

How Do Motivation And Leadership Affect The Corporate Culture Of Multi-national Firms? - Anke Mayer

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Every business has its own character which is unique and called corporate identity. It has one major part, corporate culture, often described as the 'personality of an organization'. (quintcareers.com). As well as the unique character, the personality is also inimitable because all aspects of the enterprise environment influence it. Therefore, corporate culture varies from enterprise to enterprise and from country to country. Two major affecting elements are motivation and leadership which both are constituents of human resources management. To answer the relevant question it is essential to understand what the corporate culture is especially its meanings to a multinational firm. This essay will examine it by explaining the cultural dimensions of G. Hofstede in general and in respect of global business. Furthermore a closer look will be given at the two aspects, motivation and leadership and examples will show to what extent each of these two facets can influence the corporate culture of multinational firms. The corporate culture is also called organizational culture. It includes the mission statement, which makes clear the purposes, values and direction of the organization, as well as the beliefs and expectations. Very often heroes (mostly very successful managers) and legends complete this picture. (Griffin, 1999, p. 186) All these values are shared by every organization's member and are transferred from one generation of employees to the next generation. Furthermore the corporate culture defines acceptable behaviour of employees by setting norms (e.g. rules of conduct). Included in a corporate culture can be symbols, traditions, the daily working hours, the work environment (hostile or friendly environment), the general behaviour of the employees, the degree of competition, the dress code and other perks. Author: Mayer, Anke Publisher: GRIN Verlag Illustration: N Language: ENG Title: How do motivation and leadership affect the corporate culture of multi-national firms? Pages: 00014 (Encrypted PDF) On Sale: 2005-01-01 SKU-13/ISBN: 9783638380997 Category: Business & Economics : Management - General

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