

Is Cross-Cultural Management the Key to Success in Global Healthcare Competition?

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ABSTRACT

Global competition adds yet another complex dimension to the success of a healthcare organization in an industry that is already competitive in its own right. This study focuses on a major healthcare organization in Thailand, its expansion in Southeast Asia and into the Middle East, the role of cross-cultural communication in its successful global healthcare management, and specifically which areas of management are most important to the success of that competitiveness. An inductive approach was used as a methodology for determining competitiveness as it related to cross-cultural communication and management. The resulting qualitative analysis of that data addresses issues of seeking and maintaining global competitiveness and providing superior quality care with competitive and reasonable pricing of services while working effectively through strategic alliances. Data was collected from interviews and questionnaires from a random mix of healthcare personnel and national and expatriates living and working in Abu Dhabi (United Arab Emirates) and Thailand. Subjects were varied from upper-level and middle-level management in the healthcare organization to basic company employees outside the organization. A qualitative analysis of data provided a grounded theory to support the development of effective cross-cultural management in a Thai healthcare organization to enhance global competitiveness.

Keywords: Global competition, cross-cultural management, communication, healthcare