ABSTRACT:

Chinese M&A activities globally and particularly also in Germany made the headlines of many international newspapers lately. The complexities of cross-border M&A’s however result in significant failure rates and destruction of value. Cultural Barriers are increasingly considered to be a critical factor for the M&A Success. In this paper, we will investigate the Cultural Critical Success Factors of Chinese M&A’s in Germany based on both qualitative and quantitative research. The results will contribute to a better understanding of these factors, the cultural integration process in general and ultimately enable a higher rate of M&A Success.

KEYWORDS: China, Germany, cross-border M&A, cultural integration, mergers and acquisition, mixed method research, organizational culture.

References


