Two companies were selected based on Fortune’s Global 500 list: Amazon and Otto GmbH &amp; Co KG (“Otto Group”). Prior to continued analysis on these companies, it shall be mentioned that Fortune Global 500 offers a “change the world” filter, where few, if any companies outside of the United States fit this criteria. Each of the firms is profitable. In pursuing career goals and determining whether to transition from the United States to a foreign territory (Germany), culture, profitability of the companies offered, and the overall economic success of the country are variables that will be analyzed in making the decision.

The aim of the research is to emphasize a career-oriented individual with a young family. The social climate is always going to shape career or business-based outcomes, and need to be considered. An initial understanding of the business environment and the specific business culture, however, cannot be overlooked. According to Suder (2017), one may initially love the social climate and the overall culture, but find that there is a disconnection between the appreciated business principles at home, and those that are recognized in the new country. Overlooking the concept of business in Germany, as comparable to the United States, would be problematic and could lead to weakened career development.

Germany has integrated transformational practices in education and business. Study findings by Lauer & Wilkesmann (Ref-u195999) recognize this as being a governmental incentive, meaning there must be an appropriate level of governance to achieve the double-loop approach to learning. Inspirational motivation is linked to governance, as well, where these study findings focusing on Germany tend to argue that there must be some semblance of guidance by the government (Ref-u195999). Transformational leadership and methodology of learning has been highlighted as a best practice as comparable to transactional leadership (and the connected methodology). The realization that governance is necessary as an element, however, is foundational and links Germany to more government incentive to motivate learning and growth in the business environment.

Transformational leadership is becoming increasingly popularized in the United States. According to Puni, Mohammed &amp; Asamoah (2018), whether in the financial sector, the wider business sector, or in e-commerce, transformational leadership has proven valuable in coordinating tasks, shaping ideas, and creating a cohesively comprehensive approach. The two companies that have been selected are e-commerce brands, and successful in the space. The industry of focus as introduced by IBISWorld (2017) is going to be determined by country: OD5082 Online Small Electrical Appliance Sales in the US; G47.91DE E-Commerce &amp; Online Auctions in Germany.