

# '3C and K' model in multicultural companies

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## Why '3C and K'?

### ➤ 3C

➤ Culture

➤ Change

➤ Communication

### ➤ K

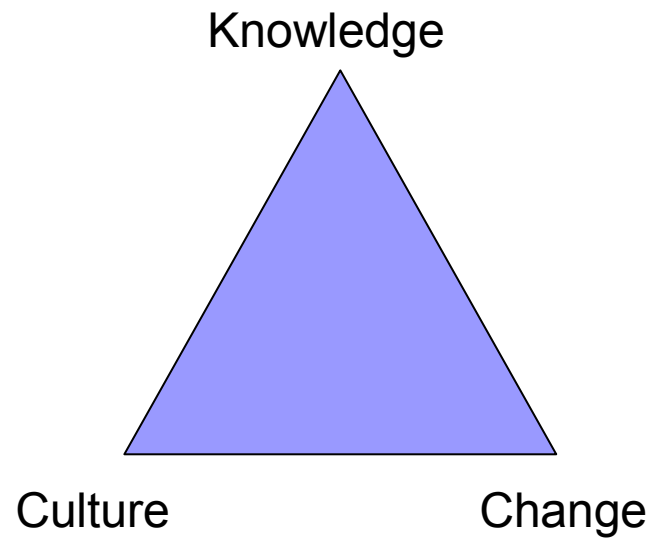
➤ Knowledge



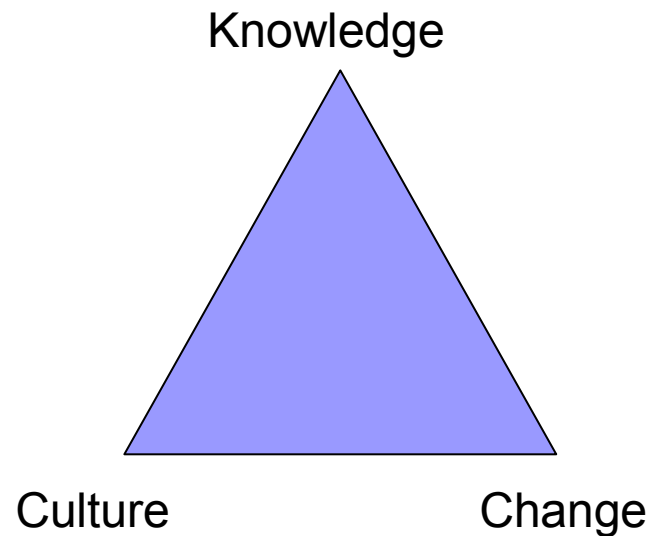
## Presentation flow

1. C – K – C model for multicultural companies
2. Communication within ‘C-K-C’ model
3. ‘3C and K’ Interaction Model
4. C-K-C and BPO company (Business Process Outsourcing)
5. Conclusion: ‘3C and K’ Interaction Model further development and application in multicultural companies

# Isosceles triangle

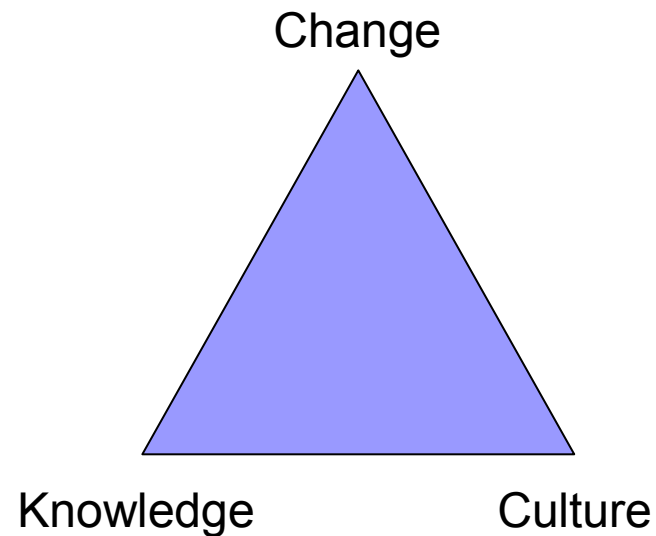


# 1. Culture and Change → Knowledge



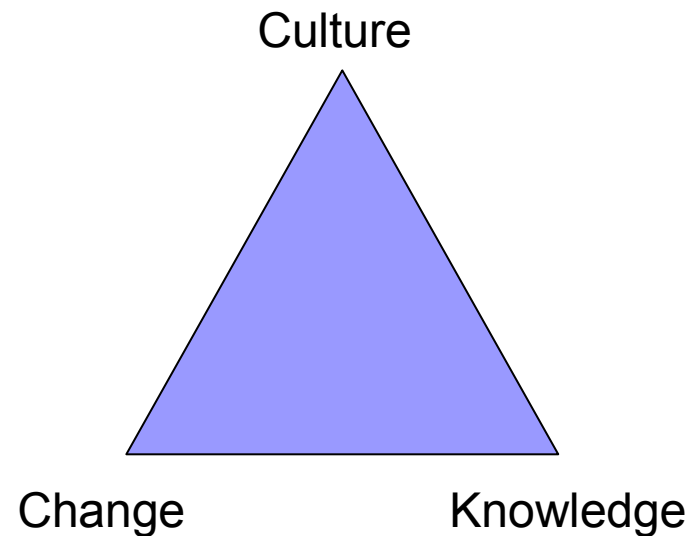
- ❖ Cultural changes (new economical, political, values, religion) are basis for knowledge
- ❖ Changes in culture (new cultures, understanding of culture, and intersection of cultures) brings knowledge

## 2. Culture and Knowledge → Change



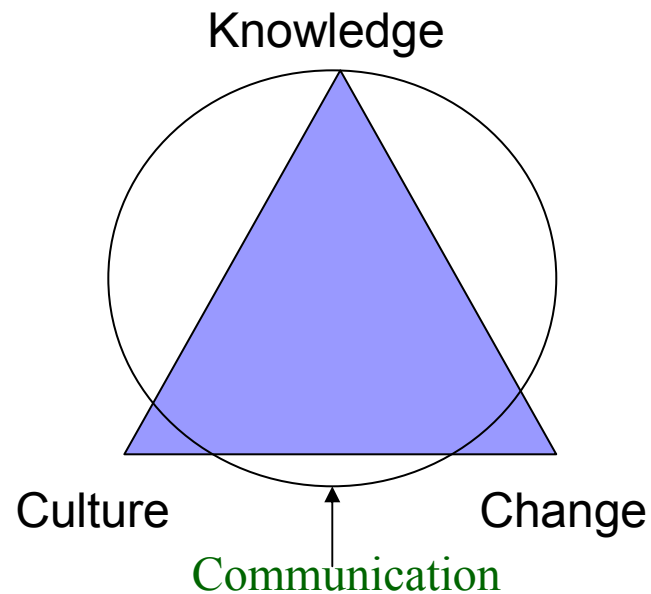
- ❖ Knowledge about cultural differences brings changes into organization

### 3. Change and Knowledge → Culture



- ❖ Change of knowledge (adding knowledge) bring new organizational culture
- ❖ Knowledge about changes (nature and necessity of changes) brings new (organizational) culture

# Communication within C-K-C Model



- ❖ Communication cycle connects all 3 concepts (parts)
- ❖ Continuous communication



## '3C and K' Interaction Model & Role of Communication

- ❖ Cultural changes are basis for knowledge. Changes in cultures, understanding of new culture and intersection of cultures) brings knowledge
- ❖ Knowledge about cultural differences brings changes into organization
- ❖ Change of knowledge (adding knowledge brings new culture). Knowledge about changes (nature and necessity of changes) brings new culture



# C-K-C Model and BPO (Business Process Outsourcing)

## ❖ Necessity of continuous changes

- ❖ BPO growing fast
- ❖ Developing in turbulent environment
- ❖ Providing services to different industries
- ❖ Political and legal aspects

## ❖ Multicultural environment

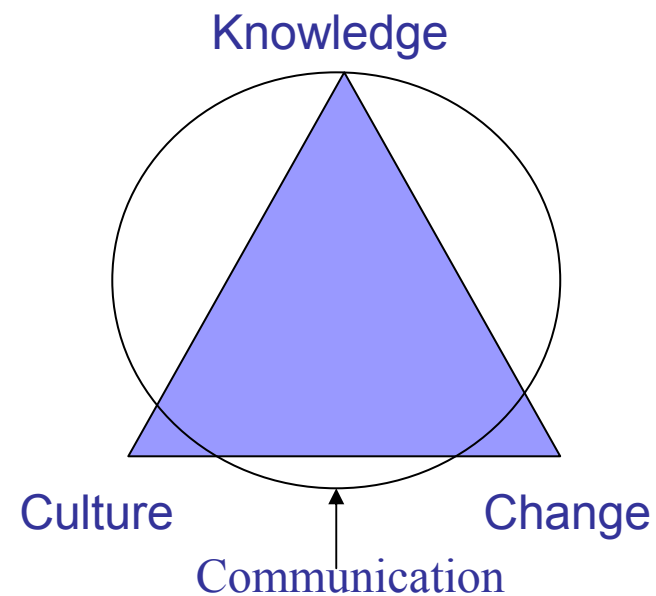
- ❖ Interaction of different cultures - more countries/cultures involved
- ❖ Different clients from different countries and different industries

## ❖ Importance of knowledge transfer

- ❖ Within Company
- ❖ From Client to Company
- ❖ From Company back to Client

# Conclusion

- ❖ Interrelationships and interdependence of Culture – Knowledge and Change
- ❖ Continuous communication
- ❖ BPO company - Multicultural Environment, Necessity of Continuous Changes and Importance of Knowledge Transfer
- ❖ Theoretical model, practical part is in process





Thank you for your attention!

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