

## Merk, Vincent

### Trust and teams: Creating, developing and maintaining trust in (virtual) teams - Workshop 45 mins -

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#### Abstract

In this workshop we will first review a few concepts dealing with trust and teams. Second, using the dimension Universalism - Particularism as defined by Trompenaars et al, we will show how this dimension and the extremes it features are related to the concept of trust in intercultural management. We will focus especially on how to create, develop and maintain trust in (virtual) teams cooperating throughout the international and global business world. Finally, we will make some suggestions for operational best practices in intercultural management at large that optimise the degree of trust within (virtual) teams.

#### Learning outcomes for participants (in 2-4 bullet points)

- Understand how to link the concept of trust to intercultural contexts
- Understand the process of trust in teams
- Learn how to manage virtual teams in the global world of business

#### Profile

Vincent Merk is a French citizen residing in The Netherlands since 1981. He was educated at the Universities of Strasbourg and Grenoble (MA in Business Administration with English and German) and at the University of Amsterdam (post-graduate studies). His main affiliation is at Eindhoven University of Technology (TU/e) where he teaches intercultural business communication, management and negotiation, with a special focus on trust and corporate social responsibility (CSR).

In addition, he works as an independent trainer and consultant in intercultural business communication, negotiation, management and professional mobility for a large range of companies, business schools, universities and management training institutes. He is the author of many articles on intercultural communication and management and co-author of two books: *Business Class Frankrijk*, 1992 (on doing business with the French) and *Business en français*, 2007 (on learning business French). He speaks French (mother language), Dutch, English, German and Spanish.

He has also served on the Board of Directors of SIETAR Europa, of which two years as president. He is a member of the e-learning community dialogin The Delta Intercultural Academy and facilitator of the Forum on French business culture.

He also presented a paper on CSR at the First York associates and dialogin conference in Konstanz in September 2007. He was nominated in November 2007 for a TU/e educational prize of Best Teacher.