

Abstract

World wide competitive realities, international politics, high technology, and global economies have brought people with different cultural backgrounds and nations with different economic development stages together in an instant. Proximity, however, does not necessarily result in mutual understanding, especially when individuals of different cultures are required to work and negotiate with one another. This paper discusses a Five-Step Conflict Management Model - assessment, acknowledgment, attitude, action, analysis - to provide a theoretical framework for managing conflict across cultures effectively. A hypothetical case of a global corporation is presented to relate the applicability of the framework.