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Business and Management : Project Management

Lückmann, Patrick

Engagement of Intercultural Project Customers

A Relational Model

- Examines the specific needs of culturally diverse costumers and sponsors
- Introduces a relational model for intercultural management
- Gives guidelines for practitioners in culturally diverse environments

This book examines the effective and appropriate integration of project customers in intercultural settings. It first presents the theoretical background and the state of the art in intercultural project stakeholder management. The book then describes the use of qualitative and quantitative (Delphi survey) methods to produce a dataset, and the development of a relational model for customer engagement in intercultural projects based on this dataset. The book can be used to inform future research in the area of international project management, while also serving as a guide for project management practitioners who need to engage culturally diverse users, sponsors and customers.

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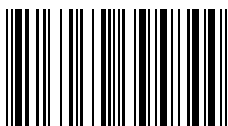
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