

ABSTRACT

This study aims to determine and identify the 'home country' cultural background that affects management strategies. Another purpose of this study is to identify and identify managers of multinational companies managing cultural differences as an advantage that the company has.

The study used a qualitative method with a phenomenological approach. Using a model from Browaeys & Price (2015) to analyze cultural elements. Data collection methods are interviews with foreign employees (expatriates) from Sri Lanka and local employees who have direct contact with foreign employees.

The results showed that, home country cultural background has an influence on the cross-cultural manager's strategy at PT.MAS Sumbiri in several aspects, but not all aspects. There is a strong company value in their managerial activities. It was also found that managers recognize and accept these differences, so that managers see diversity as an advantage.

Keywords: Cross Cultural Strategy, Home Country, National Culture, Multinational Companies, Browaeys & Price Dimensions