

Challenges And Strategies for Conducting International Public Management Research

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Cross-cultural management research is a valuable but complex and error-prone endeavor. The main challenges the authors encountered in conducting a multinational research project included nonequivalence of key concepts, cultural stereotypes, assumptions of universality, and difficulties in comparative analysis. The authors identified crucial questions that need to be asked at each stage of the research for it to be both reliable and valid. These questions address such pitfalls as the importance of focusing on culture as an independent variable, the cultural dynamics of the research team, and the importance of translation and of finding culturally equivalent definitions of key concepts.