

<Title>

“Hybrid” Managers Creating Cross-Cultural Synergy

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<Abstract>

This study investigates the foreign executive manager’s potential of creating cultural synergy. The hypothesis states that only managers with a clear strategic intent and strong acculturation can create synergy. The approach developed distinguishes types of executive managers by evaluating their work and life-style. An interview survey was conducted and the analysis showed significant differences in the lifestyles of *expatriate managers* and *hybrid managers*. It appears that the *hybrid managers* enjoy more advanced acculturation and therefore possess a higher potential for creating cultural synergy. Executive acculturation regarding first and second tier locations shows significant correlation with their creation of synergies.

<Keywords>

hybrid manager, acculturation, strategic intent, cultural synergy, global city