Assessment 1

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**Response 1**

Technology has become an indispensable part of our life. As modern spins around the elements of technology, e-business trend is elevating tremendously. Many companies have decided to use technology incorporated with traditional methods to spread their business overseas.

E-business has greatly influenced leadership styles as managing and supervising employees in an e-business environment is very different from managing employees face to face. Also, the communication barrier is another reason due to which managing employees in an e-business structure are difficult.

Several things are there that a manager must consider while doing business in any other country such as Australia or Africa. The first and foremost important thing is to understand and have a great knowledge of the culture of countries in which they want to expand their business. Additionally, in foreign countries, the language barrier is another factor that hinders the expansion of a business. It is, therefore, necessary that companies modify their products and its advertisement that may be suitable for the people living in different countries.

**Response 2**

To be an effective global leader it is necessary to have a global mindset that is having complete knowledge of the culture and preferences of people all around the world. Global leaders are aware of how to operate in multiple environments to attain their goals. They achieve experience with every new venture and have the ability to adapt to the environment where they want to expand their business (Caligiuri, 2006).

Managers on international assignment must be able to effectively manage customer relationship on an operational level by having a good interpersonal, communication and numeracy skills They must also have commercial awareness as they are responsible for outsourcing service of the overall management.

While comparing a South American country Brazil with the European country France, several differences can be seen. The main difference between the two countries is their culture. Also, the language spoken in the countries are different. Due to the difference in culture the advertisement and product preferences are also different. Thus, to expand business in both countries global leaders must be aware of the demographics of both countries while also know the culture of each country.

**Response 3**

Several factors are there that needed to be catered to while doing business in other countries. Although, doing business in foreign countries helps in the expansion of business while giving exposure and experience yet there may have negative outcomes as well. Cultural diversity comprehends ideas that are transferred through various languages and styles of communication. Due to a difference in the way of communication, diversity may lead to a conflict among the members of a global team. Owing to the cultural and language barrier messages regarding a product can be misinterpreted that may cause a company to lose reputation.

While discussing the role of managing a corporation in Asia, Europe, Africa, and Australia, there are many factors such as cultural diversity, language and political issues that needed to be considered. In Asia and South America, the individuals focus more on the dynamics of family and therefore a global leader must have an idea of managing his team in functional diversity to achieve his or her goals.

**Response 4**

Owing to the difference in cultures conflicts may arise among a team that has members from different cultures. Diversity can result in a normative pattern that suggests a series of tolerable actions that encourages self-interest among different team members. To gain an employee interest different approaches can be used while considering cultural, religious and political differences.

For instance, in India, people often are motivated by out of fear or respect for the leader. However, it is recommended that a leader must not be extremely authoritative as employees might quit working under pressure. In contrast employees in African countries such as South Africa like to work in an environment where there is no discrimination based on color, religion, and sexuality of an individual. However, in the US employees are motivated by the friendly behavior from their leader rather than authoritative behavior (Ajang, 2007). People in the US like to work in an environment where they can freely share their ideas that may benefit the company.

References

Ajang, P. E. (2007). Assessing the role of work Motivation on Employee Performance.

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