

DOI: 10.6947/nairjcbem2023.7.4.11

GLOBAL MANAGEMENT: CHALLENGES AND STRATEGIES

***DR. ADEDAYO**

**Lecturer Management University of Abuja, Nigeria*

ABSTRACT

Globalization has brought new opportunities and challenges for businesses and organizations. Global management is the process of planning, organizing, leading, and controlling a globally dispersed workforce and operations. This research paper explores the challenges faced by global managers and the strategies they can use to manage effectively in a global context.

KEYWORDS: *global management, cultural differences, language barriers, legal and regulatory differences, geographic distance.*

INTRODUCTION:

The world has become increasingly interconnected, and businesses and organizations are expanding their operations to new countries and regions. Global management is the process of managing organizations that operate across national and cultural boundaries. Global managers face many challenges, including cultural differences, language barriers, legal and regulatory differences, and geographic distance. To succeed in a global context, managers must develop strategies that can address these challenges.

BODY:

CULTURAL DIFFERENCES:

Cultural differences can have a significant impact on global management. Global managers must understand the cultural differences of the countries they operate in and develop strategies to manage effectively in these contexts.

For example, managers must be aware of different communication styles, decision-making processes, and negotiation tactics.

LANGUAGE BARRIERS:

Language barriers can also pose significant challenges for global managers. To overcome these barriers, managers can use translation and interpretation services or hire bilingual employees. It is also essential to ensure that all employees receive adequate training on language and communication skills.

LEGAL AND REGULATORY DIFFERENCES:

Legal and regulatory differences can be a significant challenge for global managers. They must be aware of the different laws and regulations that apply to their operations in different countries. Managers must also be prepared to adapt their operations to comply with these laws and regulations.

GEOGRAPHIC DISTANCE:

Managing a globally dispersed workforce can be challenging due to geographic distance. To manage effectively in this context, managers can use technology to facilitate communication and collaboration between employees. They can also develop flexible work arrangements to accommodate employees in different time zones.

CONCLUSION:

Global management is a complex process that requires managers to navigate cultural differences, language barriers, legal and regulatory differences, and geographic distance. To succeed in a global context, managers must develop strategies that can address these challenges. By understanding the challenges of global management and developing effective strategies, managers can achieve success in a globalized world.

REFERENCES:

- [1]. Bartlett, C. A., & Ghoshal, S. (1998). *Managing across borders: The transnational solution*. Boston, MA: Harvard Business Review Press.
- [2]. Deresky, H. (2017). *International management: Managing across borders and cultures*. Boston, MA: Pearson.
- [3]. Hofstede, G. (1991). *Cultures and organizations: Software of the mind*. New York, NY: McGraw-Hill.
- [4]. Javidan, M., & House, R. J. (2001). Cultural acumen for the global manager: Lessons from project globe. *Organizational Dynamics*, 29(4), 289-305.

[5].Laurent, A. (1983). The cross-cultural puzzle of international human resource management. Human Resource Management, 22(2), 159-173.