage, Emerald, Taylor & Francis, IGI Global and others, respectively.

Dr. Vinod Sharma is working as an Associate Professor at Symbiosis Centre for Management and Human Resource Development (SCMHRD), Symbiosis International (Deemed University), Pune, India. He has around 22 years of experience in both academia and industry, at different levels of management, which has prepared him to be an effective researcher and instructor. His areas of expertise include Marketing Research & Analytics, Marketing Strategy, and Consumer Behaviour. He has authored over 75 papers in national and international journals and completed three international projects on climate change and business strategy. He has been involved in various consultation research projects,

conducted various research workshops, and also conducted training programs in association with MSME and FIEO on various subjects of management. He holds a Doctorate in Management from DAVV, Indore, India, and an MBA from the University of Wales in the United Kingdom.

Summary

Culture is a 'cumulative custom of beliefs, values, rituals, and sanctions practiced by a group of people, province or country'. It is a more sensitive dimension of internationalization of any business and making it perform in a culturally diverse environment. Sometimes, nations/states lose their normative significance in a cross-cultural setting (e.g., India, South America). It is because they undermine their earlier philosophies of norms, values, and beliefs or neglect the cultural significance of other nations. In the current business and workplace dynamics, cultural components introduced significant changes in the core assumptions of business practices and skill expectations. This paradigm shift has forced business executives and managers to know how cultural differences affect inter- and intra-organizational functioning. It has made gaining cross-cultural compatibility a serious concern for business and academic communities worldwide. Therefore, this book facilitates business leaders, expatriate managers, business executives, academicians and scholars to explore different cross-cultural business perspectives and practices.



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