



Interkulturelle Kompetenzen am Beispiel vom Diversity Management der Deutschen Bank AG (German Edition)

Andreas Guhl

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Studienarbeit aus dem Jahr 2015 im Fachbereich Medien / Kommunikation - Interkulturelle Kommunikation, Steinbeis-Hochschule Berlin, Sprache: Deutsch, Abstract: Arbeiten in international aufgestellten Firmen bedeutet nicht nur hoch spezialisierte und exzellent ausgebildete Fachkräfte zu haben, sondern auch die Nützlichkeit aus lokalen Marktgegebenheiten zu analysieren und partnerspezifische Lösungen, welche das Unternehmen weltweit am Markt nutzen kann, zu erarbeiten. Dabei spielt die Vernetzung von Mentalitäten und die Schöpfung von Potenzialen aus verschiedenen Ländern und Märkten eine wichtige Rolle seitens der Produkt- und Personalentwicklung. Hierbei treffen bei diesen Unternehmen unterschiedliche Führungsstile aufeinander, die zum einen helfen können die Sichtweise der Perspektive zu wechseln oder auch die Kreativität und die Innovationskraft an den sich immer schneller wandelnden Märkten zu stärken. Um diese kulturelle Vielfalt der Mitarbeiter als Identität eines Unternehmens zu nutzen, sind vor allen die interkulturellen Kompetenzen der Führungskräfte als auch der Mitarbeiter von hoher Bedeutung.

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