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Working with strangers: trust, teamworking and business performance - Presentation 30 mins -

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Abstract

A confluence of processes loosely termed 'globalisation' is challenging our established perceptions and experiences of organisations, teams and team tasks. However we define globalisation, one effect has been to stretch and redefine boundaries of business decision-making, generating perceptions and experiences of reduced space and time within which managers need to make strategic decisions about business tasks and performance. In technological terms, globalisation offers increasingly sophisticated means of communicating business decisions and negotiating business tasks. During the planning and negotiating of such tasks, the operational reality generates a challenge - and opportunity - to interact with geographically spread teams comprised of people who are and remain relative strangers to each other.

This workshop explores the role that trust can play in the negotiation of tasks with virtual teams of strangers - (as well as teams of virtual strangers!) - and attempts to link conceptualisations of trust to team performance. Specifically, the questions explored in this workshop are:

- What role might trust play in negotiating virtual team tasks with strangers?
- What type or expression of trust might support and sustain team performance in such contexts, and why?

This workshop is based on both theoretical and empirical research and invites the active engagement of workshop participants.

Learning outcomes for participants

- A critical understanding of the role of trust in contexts for virtual team working
- A critical understanding of how systematic attention to trust might inform approaches towards making virtual team working more effective and efficient

Profile

Keith Jackson is co-founder and director of the Institute for Applied Trust Research. He works as a consultant in international human resource management, talent management, and business communications focussed on trust in China, Germany, Japan, Switzerland, Turkey, and the UK. He is a tutor and research fellow at several international universities, including SOAS (University of London) and the Cass Business School, London. He is editor of the journal *Asia Pacific Business Review* and series editor of the Routledge 'Working in Asia series'. His latest publication (2009, with P. Debroux) is 'Innovation in Japan: emerging patterns, enduring myths'. His forthcoming publication is about HRM for the Routledge 'Key Concepts' series.

Ulrike Schwegler

Ulrike Schwegler is co-founder and director of the Institute for Applied Trust Research. She is an expert in processes of trust-building in international business cooperation and intercultural communication. Her business and research interest cover both 'for-profit' & 'not-for-profit' organisations in Southeast-Asia, Middle East, North Africa, Europe, USA and include both, the development and transfer of trust-related concepts in strategic management, leadership and teambuilding as well as cooperation and teambuilding in international organisations.