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Abstract of the contribution to the EU-Japan Workshop on „Corporate Social Responsibility & Changing Wage Systems – The Role of Trade Unions“

### **Optimization strategies for a successful market entry of North American companies in Europe**

One of the most spectacular aspects of globalization is the movement of companies worldwide when widening their economic activities by merging, taking over already existing enterprises and founding subsidiaries.

In the last years some US companies have entered the European market and faced the existing market reality with all its European policies, strategies, national rules, specific economic and legal regulations and with its European social / cultural variety.

Within such an "European environment" one must analyze what a US company should generally consider in order to access the European business market successfully.

It's obvious that it's not sufficient to know all the US / European differences. However it is crucial to recognize the role of these differences and to promote an integrated approach formed by taking the best aspects of both US and European methods.

In the same time one must avoid enforced adaptation and adjustment of the European business world to the American one and vice versa. It usually results in the underestimation and misunderstanding of the local capacities and local intelligence, which leads to the loss of innovation, energy and empowerment.

The main interest of the research is dedicated, among others, to such aspects as: models/ rules of ideologies; policies; organizational structures; power and authority; power and resistance; structure of organizational dominance; structure of social integration; cultural management; consideration of national legal / economic regulation; role and impact of the works councils; European manpower and its "emancipation" contra the US labor market.

The research is mainly based on the experience of one US company in Germany.