



INVITATION

PDU Virtual Event

MAY

06

2020

6:00 PM – 8:00 PM

Cultural Complexities in Multinational Projects

Presentation Language: English

Earn 2 PDUs

EVENT REGISTRATION
(link will be provided soon)

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Cultural Complexities in Multinational Projects

Since the birth of project management as a discipline, management consultancy has grown rapidly and has evolved to address a wide spectrum of needs aimed at achieving higher efficiency and growth. Then globalization started, and large organizations began to expand overseas and were hit by the first lessons of cultural impact on business practices. Not only did well-established management practices in the United States fail to work in Japan and elsewhere, they also proved detrimental to results. Multi-million-dollar joint ventures broke apart due to ill feelings, because the first management consultants did not consider the impact that a different culture could have on their theories. Following these first experiences, various studies and research tried to understand these phenomena and find ways to best address cultural complexities. One of the most notable, and by far the largest study of its time, was conducted by the social psychologist, Geert Hofstede. Hofstede's research and findings, have had a profound effect on multinational businesses. Many large organizations use it today to fine tune their management approach outside their home countries.

Can we then apply the lessons learned from studies of multiculturalism's effect on businesses and processes to projects? The effects different cultures have on various disciplines may differ; however, their effect on our values is the same. Hofstede's research identified the major cultural aspects (dimensions) and some of their effects. It is up to us to identify how they apply within the context of project and program management.

Wednesday, 6 May 2020 – Virtual Event

18:00 – 18:05

- Welcome message by the PMI Cyprus Chapter Board of Directors

18:05 - 20:00

- Presentation: Cultural Complexities in Multinational Projects

Presenter: Mr Dem Demetriou

Dem Demetriou has 30 years' experience in the oil and gas industry gained with consulting companies, main contractors and major international oil and gas operating companies. Dem graduated from Imperial College in London with a Master's Degree in Materials Engineering and also has an MBA from the University of Liverpool, specializing in Project Management.

The majority of his career has been involved with pipeline and subsea engineering, with a particular focus on deep water and LNG related development projects, particularly in Trinidad and Egypt and the Black Sea. Since August 2010, Dem has been the Managing Director of Atherion Management Services Limited, specializing in providing engineering, project management and training services to the international oil and gas industry.

