



Personalpolitische Aspekte von 'Global Players' (German Edition)

Constantin Falcoianu

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Studienarbeit aus dem Jahr 2004 im Fachbereich BWL - Personal und Organisation, Note: 2,0, Hochschule Aschaffenburg, 17 Quellen im Literaturverzeichnis, Sprache: Deutsch, Abstract: Mit dem Hintergrund der Internationalisierungsstrategien und der kulturvergleichenden Studien werden die ausgewählten Funktionen Personalführung, -einsatz, -beurteilung und -honorierung näher beleuchtet. Es wird anhand von Beispielen aufgezeigt, dass Gründe für eine Vielzahl von Fehlschlägen multinationaler Unternehmen im Ausland primär auf Mängel im Verständnis der wesentlichen kulturellen Unterschiede zurückzuführen sind. Dadurch resultiert oft eine falsche Personalpolitik, die sich gravierend auf andere Bereiche auswirken kann.

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