

Business Management

Intercultural competence development in EU banking sector

Author: Indrė Pliopaitė
Academic supervisor: Asta Radzevičienė
Thesis language - English

Annotacion

The final master thesis analyzes the demand for and process of intercultural competence development in EU banking sector, operating under increased market integration and internationalization circumstances. Here are presented banking internationalization characteristics, the role of culture and influence of increased cultural diversity in business environment for modern organization. Analyzed importance of organizational and individual intercultural competence as an instrument to obviate the negative effect of cultural diversity, scrutinied specificity of its development. In the empirical part, results of implemented research aimed at examining the demand for intercultural competence development and behaviour of EU operating banks related with intercultural competence development of employees are presented. Based on theoretical background and empirical findings, proposals how to improve intercultural competence development of EU banking sector's employees at organizational, group and individual levels are provided. After analyzing theoretical and practical aspects of intercultural competence development, conclusions and suggestions of the final master thesis are presented. Structure: introduction, problematics of research field, study of theories and methodologies, empirical part, proposals for improvement, conclusions, references. The thesis consists of : 90 p. without appendices, 25 pictures, 12 tables, 66 bibliographical entries. Appendices included.

Keywords: kultūra, įvairovės valdymas, tarpkultūrinių kompetencijų ugdymas, ES bankininkystės sektorius, žmoniškųjų išteklių valdymas