

MGT 407



International Management Practices

European Management

Approach of European Management

A European management approach needs to take into account the various cultures across Europe

and how they impact business practice, to pinpoint cultural commonalities

and particularities in different organizational environments and management habits.

Approach of European Management

In Q3 2023, more than 9.5 million people held a managerial position in the EU:

6.2 million men and 3.3 million women.

Although women represent almost half of all employed persons in the EU (46%),

they are under-represented amongst managers (34%).

Leadership Culture in Europe

In the end, all leaders must gain the respect and credibility from their followers, but there are key differences as to how they do it.

Whereas American leaders tend to resort to personal values, a sense of direction and success;

European leaders prefer to rely on problem-solving, direct management and rational logic.

European Style of Management

European countries take a more a humanistic approach.

A humanistic approach focuses on the needs of employees and has a concentration on the relationship between managers and employees.

In parts of Europe, they focus on making sure managers have a fair balance between work and their private lives.

Management Structure of the European Union

There are three political institutions which hold the executive and legislative power of the Union.

The Council of the European Union represents governments,

the Parliament represents citizens and

the Commission represents the European interest.

European VS American Management

In Europe, there is often a greater emphasis on stakeholder management, while the US prioritizes shareholder value.

American business culture values competition more than European business culture.

The US has a higher tolerance for risk-taking in business, whereas Europe is generally more risk-averse.

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European Culture

European culture tends to be relatively laid-back, with greater emphasis on time with family.

Europeans also have a greater sense of historical time.

A building that's 100 years old is old in the United States but new in Europe.

European Economic Structure

The European Union economy consists of an internal market of mixed economies based on free market and advanced social models.

For instance, it includes an internal single market with free movement of goods, services, capital, and labor.

Political Structure of Europe

There are three types of government systems in European politics:

in a presidential system, the president is the head of state and the head of government;

in a semi-presidential system, the president and the prime minister share a number of competences;

finally, in a parliamentary republic, the president is a head of state.

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