



Cultural Distance and the Performance of International Joint Venture

By Junaid Javaid

GRIN Verlag. Paperback. Book Condition: New. Paperback. 36 pages. Dimensions: 8.3in. x 5.8in. x 0.1in. Project Report from the year 2013 in the subject Business economics - Business Management, Corporate Governance, University of Bedfordshire, course: International Business and Management, language: English, abstract: In the Global Market, International Joint Ventures (IJV) are becoming prevalent phenomena and many multinational companies have managed to experience considerable growth by making alliances (such as Joint Ventures). There are several factors which need to be controlled carefully, otherwise it would result in weakened performance of the specified IJV. It has been estimated that about 37-70 percent of IJV are reported to experience performance problems incurred due to cultural differences and thus led the specified ventures towards costly failure. Culpan (2002) explained International Joint Venture (IJV) as the process which includes two or more companies from different countries to collaborate together. The decision to decide whether or not to make a joint venture included four different stages (Initial, Formation, Operation and Outcome). There are two kinds of cultures which directly impact on the Joint Venture. The first one is the organisational culture and the second type of culture is the national...



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