

ITM Faculty Publications 2007-08
(Papers published in Journals and Conferences)

33.Title	Creating and Sustaining a Winning Organization by Managing Cross-Functional and Cross-Cultural Teams
Conference	IV Annual HR Conference. 2007 ITM Business School. Dec 20-21 2007
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Abstract	In today's era of globalization, technology management, R & D, inventions & innovations, the project management is a rousing issue of concern. The solution through imprecisely enunciated was of effective team building and team management. Several projects couldn't see the morning light and fell flat due to lack of organization, co-ordination and togetherness.