

Review Paper

THE IMPACT OF CULTURE ON MENAGEMENT PRACTICES IN INTERNATIONAL BUSINESS

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ABSTRACT:

This paper examines the influence of culture on corporate practices in the context of globalized business. It draws on established research in cultural anthropology, sociology, and international business. The study investigates how these cultural paradigms affect various aspects of organizational behavior, such as leadership styles, decision-making processes, communication, and ethics. The research explores the strategies for cross-cultural management, focusing on developing cultural intelligence, fostering inclusive organizational cultures, and utilizing diversity as a source of competitive advantage. The paper also considers emerging trends in corporate strategy, including technological advancements, generational changes, and sustainability. The findings highlight the importance of cultural awareness and adaptability for organizations in

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multinational contexts. The work synthesizes current knowledge and identifies potential areas for future research.

KEY WORDS:

Cultural Differences; Cultural Diversity; Diversity Management; Cross-Cultural Management; Competitive Advantage

SAŽETAK:

Ovaj rad ispituje uticaj kulture na korporativne prakse u kontekstu globalnog poslovanja. Oslanja se na postojeća istraživanja na polju kulturne antropologije, sociologije i međunarodnog poslovanja. Studija istražuje kako određene kulturne paradigme utiču na različite aspekte organizacionog ponašanja, kao što su vođstvo, procesi donošenja odluka, komunikacija i etika. Istraživanje proučava strategije upravljanja u multikulturalnom okruženju, fokusirajući se na razvoj kulturne inteligencije, poticanje inkluzivne organizacione kulture i korištenje različitosti kao izvora konkurentne prednosti. Rad takođe razmatra nove trendove u korporativnoj strategiji, uključujući tehnološki napredak, generacijske promjene i održivost. Nalazi naglašavaju važnost postojanja svijesti o kulturi i prilagodljivosti u organizacijama koje posluju u multinacionalnom kontekstu. Rad sintetizuje postojeća saznanja i identifikuje potencijalna područja za buduća istraživanja.

KLJUČNE RIJEČI:

Kulturne razlike; Kulturne različitosti; Upravljanje različitostima; Međunarodni menadžment; Konkurentna prednost;