

Universität zu Kiel
Institut für Betriebswirtschaftslehre
Lehrstuhl für Organisation
Prof. Dr. Dr. h.c. Joachim Wolf

Master Lecture
Internationalization & Organization II

Winter term 2017/2018, Exam at 08.02.2018

Please consider the following:

- Try to answer all questions.
- There are no aiding devices allowed.
- Consider that you have to answer the questions within one hour.
- You may answer the questions either in English or in German.
- Please use separate sheets for answering questions 1 and 2.

Question 1

- 1.a. Please compare Hofstede's study on country cultures with the GLOBE project on country cultures.
- 1.b. Please explain all cultural dimensions used by Hofstede.
- 1.c. Please explain globalization drivers (globalization pressures/globalization enablers) and localization drivers (localization pressures) influencing an international company's choice of a strategic orientation.

Question 2

- 2.a. Please discuss the advantages of a concentrated (pooled) and of a dispersed configuration of an international company's value chain.
- 2.b. Please explain and classify different organizational macro structures of international companies.
- 2.c. Which of these organizational macro structures fit to which type of international companies?

Please explain your answers.

Good luck!