

## **SECTION A**

### **IT INTERNATIONAL SDN BHD**

#### **COMPANY BACKGROUND**

IT INTERNATIONAL SDN BHD was established in Malaysia in June 1961 and, since then, IT INTERNATIONAL has played a major role in delivering IT solutions to all types of businesses. The company's key strengths are its' skilled and experienced IT personnel and its' worldwide infrastructure of international offices and laboratories. The IT INTERNATIONAL Corporation is today one of the world largest and leading IT company. Worldwide, IT INTERNATIONAL operates in some 170 countries and has a global employee headcount of 400,000. IT INTERNATIONAL in Malaysia has contributed and will continue to contribute toward assisting Malaysia achieves its vision and goals. The company continues to introduce state-of-the-art technologies to the marketplace, thus enabling local companies to compete effectively both locally and globally. IT INTERNATIONAL collaborates every day with their 400,000 colleagues with growing networks of clients, advocates, experts and peers and with our neighbors, local organizations and millions of people they have met. This is simply how business is done in a globally integrating economy. IT INTERNATIONAL believes that the company culture based on core values not only helps the business, but also defines the role that they play in the society.

#### **Diversity Programs in IT INTERNATIONAL SDN BHD**

Employees of IT INTERNATIONAL represent a talented and diverse workforce. Achieving the full potential of this diversity is a business priority that is fundamental to the competitive success to the organization. A key element in their organization workforce diversity programs is long-standing commitment to equal opportunity. IT INTERNATIONAL's enduring commitment to diversity and it is one of the reason the company can credibly say that IT INTERNATIONAL is one of the leading globally integrated enterprises around the world:-

#### **Equal Opportunity**

Business activities such as hiring, training, compensation, promotions, transfers, terminations and IT INTERNATIONAL -sponsored social and recreational activities are conducted without discrimination based on race, color, genetics, religion, gender, gender identity or expression, sexual orientation, national origin, disability, age or status as a protected veteran. IT INTERNATIONAL is also committed to compliance with all fair employment practices regarding citizenship and immigration status.

#### **Advancing Women**

IT INTERNATIONAL is the best company for women. In a high performance culture, women need to take advantage of every opportunity to make them visible and standout. The company providing women advance program such as Women Leadership Programs, Female Entrepreneur and Tops Career for Women across the world.

**Fairness in Recruiting**

IT INTERNATIONAL attracts and recruits diverse talent in the organization. Recruiting and cultivating diverse talent is critical to maintaining their business success. Whether fresh out of college, or an experienced professional, IT INTERNATIONAL is a company where the candidate can cultivate their expertise, use their knowledge to the fullest extent, or re-invent themselves.

**Dimension of Cultural Diversity**

Geert Hofstede (1960) is a sociologist who studied employees working in a multinational corporation (Reynolds & Valentine, 2011). He described four ways that can help in analyzing and understanding other cultures as follows:-

**Power Distance**

This dimension relates to the degree of equality/inequality between people in a particular society. A country with a high Power Distance score both accepts and perpetuates inequalities between people. An example of such a society would be one that follows a caste system and in which upward mobility is very limited. A low Power Distance indicates that a society does not emphasize differences in people's status, power or wealth. Equality is seen as the collective aim of society and upward mobility is common.

**Individualism**

This dimension focuses on the degree to which a society reinforces individual or collective achievement and interpersonal relationships. If a country has a high Individualism score, this indicates that individuality and individual rights are dominant. Individuals in these societies tend to form relationships with larger numbers of people, but with the relationships being weak.

**Uncertainty Avoidance**

This dimension concerns the level of acceptance for uncertainty and ambiguity within a society. A country with a high Uncertainty Avoidance score will have a low tolerance towards uncertainty and ambiguity. As a result it is usually a very rule orientated society and follows well defined and established laws, regulations and controls. A low Uncertainty Avoidance score points to a society that is less concerned about ambiguity and uncertainty and has more tolerance towards variety and experimentation. Such a society is fewer rules orientated, readily accepts change and is willing to take risks.

**Masculinity**

This dimension pertains to the degree societies reinforce, or do not reinforce, the traditional masculine work role model of male achievement, control, and power. A high Masculinity score indicates that a country experiences a higher degree of gender differentiation. In such cultures, males tend to dominate a significant portion of the society and power structure. A low Masculinity score means a society has a lower level of differentiation and inequity between genders. In these cultures, females are treated equally to males in all aspects of the society

### ISSUES IDENTIFIED IN IT INTERNATIONAL SDN BHD

Cultural diversity increases the complexity and problems in developing overall organizational procedures. Cross-cultural misunderstandings or conflict arises among the team members in the organization whenever there are cultural differences. IT International Sdn Bhd in particular, has been experiencing problem of misunderstanding when there is the interaction of people from different backgrounds of people in the organization. The success of the international organization depends on the smooth interaction and smooth team work form different cultures and religion. One of the main reasons of this assignment is to understand the underlying root causes for cross-cultural and diversity issues is due to misunderstanding and conflict arises among the team members and also help the organization to guide the employees on how to overcome the problems. There are many reasons why problems of misunderstanding can occur among the workers in the organization. It will also show that problem is due to lack of cross cultural communication and lack of diversity training among the employees in the organization. The causes of cross-cultural misunderstandings and conflict among the team members are shown in the Pareto Chart below:

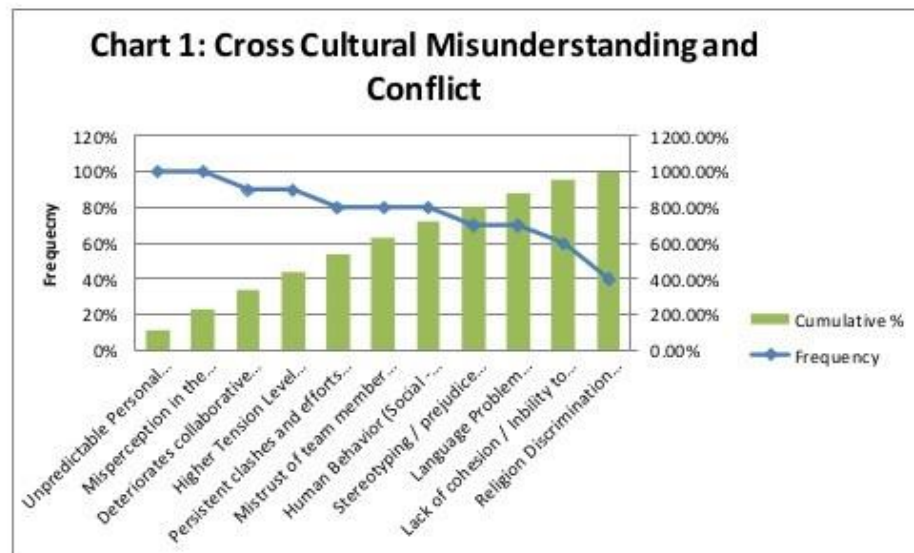


Figure 1: Pareto Analysis

### Questions:

1. Evaluate the option that could be used as a strategies to over come the issues that have been identified (5 Marks)
2. As a consultant, propose your recommendation to top management of IT international SDN BHD to overcome cross culture issue faced by the company (5 Marks)