

1. Record Nr.	UNINA9910298191403321
Autore	Maimone Fabrizio
Titolo	Intercultural Knowledge Sharing in MNCs : A Glocal and Inclusive Approach in the Digital Age / / by Fabrizio Maimone
Pubbl/distr/stampa	Cham : , : Springer International Publishing : , : Imprint : Palgrave Macmillan, , 2018
ISBN	3-319-57297-0
Edizione	[1st ed. 2018.]
Descrizione fisica	1 online resource (XVII, 195 p. 15 illus., 12 illus. in color.)
Disciplina	658.4038
Soggetti	Knowledge management Organization Planning International business enterprises Internet marketing Knowledge Management International Business Online Marketing/Social Media
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references at the end of each chapters and index.
Nota di contenuto	1. Introduction -- 2. Culture, Glocalization, Complexity -- 3. Organizational Knowledge and Intercultural Management -- 4. Intercultural Knowledge Sharing in MNCs, Towards a Complex and Dynamic Model -- 5. Toward an Integrated and Inclusive Approach to Intercultural Knowledge Sharing -- 6. An Integrated Approach to Facilitate Knowledge Sharing Among and Beyond Cultural Barriers, Using Social Media.
Sommario/riassunto	This book provides a systematic view of current and future research perspectives on intercultural knowledge sharing and offers a model for the growth of organizational knowledge in the digital age. The author puts forward multidisciplinary and multi-paradigmatic approaches to offer an updated view on the best practices towards international management. With insights on the opportunities and limitations of the use of digital and social media to facilitate intercultural knowledge

sharing in business, the book explores the evolution of research on the topic, taking into account the consequence of “glocalization” as well as technological innovation and the evolution of organizational strategies and structures. Intercultural Knowledge Sharing in MNCs will be of use to scholars of management and organizational studies, as well as managers of international businesses interested in knowledge sharing, as it delivers an invaluable model which aims to conciliate diversity and inclusion, global and local knowledge, technological innovation and humanism. .
