

Kruse, Nils

Success factors of Sino-German teams

- Presentation 30 mins -

Organization	
Address	Landmark Tower 2, Unit 1111, 8 North Dongsanhuan Road, 100004 Beijing, China
Phone	+89 132 6122 1219
Email	kruse_nils@web.de
Website	

Abstract

Despite not having graduated yet, I would like to contribute my experience of more than two years of living, studying and working in China as well as the knowledge I gained from my TMS trainer accreditation, in form of holding a presentation about the "Success Factors of Sino-German Teams". While most research focuses on the difficulties and differences of multicultural teams, I would like to elaborate on potential synergies and success that can be achieved by a cultural diverse team - if well assembled.

For example the authors of the book "Intercultural Communication and Cooperation" Thomas, Kinast and Schroll-Machl (2003) argue that difficulties are likely to occur when a culture's central features, i.e. cultural standards, clash. However, are there not clues that the pool of diverse culture standards can be key to solving certain problems and thus that these culture specific features can improve a team's performance if understood correctly and used in a positive way? My goal is to achieve a paradigm shift from a mentality focused on problems to a mentality focused on chances - of course only if my future research supports this idea.

Learning outcomes for participants

- Key factors for success of Sino-German teams
- Ways to create synergies by leveraging cultural diversity
- Practical experiences with common tools in cross cultural management e.g. TMS, culture standards to achieve the aforementioned goals

Profile

Nils Kruse currently studies Asian Studies and Management (Chinese) at Constance University of Applied Sciences, Germany. Until January 2009 he studied at the Beijing Language and Culture University, China with a focus on business Chinese as well as economics and trade. He has been employed at different international companies in Germany and China, where he worked amongst others in the field of business development and marketing. He speaks German, English and Chinese fluently and has a working knowledge of French and Korean.