

THE INFLUENCE OF CULTURE ON THE OPERATIONS OF MULTINATIONAL COMPANIES

Aleksandra Tošović-Stevanović¹

Sladana Bajković²

***Abstract:** The subject of this labor is the influence of culture and cultural differences on the operations of multinational companies. A person is not born with culture but culture learns a person throughout its life, from birth to end of life and acquired in various ways. Culture shapes the person, its way of thinking, attitude, way of speaking and as such makes person different from others. From these differences derive many challenges that multinational companies face during their business globally. The influence of culture in the business world is very large and should not be ignored. The importance of culture in business conditions multinationals to advance preparations for negotiations with foreign partners to accept, understand, respect their culture and adapt to the culture of the interlocutor. International business is a complex process, which tends to be even more complicated if the cultural differences between the interlocutors are expressed. For the needs of the present paper, factors have been analyzed which indicate the most influential cultural classifications and their immediate functioning of multinational companies their and also the guidelines on possible transformations of national cultures impacted by globalization.*

Key words: cultural differences, international business, multinational companies, globalization

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¹ Megatrend University, Belgrade, Serbia, +381 64 1106527, atosovic@megatrend.edu.rs

² M.A. student at the Faculty of Business Studies, Megatrend University, Belgrade, Serbia, sladjanna94@hotmail.com