

ABSTRACT

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ANALYSIS OF CROSS-CULTURAL MANAGEMENT-PT SAMJIN LOGISTICS INDONESIA

(x +45 pages: 6 pictures)

Keyword: Cross-Cultural Management, Logistics, EPRG Model, Polycentric framework Over the past few years, globalization and business expansion overseas have been greatly increasing. Companies trying to establish their branches or subsidiaries overseas and implementing policies and strategies that perfectly apply in the local market and subsidiaries are the key success factors.

SAMJIN Logistics Indonesia is a logistics company that has been successfully carried out its business across the world. The company has been establishing local subsidiaries in foreign countries and strategically establishing an organizational culture to survive and sustain its company. One of their primary strategies is the implementation of the EPRG Model, which is a Polycentric model.

References: 12 (1971-2020)

