

## **Proposal**

**Title-** Global Business Cultural Analysis on Germany: An American Perspective for Conducting Business in Germany

**Program of Study-** Master of Business Administration: Project Management

**Presentation Type:** PowerPoint

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**Category-** Experimental (Theoretical)

**Abstract-** The relationship between America and Germany has impacted many different areas from the founding of the New World to the American Revolution, World War I and II, politics, science, religion and economics. Now, one of the interesting areas to consider is American and German business relations. In order to fully understand the dynamics of American conducting business in Germany a cross-cultural analysis was be conducted. This analysis looked at different German cultural dimensions; how those cultural dimensions are manifested in locals conducting business; how these two aspects compare with US culture and business; and finally, implications of American conducting business in Germany. A brief study of the historical developments from 1945 to the present time and the impact those developments had on culture was also conducted. This brief study highlights many of the foundational elements of German culture. An extensive literature review was conducted in order to develop the theoretical framework for this paper, and the application for business manager conducting business in Germany. The paper concludes that many aspects of Germany and its culture make it one that is suited for business opportunities and development. The German economy is robust and a world leader, prime for business expansion. Germany's economic recovery and growth since 1945 is also an indicator of a resilient people that have the long goal in mind. Coming out

of World War II, Germany was in economic turmoil and devastation. In less than 50 years, Germany now has the fourth largest economy. When the Eurozone entered economic crisis, those countries turned to Germany for help. While there may be cultural dimensions that must be analyzed and strategies implemented in order to foster a business relationship, global managers should consider Germany as a country to expand their business endeavors. Future cultural study of Germany should focus on the influx of immigrants. Research in the number of immigrants receiving jobs, companies' strategies as they handle the cultural diversity and government strategies in handling the immigrant crisis. Research should also be conducted on the change in the German concept of time and change in work hours. Finally, research should continue in the economic growth of East Germany and its cultural influences in West Germany.

**Christian Worldview Integration-** In today's global economic system, global enterprises must evaluate their strategy in regards to how they will address cultural diversity. Cultural diversity can be viewed as an obstacle to overcome or an opportunity to learn and adapt. From a biblical perspective cultural diversity was created when God separated the people in Genesis 11. Prior to Genesis 11, there was one common language spoken throughout the world. It was during this time that a group of people attempted to build a tower to reach the heavens. Because of their pride, the Lord scattered the people all over the earth and confused them with different languages. This is the foundation for cultural diversity. Based on this truth, companies may seek to force their own culture into a diverse marketplace; however, these companies will typically struggle in their endeavors to effectively communicate with local natives, placing unnecessary strain on business operations. This is an ethnocentric style of international business. Other strategic approaches to international business are geocentric and polycentric. These strategies seek to adapt their business models to best fit within the respective markets cultures'.

These strategies have been used quite successfully by missionaries as well. Instead of bringing missionaries from foreign countries, some mission organizations look to train indigenous people to reach their own people. This is seen in Paul's life in 1 Corinthians 9:19-23. Paul argues that in his freedom in Christ he becomes a Jew to the Jews and a Greek to the gentiles. This further illustrates the need to develop a strategy to address cultural diversity within the spiritual realm as well as the business world.