

Bharat S. Thakkar
Editor

Culture in Global Businesses

Addressing National and Organizational
Challenges

palgrave
macmillan

Contents

1	Addressing Cultural Challenges to Doing Business in a Global Marketplace	1
	Kevin M. Sorbello	
2	Servant Leadership in a Globally Diverse and Inclusive Organizational Culture	19
	Lydia M. Daniels	
3	Role of Information Technologies in Global Business Successes	45
	Rahul K. Patel	
4	A Unified Adaptive Theory of Global Business Culture	63
	Kadambari Ram	
5	Use of Quantum Computers in Understanding Cultures and Global Business Successes	77
	Nicolas M. Casati	
6	The Impact of Cultural Diversities on Global Business: Challenges and Strategies	105
	A. C. Brahmhatt	

7	Role of Culture in Success of Global High-Tech Startup Businesses from India	133
	Deepal Joshi	
8	An Analysis of a Unity of Cultural Perspectives to Achieve Global Business Success	183
	Indranie Gurusamy Ram	
9	Understanding Culture and Success in Global Business: Developing Cultural and Innovative Intrapreneurs in Small Businesses	205
	Ezenwayi Amaechi	
10	Understanding Diverse Cultures and Impact of Spirituality on Growth of Global Businesses	225
	Kevin M. Sorbello and Vivek Pandey	
	Index	245