

Considering Cultural Impact on Projects

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Abstract

Projects, which are a key determinant of a company's competitiveness, have come to dominate today's economy and social development, while their effectiveness remains low. Increased mobility of human resources and the growing intensity of goods logistics further compound the challenges involved in managing multicultural projects.

This paper examines the influence of culture on project implementation across the relevant project processes.

Keywords

Hofstede, I, II i III order cybernetics, feedback, cultural dimension of an organisation, TCI model, context impact on communication, LEAD model of leadership, holistic approach.