

# Intercultural Aspects of Managing Corporate Mergers



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## ***Reviews***

*Complete information for publication fans. Better then never, though i am quite late in start reading this one. Its been written in an extremely straightforward way in fact it is just soon after i finished reading this ebook in which basically altered me, change the way i believe.*

***(Ellie Stark)***

## INTERCULTURAL ASPECTS OF MANAGING CORPORATE MERGERS



GRIN Verlag. Paperback. Book Condition: New. Paperback. 28 pages. Dimensions: 8.5in. x 5.5in. x 0.1in. Scholarly Research Paper from the year 2009 in the subject Business economics - Business Management, Corporate Governance, grade: 1, 7, University of Applied Sciences Essen, course: Intercultural Competences, language: English, abstract: The following term paper deals with the topic of managing intercultural aspects in corporate mergers and acquisitions. It focuses on the intercultural aspects of human resistance to change in the PMI phase of corporate mergers. Those who underestimate or ignore the human factor do so at their peril. Over the last two decades mergers and acquisitions are increasingly used to protect and to strengthen the market positions of companies. Due to the continuing globalization of markets, mergers and acquisitions have become a part of daily business. To survive in high competitive markets evermore companies use the possibility to merge or acquire a competitor because this is seen as a relatively fast and efficient method of expanding in new markets and of implementing new technology. In a highly flexible market environment, as it is nowadays, organisations have to be efficient, profitable, future orientated and adaptable to the fast development of the global economy. Otherwise they would not have the option to play a dominant and leading role in their markets. Therefore companies depended on a successful M and A process which is mainly influenced by the capabilities and skills of managing and implementing the change effectively, although this is a major challenge. As figure 1 shows, companies are highly aware of financial objectives like the increase of sales or the reduction of costs. It is often the case that companies financial prospects seem to be excessively high, which in the end leads to multiple missed objectives and even to entirely failed PMIs. Whereas some cases can...



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