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Controlling in China (German Edition)

Tina Adili

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China - ein Land mit starken Gegensätzen und teils großen Widersprüchen. Die jahrtausendealte Kultur mit ihren bis in die heutige Zeit tief verwurzelten Traditionen und Verhaltensweisen einerseits und eine stark von westlichem Einfluss geprägte Moderne mit einem enormen sowie rasanten Wirtschaftswachstum andererseits scheinen auf den ersten Blick nur schwer vereinbar. Zielsetzung des vorliegenden Buches besteht darin, potentielle Probleme zu beleuchten, die sich für das Controlling einer chinesischen Tochtergesellschaft durch Gegenüberstellung deutscher Controlling-Anforderungen und kultureller Besonderheiten Chinas ergeben. In Bezug auf das Phänomen des Guanxi und die Kulturdimensionen von Hofstede und Trompenaars werden Auswirkungen auf die einzelnen Controlling-Dimensionen untersucht. Es wird auf Lösungsansätze hingewiesen, die helfen sollen, beschriebene Unsicherheiten zu reduzieren oder zu beseitigen. Mit dem Kernelement der Personenorientierung gewinnt Guanxi besonders in der schnell wachsenden Wirtschaft Chinas mit sich ständig ändernden Bedingungen immer mehr an Bedeutung und beeinflusst zunehmend das Sozialverhalten der Mitarbeiter und die Geschäftspraktiken im Controlling. Dieses Buch versucht Impulse und Anregungen zu geben für ein besseres Verständnis der jeweils anderen Kultur und ihrer spezifischen Anforderungen. Es soll helfen, ein beiderseitig befriedigendes Zusammenwirken zu ermöglichen und die chinesische Kultur nicht als Hindernis, sondern als wichtigen Schlüssel zum Geschäftserfolg zu sehen.

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