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Programme: M.A.,HUMAN RESOURCE MANAGEMENT

Course Title : Global Human Resource Management
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Unit-V
Cultural Dimensions

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Cultural Dimensions

Agenda

- Performance Management
- Cultural Dimensions
- Hofstede's Classification
- International Business Ethics and HRM
- Ownership Issues
- Research and Theoretical Development

Performance Management

- Definition: A process to ensure employees' activities align with organizational goals.

- Key Aspects:
- - Goal setting
- - Continuous feedback
- - Performance appraisal

Cultural Dimensions

- Definition: Frameworks to understand cultural differences.

- Relevance:

- - Improves cross-cultural collaboration.

- - Guides global HRM strategies.

Hofstede's Classification

- Six Dimensions:
- - Power Distance
- - Individualism vs. Collectivism
- - Masculinity vs. Femininity

Hofstede's Classification

- Dimensions Continued:
- - Uncertainty Avoidance
- - Long-term vs. Short-term Orientation
- - Indulgence vs. Restraint

Hofstede's Impact on HRM

- Applications:
- - Tailoring training programs.
- - Adapting leadership styles.
- - Designing compensation strategies.

International Business Ethics and HRM

- Importance:

- - Ensures ethical practices globally.

- - Builds trust and reputation.

- Challenges:

- - Navigating diverse ethical standards.

- - Balancing corporate goals with local norms.

Ownership Issues

- Definition: Challenges arising from different ownership structures in multinational enterprises.

- Key Concerns:

- - Aligning interests of stakeholders.

- - Managing joint ventures and partnerships.

Research and Theoretical Development

- Focus Areas:

- - Cross-cultural management theories.

- - Global HRM practices.

Research and Theoretical Development

- Emerging Trends:
- - Digitalization of HRM.
- - AI and data-driven HR strategies.

Challenges in Managing Cultural Dimensions

- Common Issues:

- - Stereotyping.

- - Resistance to diversity.

- - Communication barriers.

Strategies for Effective Cultural Management

- Recommendations:
- - Cultural sensitivity training.
- - Building diverse teams.
- - Encouraging open dialogue.

Ethical Dilemmas in International HRM

- Examples:
- - Fair labor practices.
- - Corruption and bribery.
- - Data privacy and protection.

Addressing Ownership Challenges

- Best Practices:

- - Clear governance structures.

- - Transparent communication.

- - Aligning local and global goals.

Tools for Managing Cultural Dimensions

- Examples:
- - Cultural intelligence (CQ) assessments.
- - Intercultural communication workshops.
- - Technology platforms for virtual teams.

Case Study: Hofstede's Application in Global HRM

- Scenario: Adapting leadership styles in a high Power Distance culture.

- Outcome:

- - Improved employee satisfaction.

- - Enhanced productivity.

Future Directions in Cultural Dimensions Research

- Trends:

- - Greater emphasis on inclusivity.

- - Studying hybrid work cultures.

- - Expanding cultural frameworks.

Promoting Cross-Cultural Collaboration

- Methods:
- - Cross-border training programs.
- - Leadership development initiatives.
- - Leveraging technology for global teamwork.

Conclusion

- Summary:

- - Understanding cultural dimensions is crucial for global HRM.

- - Ethical practices and effective management foster global success.

- - Ongoing research and adaptation are essential.

- Thank you! Questions?