

Globalization, Cultural Diversity and Organizational Commitment: Theoretical Underpinnings

Van R. Wood* and Joshua S. Wilberger**

Greater numbers of companies and individuals now work in the international business arena. Companies operating abroad inevitably hire and retain individuals with varying cultural backgrounds. Understanding how to manage these differences presents opportunities for gain. A thorough literature search indicates that no research to-date has explored the concept of organizational commitment and culture in an international business context, and thus this article is offered as a beginning point for new and potentially valuable investigation.

Field of Research: International Business, Globalization, Organizational Commitment