EXECUTIVE SUMMARY

This study focuses on the importance of understanding the relationship between the different types of organizational cultures and trust and commitment. Indian international joint ventures (IJVs) were used, since the issue of trust and commitment often plays a major role in the success of IJVs. This article proposes differences in trust and commitment levels in IJVs based on the type of organizational culture. The study shows that trust and commitment differ by organizational culture types and that IJVs partners with market oriented and flexible cultures tend to exhibit higher levels of trust and commitment with respect to their partners.

Keywords: International Joint Ventures, Trust, Commitment, Organizational Culture