

Erfolgsfaktoren für deutsche Top Manager als Expatriates in Osteuropa

- Global Geld verdienen, provinziell Auslandseinsätze vorbereiten.

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The previous article describes the current research on successful key management factors for top expatriates in Eastern Europe in connection with international and inter-cultural operating companies. For that reason, 31 managers of German affiliates were interviewed in Bulgaria, Czech, Hungary, Poland, Romania and Slovakia. As a result of these interviews, twelve success factors could be confirmed by use of an existing check list used by German companies, and evaluation of another questionnaire about cultural standards. Furthermore, another twelve success factors could be confirmed by scientific management literature such as that of Peter Drucker (1987, 2001, 2007), Henry Mintzberg (2009) and empirical research by different consulting companies (ECA, 2007, Mercer, 2008). In a follow-up examination the results have been confirmed by 3 big international trading companies and with present Managers in East-Europe middle-sized companies.

in „Der Betriebswirt“ 4/2011

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