

Preface

Since living and working abroad, it has become very clear to me that cross-cultural differences play a very important role in international communication, business and politics. I wished to gain a deeper understanding by researching them.

From 2008 to 2011, I received a great opportunity to conduct my Ph.D. dissertation both at the University of Bayreuth in Germany and at the Corporate Academy of a large, German-based multinational automotive corporation.

My advisor, Prof. Dr. Torsten Kühlmann, provided me with extensive support. He spent countless hours giving me guidance, listening to my thoughts, answering my questions, challenging my thinking and discussing various crucial topics with me. His kindness and strictness developed the best conditions for me to pursue leading edge doctoral research. I also thank my second advisor, Prof. Dr. Reinhard Meckl, for carefully reading and commenting on this research.

At the same time, my superiors at the Corporate Academy, where I conducted my empirical study, were also very staunch supporters.

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