

# Cross-Cultural Technology Management

***JRL consulting***

E-Mail: [tech@jrleeconsulting.com](mailto:tech@jrleeconsulting.com)

Website: [www.jrleeconsulting.com](http://www.jrleeconsulting.com)

# Cross-Cultural Technology Management

The cross-cultural Technology Management is the base of JRL Consulting's expertise that provides three levels approaches to improve your company's core competences in global competition.

## Fundamental Level: North America vs East Asia

- Organizational Culture
- Industrial Communication
- Cross-Cultural Communication

## Mid Level: Challenges and Strategies

- Managing Technology Effectively Across Culture

## Advanced Level: Global Competition

- Technology Management in a Changing World

# Cross-Cultural Technology Management

## Fundamental Level: North America vs East Asia

- Organizational Culture
- Industrial Communication
- Cross-Cultural Communication

## Mid Level: Challenges and Strategies

- Managing Technology Effectively Across Culture

## Advanced Level: Global Competition

- Technology Management in a Changing World

# Organizational Culture

## Characteristics

- Founder Oriented Values & Beliefs
- Innovation and Risk-Taking
- Unique and Sustainable
- Outcome Oriented

## Functions

- Define identity
- Facilitate commitment
- Sustain work environmental stability

## Formation Process

- Philosophy of Founders
- Sustaining Thinking & Working Styles
- Key Managers
- Socialization Processes

# Organizational Culture (Continue...)

## Dilemma

- Organization's effectiveness
- Diversity Issues
- Incompatibility

## Learning Organizational Culture

- Observation of Leaderships
- Organizational History
- Symbolic Values
- Terminologies

## Strengthening Organizational Culture

- Reward Consistent Values
- Sustaining Stable Workforce
- Managing the Cultural Network
- Maintaining Ethical Socialization

# Cross-Cultural Technology Management

## Fundamental Level: North America vs East Asia

- Organizational Culture
- Industrial Communication
- Cross-Cultural Communication

## Mid Level: Challenges and Strategies

- Managing Technology Effectively Across Culture

## Advanced Level: Global Competition

- Technology Management in a Changing World

# Industrial Communication

## Nature of Organizations in the Internet Era **Changing**

- From Centralized to Decentralized Structures
- From Control to Support of Performance Structure
- From Analog to Digital Computerized Technology
- From Regional to Global Competition

# Industrial Communication (Continue...)

## Organizational communication

A process involving creating, exchanging, interpreting, and storing messages

## Importance of Organizational Communication

Easier to address workplace issues:

- Implementing Cross-Cultural Teams
- Understanding Cross-Cultural Issues
- Adopting New Technologies
- Handling Complex and Collaborative Communication
- Knowing How to Learn



# Cross-Cultural Technology Management

## Fundamental Level: North America vs East Asia

- Organizational Culture
- Industrial Communication
- Cross-Cultural Communication

## Mid Level: Challenges and Strategies

- Managing Technology Effectively Across Culture

## Advanced Level: Global Competition

- Technology Management in a Changing World

# Cross-Cultural Communication

## Cross Cultural Management

- Learn how cultures affect management practices
- Identify the similarities & differences across cultures in management practices
- Increase effectiveness in global management
- Help organization's members to better understanding of other cultures

# Cross-Cultural Communication (Continue...)

## A Cultural Guide to Communication

- Look for the meaning behind the words
- Assume differences until similarity is proved
- Know what you don't know
- Emphasize description rather than interpretation
- Practice empathy & patience
- Treat your interpretation as a working hypothesis
- Always Perform Observation & Listening skill

# Cross-Cultural Communication (Continue...)

## Cross-Cultural Communication Training

### Suggested:

- Improving Cultural Quotient
- Understanding Cultural Differences
- Relevant knowledge (Culture, Communication, etc.) about target countries
- Language (Terminologies) and adaptability skills

# Cross-Cultural Technology Management

## Fundamental Level: North America vs East Asia

- Organizational Culture
- Industrial Communication
- Cross-Cultural Communication

## Mid Level: Challenges and Strategies

- **Managing Technology Effectively Across Culture**

## Advanced Level: Global Competition

- Technology Management in a Changing World

# Managing Technology Effectively Across Culture

## Working Effectively Across Cultures

- Understanding Cultural Differences in International Working
- Knowing Key Cultural Elements
- Developing Cultural Awareness in Relevant Countries
- Practicing Cross-Cultural Communication
- Utilizing On-Line Communication Technology
- Deploying Strategies to Build Successful Cross-Cultural Relationships

# Managing Technology Effectively Across Culture

## Managing Effectively Across Cultures

- Utilizing Face-to-Face and Virtual Business Communication Technology
- Adapting Different Cultural Variables (Attitudes, Values and Behaviors)
- Planning Business Strategy and Communication with Cultural Differences
- Promoting Cooperation with International Colleagues and Clients

# Cross-Cultural Technology Management

## Fundamental Level: North America vs East Asia

- Organizational Culture
- Industrial Communication
- Cross-Cultural Communication

## Mid Level: Challenges and Strategies

- Managing Technology Effectively Across Culture

## Advanced Level: Global Competition

- Technology Management in a Changing World



# Technology Management in a Changing World

## A Changing World

- Organizations in Global Competition
- Strategy Needed for Cross-Cultural Communication
- New Improved Communication Technology
- Management with Cultural Guided Communication

# Technology Management in a Changing World (Continue...)

## Technology Management Across Cultures

- Understanding Cultural Differences in International Working Environments
- Knowing Key Cultural Elements in Learning New Technology
- Developing Technology with Cultural Awareness
- Utilizing On-Line Communication in Technology Management
- Integrating Cultural Advantages for Innovative Technology Development

# Cross-Cultural Technology Management

***JRL consulting***

E-Mail: [tech@jrleeconsulting.com](mailto:tech@jrleeconsulting.com)

Website: [www.jrleeconsulting.com](http://www.jrleeconsulting.com)