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**A STUDY ON HOW CULTURAL MISMATCH HAS AN IMPACT ON THE
SUCCESS OR FAILURE OF CROSS BORDER MERGERS AND ACQUISITION**

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ABSTRACT

This Present situation of LPG demands competing and surviving the competition. Only those survive who uses different strategies tactfully and implement it. Mergers and acquisition have increased on account of the theory of survival of fittest. Business tycoons have not only restricted themselves to domestic mergers but also have been increasing their chances of operation in international regions by way of cross border mergers. This paper throws a light as how cross border mergers have gained importance and is been used as an important tool for surviving competition and increasing market dominance. But just as cross borders mergers help in reducing risk of competition ,it also carries lots of risk specially in terms of Mismatch of culture between the two companies –acquiring and acquired. Through this paper an attempt is made as how cultural difference between two companies of two different nationals plays an important role in increasing or reducing the chance of success.

Key Words: *Cross Border Mergers, National Culture, Organizational Culture, Cultural Mismatch*
