

Cultural Distance and the Performance of International Joint Venture



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(Lavina Torp)

CULTURAL DISTANCE AND THE PERFORMANCE OF INTERNATIONAL JOINT VENTURE

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GRIN Verlag. Paperback. Book Condition: New. Paperback. 36 pages. Dimensions: 8.3in. x 5.8in. x 0.1in. Project Report from the year 2013 in the subject Business economics - Business Management, Corporate Governance, University of Bedfordshire, course: International Business and Management, language: English, abstract: In the Global Market, Internarional Joint Ventures (IJV) are becoming prevalent phenomeno and many multination companies have managed to experience considerable growth by making alliances (such as Joint Ventures). There are several factors which needed to be controlled carefully, otherwise it would be resulted in weaken the performance of the specified IJV. It has been estimated that about 37-70 percent of IJV are reported to experience the performance problems incurred due to the cultural differences and thus leded the specified ventures towards the costly Culpan (2002) explained International Joint Venture (IJV) as the process which includes two or more companiess belong to different countries to collaborate together. The decision to decide wheather or not to make a joint ventures included four different stages (Initial, Formation, Operation and Outcome). There are two kinds of cultures which directly makes an impact on the Joint Venture. The first one is the organisational culture and the second type of culture is the national culture. Pothukuchi, et al. (2002) stated that the problem arises in IJV is because of significant Impact of the national culture upon the behavioral and management system which then directed towards conflicts. Same case is observed in the organisational culture as well where any differenece or dispute can cause conflict and also can destablise the Joint Ventures performance or progress. The case study of Sony Ericsson also fallows the same approach of the Joint Venture as it was collaboration between two multinational companies (Sony and Ericsson) who were coming together with intention of single corporate which could not be possible...



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