



Research Project on Cross Cultural Issues

A Project On “Critical Analysis Of Cross-Cultural Issues And Problems Of Foreign Executives With Reference To Collaborated Auto Industries In And Around Pune” was submitted to University Of Pune In Fulfillment Of Research Project Under Board Of College And University Development (Year 2010- 2012) and was approved. The project was undertaken by Submitted by Dr. J. G. Patil, Former Director And Prof. & Dean, MBA – Second Shift, And Prof. Meenal Rao, Assistant Prof. & Co-Principal Investigator.

The objectives of the project were as under

1. To understand the issues and problems of migrants from different parts of the world, working in various collaborated auto/auto ancillary manufacturing companies in and around Pune.
2. To make use of the findings and facts as outcome of this survey to formulate useful training programs for foreign executives, by HR departments of various auto industries and outside agencies ,in their parent company as well as the host company.

Methodology Of The Research Project:

The collaborated large and medium size automobile / auto ancillary MNC industries were identified. With the help of the random sampling method the companies can be identified for critical analysis. The executives from different countries and continents were surveyed, with the help of personal interview as well as questionnaire, to throw light on critical analysis of their issues and problems.

Thus the entire survey of about 34 personnel was carried out either through in-depth personal interview and filling of questionnaire. Even the Heads of the organizations and the different HR heads were questioned about general opinions on various subjects related to foreign executives. Sometimes some of the foreign executives were also contacted on telephone to get their opinions on various issues. Thus the entire survey and findings were based on comprehensive information received from various sources.

This study applied a **phenomenological qualitative study** due to the fact that it attempts to explore the experiences in terms of challenges and adjustments of foreign executives in the context of cross-cultural setting.

The data analysis used is recursive abstraction data analysis where datasets are summarized; those summaries are then further summarized and so on. The end result is a more compact summary that would have been difficult to accurately discern without the preceding steps of distillation.

Conclusion

The study has revealed number of facts about the issues relating to foreign executives working in India and thrown substantial light for one to understand the complex situation arising out of cross- culture. The study was very useful from the point of view of understanding the comforts in the working conditions and outside the workplace of foreign executives and has thrown substantial light on the various aspects of cross culture, which this study has tried to find out the complexity of cross-cultural issues.

The study offers evidence that challenges are inevitable to these foreign executives due to differences in cultural background and understanding. Moreover, most of them come from industrialized western nations where distinctive work and social cultures are prevalently different from the eastern culture. Basically, due to different upbringing and cultural background, there are bound to be inconsistencies in terms of cultural understandings between the two cultures. Thus, it becomes the responsibility of parties involved namely, the foreign executive and the host nation to be more aware and receptive towards the differences. The components of this training program may be derived from the cross-cultural challenges and adjustments resulted from this study. A structured cross-cultural training program proves to be helpful as one of the strategic preparations to overcome the challenges and to contribute toward better adjustments in the host country.