Building Cultural Resilience and Agility: Based on Cross-Cultural Adaptation by Global Consultancies

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Culture and Consultancies

Culture is the identity of a group. It’s the thinking, behavior, practices, traditions, values and other exclusive characteristics of that group.

To help frame the cultural guidelines an industry with successful international growth is analyzed, the global consulting industry.

According to Euromonitor, the industry saw an increase in turnover at an average of 10.8 percent annually in the five years to 2018

Theoretical Approach

Young Yun Kim’s Cultural Adaptation Theory

This theory states that all new arrivals go through a stress-adaptation-growth dynamic and establish a stable relationship with their host environment.

Edgar Schein’s Model of Organizational Culture

Culture based on three levels or layers (onion model):
- artifacts and symbols
- espoused values
- basic underlying assumptions

Impact

- A compilation of various cultural theories, tools, resources, and best practices are included in these infographics.
- Uploading these on the company intranet for quick and easy reference is a great way of increasing cultural awareness. The researcher can glance at this information and read about the tool relevant to their cause.
- Thus Increasing cultural agility without cultivating a sense of cultural fatigue

Application Matrix

These are few of the popular fields of cross-cultural communication. All of these fields could benefit from the cultural tools. Some other areas can be:
- Conduct environmental assessment
- Identification of local resources
- Detect change influencers
- Analyze adaptation process
- Define local brand perception
- Study of country culture for better PR
- Construct best practices for local management
- Forecast changes based on global trends and standards
- Establish decentralized headquarters
- Management considering the diversity mandates
- Clarify local execution/implementation processes
- Formulation of advisory board
- Explore liabilities based on local political/power structures
- Investigate cultural history design product roll-out
- Perceive the path of least resistance
- Monitor reputation management
- Detect growth opportunities with low risk profiles
- Informed corporate social responsibility

References and Annotated Bibliography