

RESEARCH
ASSET*Management in multicultural organizations*

How can you be a good leader when your employees have many different perceptions of what a good leader is? What do age and gender mean in international management? Are stereotypes useful in practice, or do they place limitations on how we understand the individual human being? How is information interpreted across languages and cultures, and what should you pay attention to when communicating? These are some of the questions that anthropologist Lise Tjørring has investigated with through a study of cultural challenges in leadership in the international environmental organization Preferred by Nature.



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Institution Name

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Country

Denmark



Research Area

Antropology



Thematic Focus

Multiculturalism, management



Stakeholders involved

Preferred by Nature



Research Phase

Finished

POTENTIAL VALORISATION AREAS

- Collaboration with industry / business
- Collaboration with government
- Collaboration with non-government

DESCRIPTION OF VALORISATION ACTIVITY

Based on her investigations, Lise has developed a **guide** with suggestions and attentions points that can be used by management in multicultural organisations.



Quote

VALORISATION TARGETS/POTENTIAL FUTURE COLLABORATORS

- Internation organisations
- NGOs