

## Haag, Markus

### Personal values and their impact on team performance - Presentation 30 mins -

Organization	University of Bedfordshire
Address	Park Square, Luton, LU1 3JU, UK
Email	markus.haag@beds.ac.uk
Website	<a href="http://www.beds.ac.uk/research/bmri/ricta/people/markus-haag">http://www.beds.ac.uk/research/bmri/ricta/people/markus-haag</a>

#### Abstract

The presentation is based on a PhD research study on the impact of the individual-level value types of the Schwartz Value Survey (Schwartz, 1992) on knowledge management in e-learning groups. One of the main outcomes of the research conducted so far is the need for an emphasis on the 'cultural and contextual situatedness' of communication and interaction from the point of view of personal values. Discussing the impact of personal values on team performance is the focus of the presentation.

Conference participants will get an insight into how personal values have an impact on communication and interaction within a multicultural team, and which other factors are involved and how these influence and are influenced by personal values. The Portrait Values Questionnaire, an instrument that is used to determine the score of the individual members of a multicultural team, and thus finding out what these members believe to be personally or socially preferable (Rokeach, 1973) when interacting in a multicultural team, is being presented. The results of a Delphi study conducted in conjunction with the PhD suggest that the context in which communication and collaboration takes place affects the relative importance of the SVS value types.

#### Learning outcomes for participants

- Understand the effect of personal values on communicating and collaborating within a team and being aware of the contextual situatedness of these
- Become aware of what factors impact on team performance and how these should be managed to foster team performance
- Become aware of how and why the relative importance of these factors differ and how this should be addressed in managing a multicultural team

#### Profile

Markus Haag is currently conducting PhD research at the University of Bedfordshire, UK. He is investigating knowledge development processes and perceived learning outcomes in e-learning from a personal value perspective.

He has done research on cross-cultural differences in virtual teams and on cross-cultural differences in online chats while studying for an MA in Intercultural Communication at the University of Luton, UK, where he graduated with distinction. His focus there was on cross-cultural psychology, the effective use of media (electronic media in particular) in a multicultural setting and intercultural training. His MA dissertation was on "Individualism-Collectivism and Personal Homepages: Self-Construction and Rapport Management as Manifested in Content and Design".

His publications include "The Impact of Culture on the Application of the SECI Model. In D. Harorimana (ed) (2009) Cultural Implications of Knowledge Sharing, Management and Transfer: Identifying Competitive Advantage", "Knowledge Development in e-Learning Environments: A Cross-Cultural Perspective", "Business Terminology" [CD-ROM containing self-study materials.], "Business Meetings" [CD-ROM containing self-study materials.], among others.