

Cross-Cultural Synergy as Management Innovation for Increasing Multinational Companies' Competitiveness

Natalia Guseva

State University – Higher School of Economics

This paper examines the hypothesis that synergy of cross-cultural differences is the key factor for increasing multinational companies' competitiveness in the process of globalization. The author also considers synergy of cross-cultural differences as a management innovation applied to multi-nationals working in Russia. The author proposes a new approach for dealing with cross-cultural differences and for taking advantage of the cultural diversity that is currently common and presents her own vision and managerial recommendations for reaching synergy in four main French – Russians dichotomies: individualism – collectivism; universalism – particularism; endogenous – exogenous motivation and attitudes towards time.