Summary

In 2013 Murel E. Scott discussed aspects of effective virtual teams in his article Communicate Through the Roof: A Case Study Analysis of the Communicative Rules and Resources of an Effective Global Virtual Team. for the data he used a single software development company in a small city in the North-eastern United States with multiple GVTs (Global Virtual Teams) in places like India.

Through this research he found many difficulties in virtual teams. These will be explored in question 1

Furthermore, he also found some benefits in the form of diversity. These will be explored in question 2

Then there will be a recommendation explored in question 3 that might help other groups communication.

Q1 Identify and explain the Communication challenges that global virtual teams face.

When trying to communicate and work together over long distances problems are bound to occur such as planning meetings. “Because GVT members live and work in different time zones, time can become a source of problems. It becomes difficult to plan meetings, coordinate activities or even just pick up the phone and talk when team members work in different time zones.” (O’Leary & Cummings, 2007)

Another problem faced is “Team members separated by time, distance, and culture often struggle with issues of trust, conflict, and potentially divisive subgroups” (Muriel E. Scott 2013). As people are separated, they tend to develop trust issues which lead to conflict which can cause problems for everyone else in the company.

Without proper face to face communication it is hard to work as “Being in the same room as another person enhances cooperation, collaboration and teamwork because face-to-face communication is the richest and best form of communication for establishing relationships and trust” (Kiesler & Cummings, 2002).

Q2 Identify and discuss the benefits that diversity in teams offers development of ICT systems.

Diversity is one of the most useful things that carry lots of advantages in the workplace. An example of this is backgrounds. “Varied backgrounds within a team allow multiple perspectives to be brought to bear on problem solving, often leading to greater innovation and creativity” (Zakaria et al., 2004). With more perspectives and creativity there would be an increase in problem solving and other factors.

Q3 Provide one recommendation for global virtual team members to improve their communication.

With all the research done they did come to some points that can help to improve communication and that is rituals. Throughout the case study he brings up these rituals and how they help “rituals serve an important function in turning far-flung workers into an effective team” (Muriel E. Scott 2013). With rituals people can become more in tune with each other so that they have more of an understanding and with turning meetings into rituals they won’t have to worry about missing any.

References

Muriel E. Scott (2013) “Communicate Through the Roof”: A Case Study Analysis of the Communicative Rules and Resources of an Effective Global Virtual Team, Communication Quarterly, 61:3, 301-318, DOI: 10.1080/01463373.2013.776987 https://doi.org/10.1080/01463373.2013.776987

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