



# When in Rome, do as the Romans (German Edition)

*Franziska Pfund*

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Studienarbeit aus dem Jahr 2003 im Fachbereich BWL - Unternehmensführung, Management, Organisation, Note: 1,0, Fachhochschule Hof (Internationales Management), Veranstaltung: Unternehmensstrategien und Internationalisierung, Sprache: Deutsch, Abstract: Im Zusammenhang zunehmender Auslandsaktivitäten von Unternehmen stellt sich

die Frage, inwieweit sich sowohl das Unternehmen in Struktur und Organisation als auch entsandte Mitarbeiter an die lokale vorherrschende Kultur anpassen. Auf diese Fragestellung zielt das obengenannte Sprichwort hin, welches frei übersetzt in etwa heißt: „Wer sich in Rom befindet, verhalte sich wie ein Römer.“<sup>1</sup>

Nachfolgend soll erörtert werden, in welchem Maße eine Anpassung an fremde Kulturen notwendig oder erwünscht ist und von welcher Seite diese vorgenommen werden sollte. Unternehmen, die ihre Tätigkeiten international ausweiten wollen, befinden sich in folgender Zwickmühle: einerseits streben sie an, Globalisierungsvorteile zu nutzen, also die Entwicklung einer einheitlichen Unternehmenskultur, andererseits muss den Umweltbedingungen der Gastländer Rechnung getragen werden, auf kulturelle Unterschiede der Geschäftsgepflogenheiten eingegangen werden und entsprechende Anpassungen vorgenommen werden.

Für beide Seiten sprechen verschiedene Argumente. Eine lokale Anpassung der Unternehmenstätigkeit bzw. –kultur wird durch politische, rechtliche und soziokulturelle Bedingungen des jeweiligen Gastlandes unabdingbar gemacht. Im Gegensatz dazu wird eine weltweite Integration und Vereinheitlichung, somit keine landespezifische Anpassung, mit ökonomischen Vorteilen begründet. [...]

<sup>1</sup> Dieses Sprichwort konnte bis zum „Commonplace Book“ des Jahres 1530 zurückverfolgt werden. Es wurde erstmals in den USA in „Voyages of Radisson“ (1885) zitiert. Das Sprichwort wird oft in Zusammenhang mit Saint Ambrose (ca. 340-397) gebracht, dessen Ratschlag für Saint Augustine folgendes besagte: Si fueris Romae, Romano vivito more; si fueris alibi, vivito sicut ibi (When you are in Rome live in the Roman style; when you are elsewhere live as they live elsewhere.). Quelle: [http://www.phrases.shu.ac.uk/bulletin\\_board/6/messages/571.html](http://www.phrases.shu.ac.uk/bulletin_board/6/messages/571.html)

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