

CULTURAL DIFFERENCES IN PROJECT MANAGEMENT

Diana Elena Ranf, Romanian-German University Sibiu

ABSTRACT: In tough economic times and under global competition, management by projects is now regarded as a competitive way for managing organizations. This paper wants to outline the importance of cultural differences aspects in project management. The main objectives followed by the paper are to see the impact of cultural differences of project management, to find the advantages of a multicultural team and how can we use them to face the challenges of operating in a dynamic business environment characterized by high levels of uncertainty.

Keywords: cultural, management, project, tool.

JEL codes: M16