

Cultural Differences in Multinational Team Communication in an IT Service Organization

Workshop
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Content

- **Background and research question**
- **Research approach**
- **Results**
- **Conclusions**



Background

- **IT labor force from India**
- **Cultural differences do not disappear**
- **Challenges between cultures in everyday communication are different than in business negotiations or in trade**

Research question

- **What kind of connections exists between cultural dimensions and communication?**



Research approach

- **Literature**
 - Hofstede's cultural dimensions
 - Communication needs in IT projects
- **Data collection**
 - Semi-structured interviews
 - Observation
 - Documentation review
- **Qualitative case study**
 - Content analysis
 - Grounded theory



Potential connections between communication behavior and cultural dimension

	High PD	Low PD	COLL	IND	Low UA	High UA	MAS	FEM
Information flows by structure	+	-		+				
Centralized decision making	+	-		-				
Need for context information			+	-	+			
Transparency	-	+	+		-	+		
Recognizing achievements			+				+	
Adherence to control points					-	+		

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Conclusions

- **The model cannot be used for predicting whether the connections would offset each other.**
- **A warning against using stereotypes. Awareness of the differences and what behavior they are connected with is important, but the particular circumstances are even more important.**



Comments?

