

Pilot Research Study

Impact of Product Lifecycle Management on Virtual Team Development and Productivity

Module 18

Cynthia L. Tomovic, Ph.D., Editor
Tanner J. Georgiades, Magdalena B. Lech, John E. Sukup III
Graduate Students

Purdue University
Discovery Park Center for Advanced Manufacturing
The Product Lifecycle Management Center of Excellence

Problem Statement

How can an effective **cross-cultural virtual team (CCVT)** be created? How can **PLM** and **CCVT** serve to strengthen and support each other?

What factors does a **cross-cultural virtual team** need to have in order to be productive in today's **PLM** environment?

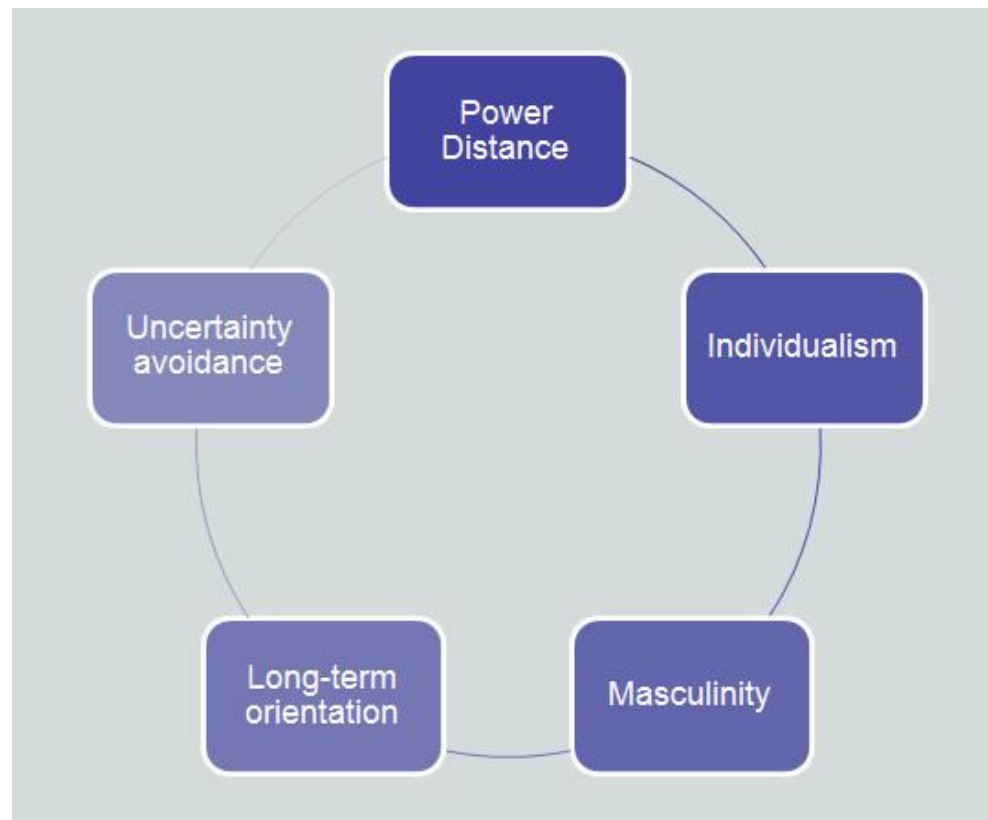
Cross-Cultural Virtual Team (CCVT)

Issues of **CCVTs**

- Cultural differences
- Management of the CCVT
- Technology replaces face-to-face
- Use of **PLM** in a virtual environment

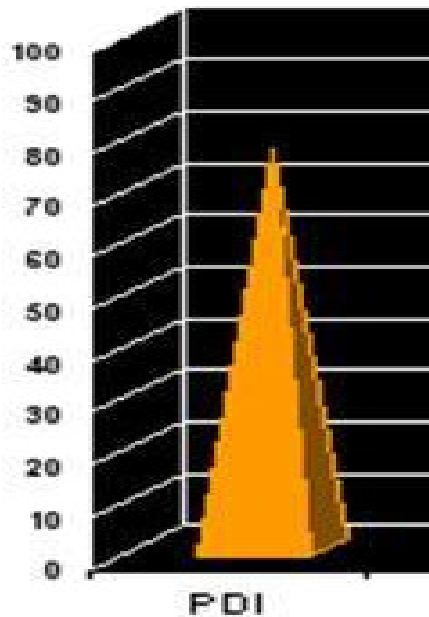
Cross-cultural studies

Hofstede five dimensional framework

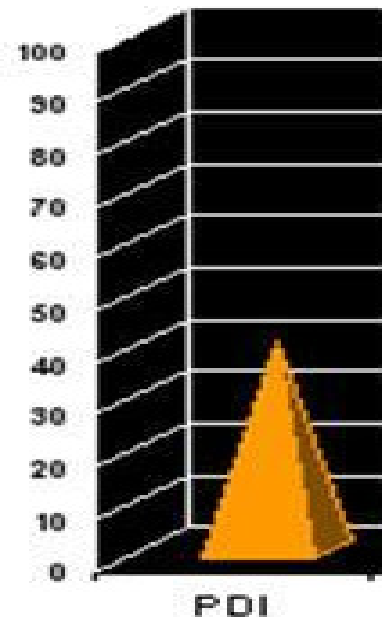


Power Distance

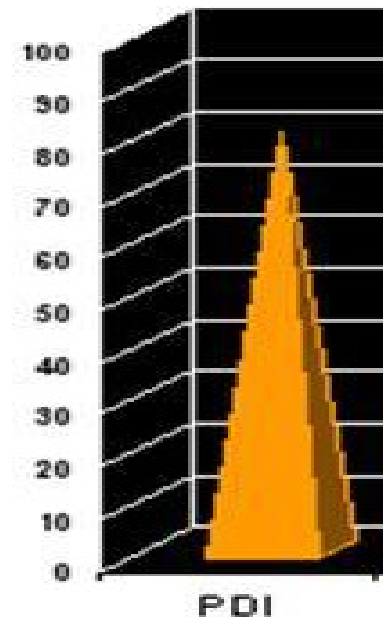
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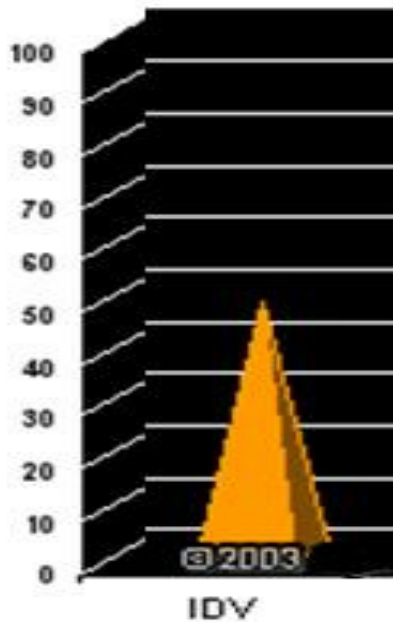


China

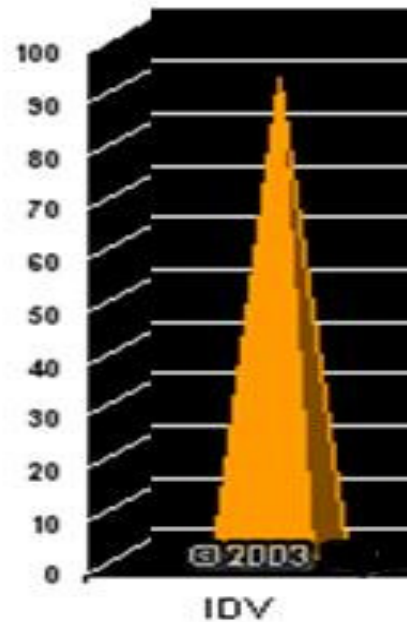


Individualism

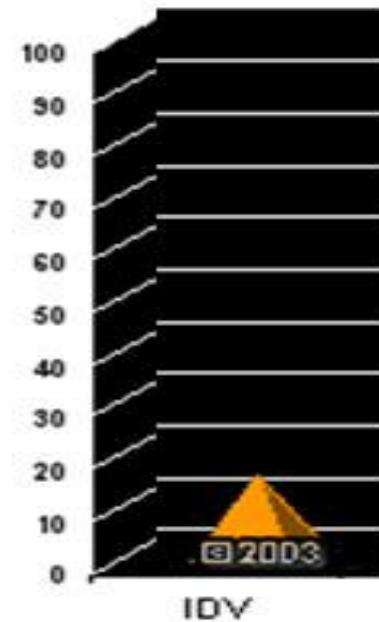
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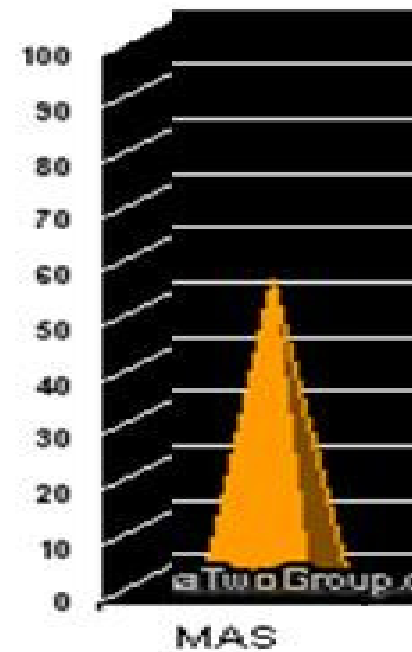
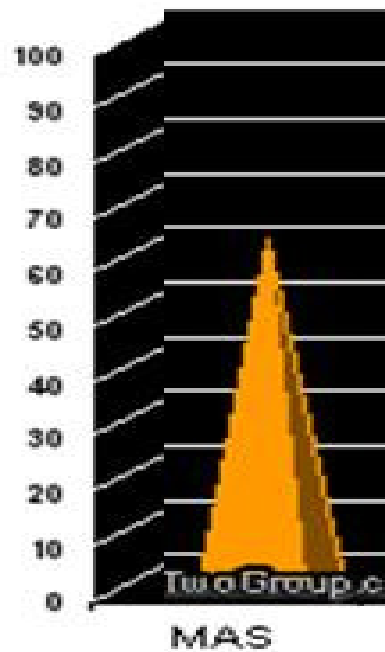
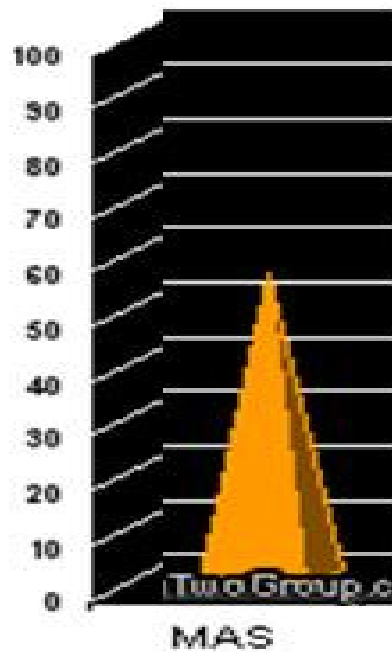


Masculinity

India

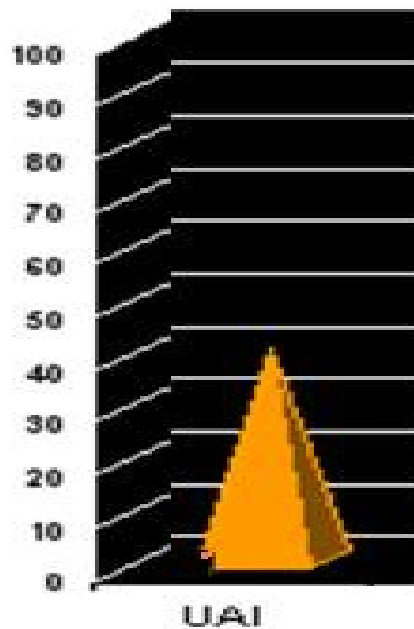
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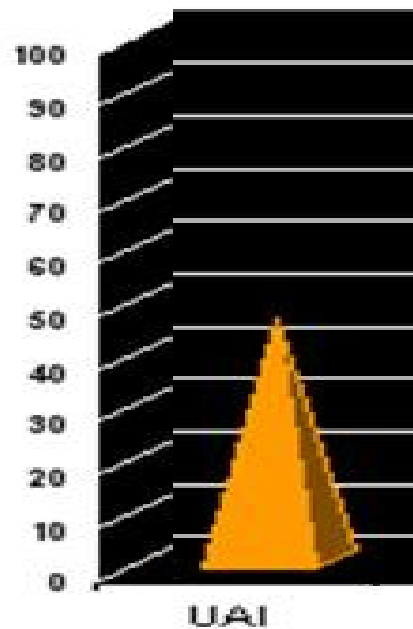


Uncertainty Avoidance Index

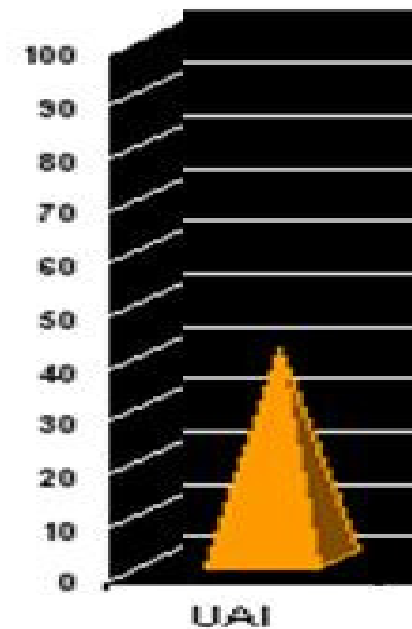
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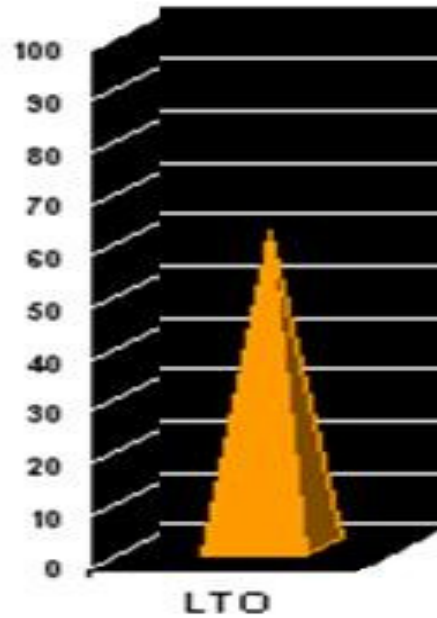


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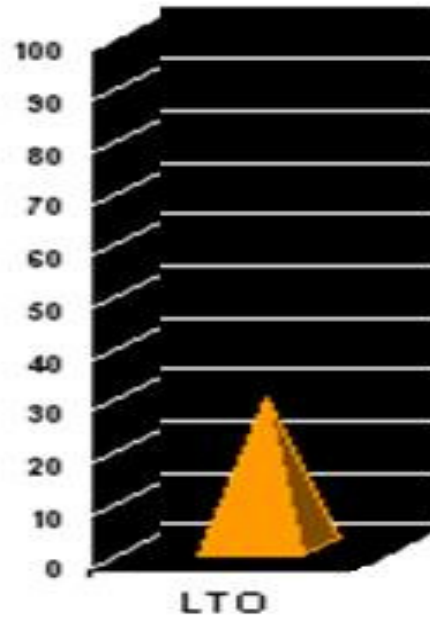


Long-Term Orientation

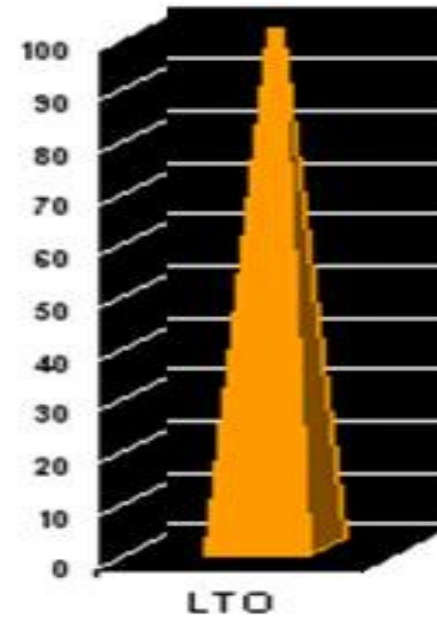
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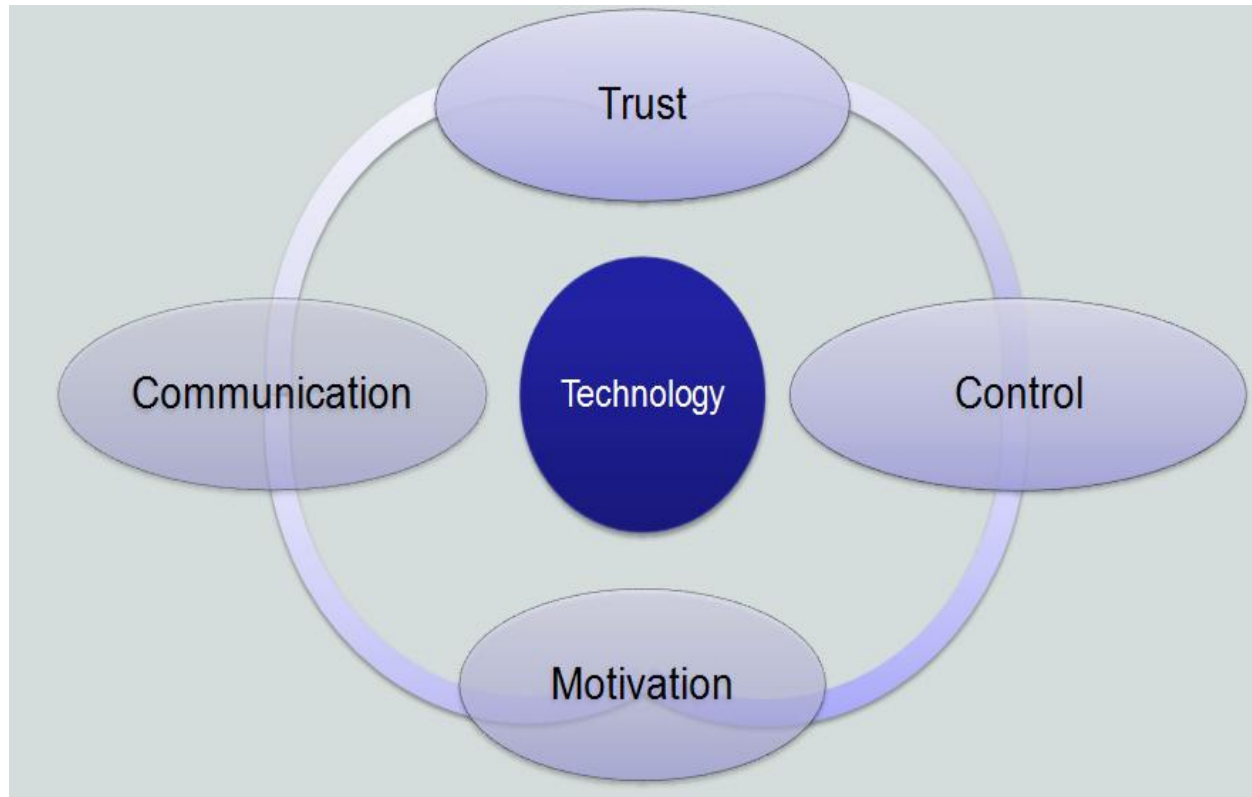
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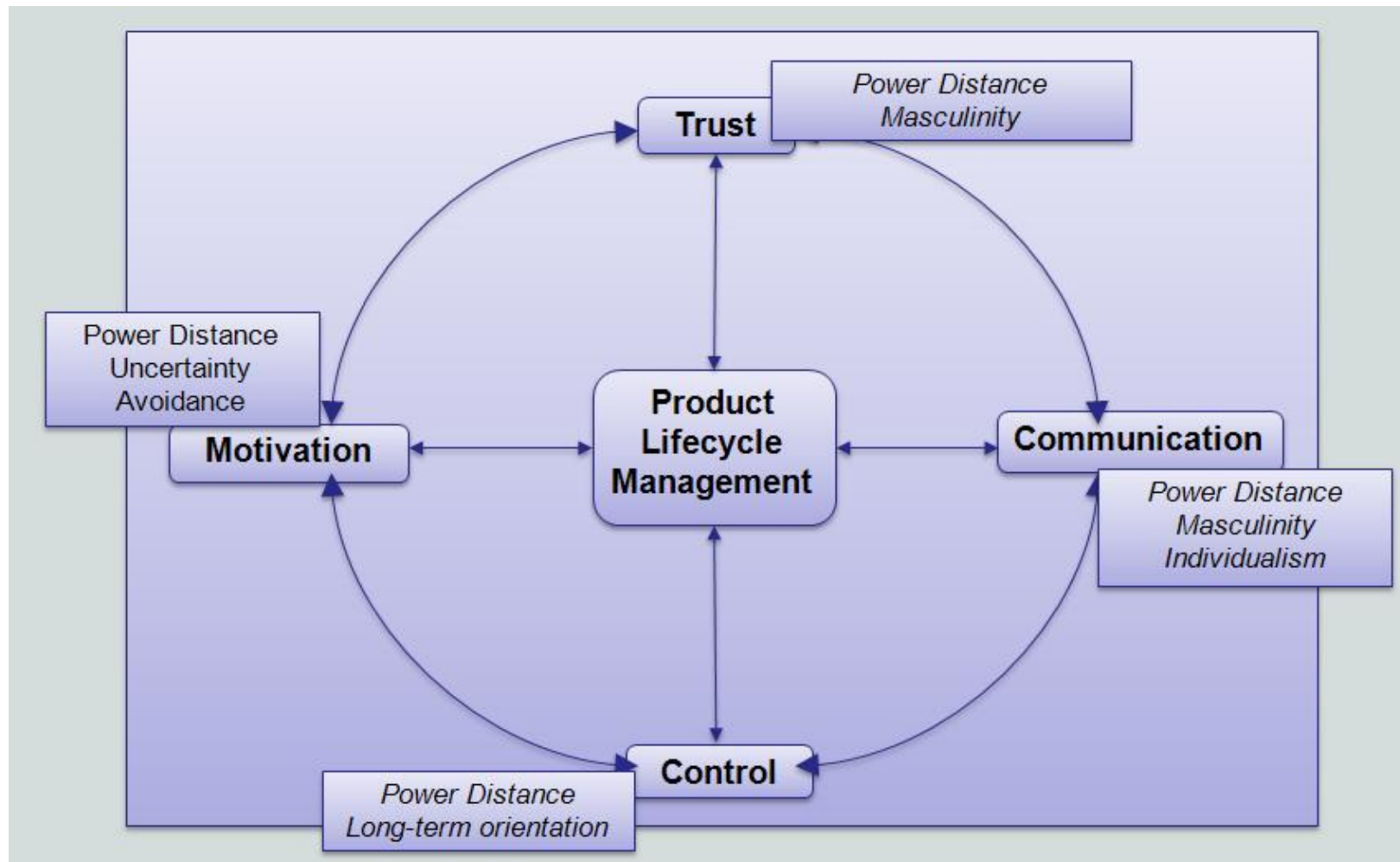
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Components of VTs and CCVTs



The Cross-Cultural Virtual Team Model (CCVTM)



Recommendations to Improve Virtual Environments

- Knowledge sharing is key
- Face-to-face communication during forming is essential
- Managers must be communication mediators
- A single communication point is a must

Creating Virtual Teams

6 essential competencies for managers in creating virtual teams

- Performance management and coaching
- Appropriate use of IT
- Managing across cultures
- Aiding the team members' career development
- Building and maintaining trust & networking from local and remote areas
- Developing & adapting standard team processes

Acknowledgments

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