



Cultural Variations and Business Performance: Contemporary Globalism

Bryan Christiansen

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By understanding how decision-making is best made in an era of very high competition greatly pressured by the constant speed of disruptive technologies, transcultural organizations in particular can increase sustainable profitability, thus creating a "trickle-down" effect throughout the entity.

Cultural Variations and Business Performance: Contemporary Globalism offers the latest research in the field of Business Performance Management in the global economic environment of present conditions. Defined as an approach which necessitates looking at business as a whole entity instead of only at the divisional level, Business Performance Management (BPM) entails reviewing overall business performance to determine how an organization can better reach its goals. Although there are numerous publications on this topic available on the market, relatively few go into depth as to how cultural variations affect business performance in contemporary globalism. The primary objective of this publication is that of reference material for business executives, scholar-practitioners, and university students who need to better understand the importance and influence of transcultural decision-making on business performance in contemporary globalism.

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