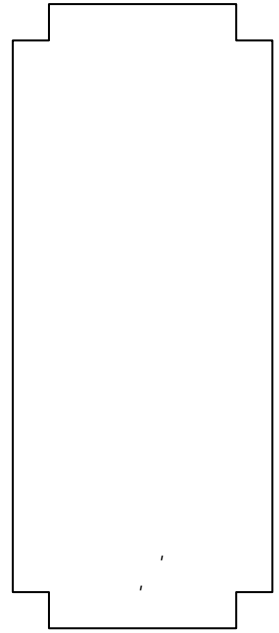


:
Jayle Avery, Otmar Dannenberg, Wolfgang Gick, Movtin Hilb
:



(MD)

(MD)

() ()



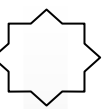
...
 .()
 :
).
 •
 •
 •
 •
 •
)
 ()

" "

) ()
) () () ()
 ()

()

()
 ()





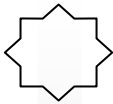
)

(.

.()

MBA

MBA





(MDP)

()

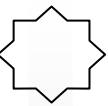
()
()

(

()

()

()





. () .

:

:

•

() :

:

•

:

-

○

○

○

○

○

○

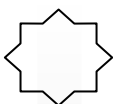
○

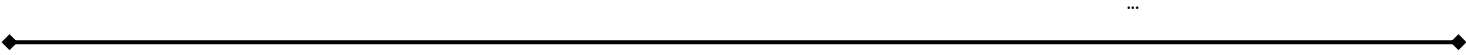
•

"

"

:



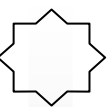


: • . : •
)
 . (.
)
 . (. : •
 : • : •
 : • : •

()

R & D

-
-
-
-
-





: - •

. ()

: •

: •

: •

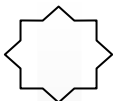
:

: •

: • . ()

: • : •

:



: •

: •

1. Calori R., Steele, M. and Yonevama. E.(1995),”**Management in Europe: learning from different perspectives**”European Management Journal, Vol. 13.pp.58-66.
2. 2-Coombs. R.(1996).”**Large enterprises: policies to promote best practice in cross- functional technology management**”.in Cannell, W. and Dankbaar, B. (Eds).Technology Management and Public Policy in the European Union, Oxford University Press. Oxford, pp.51-72.
3. (The) Economist T(1996). “**The Internet**”, The Economist, February 24.p.118.
4. European Industrial Relations Review (1996).”**Teleworking in Europe: part two**” , European Industrial Relations Review. No. 269, June, pp.18-21.
5. Forster, N. and Whipp, R.(1995),”**Future of European human resource management: a contingent approach**”. European Management Journal, Vol. 13, pp.434-42.
6. Frese. M., Kring, W.,Soare, A.and Zempel,J.(1996),”**Personal initiativeat work: differences between East and West Germany**”, Academy of Management Journal, Vol. 39 No.1,pp. 37-63.
7. Goffee,R.and Jones,G.(1995).”**Developing managers for Europe: a re-examination of cross-cultural differences**”, European Management Journal, Vol. 13,pp.245-50.
8. Hilb, M. (1996), “**Business process re- engineering: a human resources management perspective**”, in Armistead, C.and Rowland. P(Eds), Managing Business Processes, John Wiley & Sons, New York, NY, Toronto, Singapore.
9. Hofstede,G.(1980),**Culture’s Consequences: International Differences in Work- related Values**, Sage, Beverly Hills, CA.
10. Hofstede, G. (1984” **Cultural dimensions in management and planning**”, Asia Pacific Journal of Management.

1. Management Development (MD)
2. Management Development Practitioner
3. Intercultural Development

-
4. Assertive
 5. Assertive
 6. Hard Culture
 7. Corporative
 8. Soft Culture
 9. Maser Craftsman
 10. Kakabadse and Myers (1996)
 11. Dirictive
 12. Feedback
 13. Calori et al,1995
 14. Power Dwtance
 15. Hofstede's Data
 16. Share Holder Value
 17. Stake Holder
 18. Planned Economy
 19. Market – Driven Economy
 20. Shack Leton
 21. Daim Ler Benz
 22. -Customized
 23. Action – Oriented
 24. In – Company
 25. Legitimized
 26. Off- the-Job Training
 27. Job Rotation
 28. Promotion
 29. Project Team Activities
 30. Hilb – 1996
 31. Lincoln et ol , 1995
 32. Goffee and Jones – 1995
 33. Wills, 1996
 34. People Development
 35. Forster and Whipp,1995
 36. Interpersonal Skills
 37. -Tele Working
 38. Coombs(1996 ,P,52)
 39. Rein hard, 1995
 40. Tylecote, 1996, P,50
 41. Mittlestand
 42. Organiz Stgde of Management
 43. Rothwell and Dodgson – 1996.p.312
 44. Cold –Calling
 45. Liechtenstein
 46. South Tyrol

