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MANAGING CULTURAL DIFFERENCES WORKSHOP

Co-sponsored by

Asia-Pacific Institute of Business, CUHK

and

Mass Transit Railway Corporation

The Managing Cultural Differences Workshop, co-sponsored by the Asia-Pacific Institute of Business, The Chinese University of Hong Kong and the Mass Transit Railway Corporation was held at the Sheraton Hotel yesterday (December 14, 1990). More than 40 senior managers, government officers and academics participated.

The aim of the Workshop was to provide an active forum for exploring issues relevant to managing in cross-cultural and multi-cultural settings. The participants were made aware of the powerful influence of culture on management styles and organisation behavior. Keynote speaker, Professor Geert Hofstede of the University of Limburg, stressed the importance for managers, operating in cross-cultural settings such as Hong Kong, to adjust their behavior to cultural differences.

The workshop placed special emphasis on selecting strategies and problem solutions which convert cultural diversity into a positive force. Key problem areas and issues related to the Hong Kong context were provided by panelists including Mr. John Kamm, President of the American Chamber of Commerce, Ms. Sara Tang, Manager of Managing Development of the MTR Corporation, Dr. John Fukuda, Senior Lecturer, Department of International Business, CUHK and Dr. Leung Kwok, Lecturer, Department of Psychology, CUHK.

The Workshop was moderated by Dr. Robert Westwood, Department of Organisation and Management, CUHK and Mr. Patrick Maule, Director of Personnel of the MTR Corporation gave the closing address.

December 14, 1990