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# Leading in High Growth ASIA

Managing Relationship for Teamwork and Change

## *Chapter 2*

### **Understanding Leadership in Diverse Cultures: Implications of Project GLOBE for Leading International Ventures**

Vipin Gupta  
The Wharton School

and

Robert J. House  
The Wharton School

2004

#### **New Challenges for Leading in a Global World**

People of the Asia Pacific, indeed, in all regions, live in an increasingly interconnected world. There has been an explosion of cross-border trade, investments, migrations, travel, and communications since the end of the Cold War and the growth of Internet over the last decade. The leading firms in many industrial and emerging markets now boast of strategic relationships with investors, factories, employees, entrepreneurs, suppliers, and customers of multiple nationalities. Many more firms, investors, factories, employees, entrepreneurs, suppliers, and customers, around the world are seeking to