

MANAGEMENTUL ECHIPELOR VIRTUALE ÎN PROIECTELE INTERNAȚIONALE GLOBALE

VIRTUAL TEAMS MANAGEMENT IN GLOBAL INTERNATIONAL PROJECTS

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Abstract: This article aims to highlight the changes taking place within project teams, following the increasing globalization phenomenon of recent decades, in order to emphasize the need for adapting strategies, communication tools and management techniques in order to amplify virtual team's advantages. The field research relevance stems from the fact that due to globalization, many of the projects implemented by the organizations become international, so the use of virtual teams becomes a necessity. Therefore, it requires knowing the advantages and understanding the disadvantages of using virtual teams, so that organizations can be able to manage them effectively, to avoid mistakes that can lead to projects failure. The research procedure is represented mainly by bibliographic research. Also, the authors present a case study that examines how the most powerful global retail brand - Amazon - takes advantage of virtual teams.

Keywords: virtual teams, globalization, global-international projects, project management.