

Understanding National Culture and Ethics in Organizations

A Study of Eastern and Central Europe

Iulian Warter

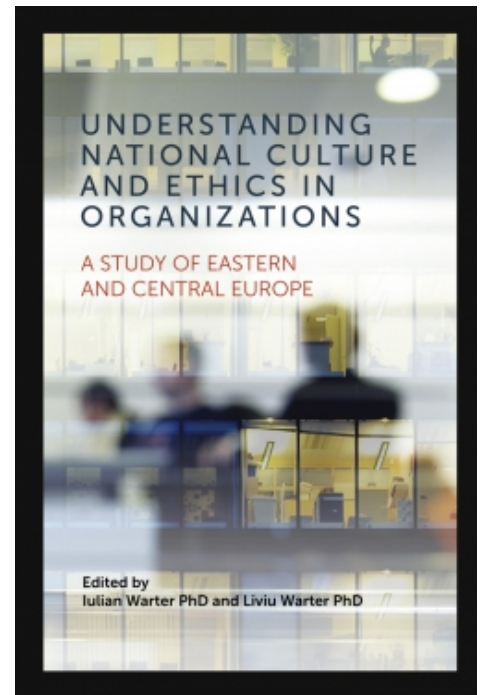
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About the Book

Understanding National Culture and Ethics in Organizations: A Study of Eastern and Central Europe explores the nexus between ethics and national culture, with a special focus on Eastern European countries. Understanding the nuances of these cultural differences as well as different perceptions of business ethics allows a finer understanding of the differences in business styles between Western and Eastern European countries.

Intended primarily for managers, ethics and intercultural management scholars and business owners, this book reveals some leading questions in business research, linking ethics and national culture, with a particular emphasis on Eastern European countries. The main questions that should be answered are: 'Which are the cultural particularities in Eastern European countries?' & 'What is the relationship between ethics and national culture in Eastern European countries?' and 'How to be successful in business in Eastern European countries?'

The volume's approach to culture and ethics leads to unique and new perspectives on the Eastern part of Europe. By improving our understanding of the relationship between business ethics and national culture, the book contributes to the integration of theories, concepts and results from different research traditions and in this way helps to better our understanding of management.



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