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## MANAGEMENTUL TRANȘNAȚIONAL – VIITORUL CARE ÎȘI RECLAMĂ PREZENȚA (PARTEA A II-A)

## TRANSNATIONAL MANAGEMENT - THE FUTURE ADVERTISING ITS PRESENCE (SECOND PART)

**Dr.ing. Radu Șt. LUPAN**  
Universitatea de Nord din Baia Mare

**Abstract:** In the second part of this work we consider the second issue that seems to mark the practicing of “transnational management”, i.e., “intercultural management”. The phenomenon of “globalization” also includes “cultural globalization” and consequently, transnational management must therefore take into account the influence of cultural dimensions in decision processes. Several patterns are presented seeking to explain the phenomenon of “cultural globalization” in order to detect relevant information for an efficient transnational management. We finally inserted the strategies used by multinational companies in their international expansion, offering advice to those assuming the complex task of transnational manager.

**Keywords:** multifunction companies, multiculturalism, ethnocentrism, the pattern of “cultural imperialism”, the pattern of “global flows”, ethno-space, techno-space, finance-space, media space, ideo-space, the pattern of ”branching”, acculturation, cultural dimensions, values, rules, total social phenomenon.