

# **Cross Cultural Differences and their Implications for Managing International Projects**

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# Widely accepted studies

- Geert Hofstede's study of IBM employees in many countries
- Fons Trompenaars more recent study of cultural differences
- Z. Aycan, et al.'s socio-cultural dimensions

# Groups of distinctions

- Relations between people
- Motivational orientation
- Attitudes toward time
- Socio-cultural dimensions