



Intercultural Aspects of Managing Corporate Mergers

By Jan-Henrik Thomas

GRIN Verlag. Paperback. Book Condition: New. Paperback. 28 pages. Dimensions: 8.5in. x 5.5in. x 0.1in. Scholarly Research Paper from the year 2009 in the subject Business economics -Business Management, Corporate Governance, grade: 1, 7, University of Applied Sciences Essen, course: Intercultural Competences, language: English, abstract: The following term paper deals with the topic of managing intercultural aspects in corporate mergers and acquisitions. It focuses on the intercultural aspects of human resistance to change in the PMI phase of corporate mergers. Those who underestimate or ignore the human factor do so at their peril. Over the last two decades mergers and acquisitions are increasingly used to protect and to strengthen the market positions of companies. Due to the continuing globalization of markets, mergers and acquisitions have become a part of daily business. To survive in high competitive markets evermore companies use the possibility to merge or acquire a competitor because this is seen as a relatively fast and efficient method of expanding in new markets and of implementing new technology. In a highly flexible market environment, as it is nowadays, organisations have to be efficient, profitable, future orientated and adaptable to the fast development of the global economy. Otherwise they would...



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