

create new ideas, innovative the products or service, believing themselves as always on the right truck.

The corporate cultures have existed relationship with the above national cultures. Qantas treat its employees with fair and justice, increase employee engagement with open relationship and informal communication, seeking advice and authorization before undertaking an action or activity, and even support their flexibility needs. Meanwhile, Emirates is focusing on to provide professional service, keep monitoring the operations as control over centralization, especially being owned by government as controlling with the restrictive policies. Moreover, Qantas group seems like having strong nationalism because Australians are getting more opportunities and benefits within the organization. For instance, Qantas flight attendants who are hired in oversea get paid less than Australian salary and have fewer confusions, even they hires mostly are Australian. Presently, Qantas aims to develop an inclusive work environment accessible to all. Meanwhile, Emirates is being one of the largest multinational organizations operates over 160 nationalities. On the other hand, Emirates hold unique cultural lifestyle; even can call as policy, which is holding hands in public, swearing, harassing women with a prolonged stare, wearing inappropriate clothing will take actions as fines or jail for cultural misdemeanors. Since, Qantas' hub will move from Singapore to Dubai, thus Qantas' passengers travelling through Dubai are also need to follow their rules. In conclusion to, managing the cultural deal is difficult and challenging where different nations, cultures and traditions were struggling. Moreover, the organizations are having the own leadership styles, personal oriented, and also the parties' involved are with different mindsets and behaviors and there can even face government intervention to do a partnership. The negotiation processes are seriously needed to address from the beginning, indeed.

4. Potential long-term, strategic effects of exchange rate movements

The movements of the exchange rate are so subject to machinations of governments and central banks, the needs of investors, the instincts of speculators and perhaps, though not

Challenges and difficulties are in everywhere, not only doing business but also our daily life, some can be anticipated and managed, some cannot be avoidable. Anyway, if we have proper understanding on the situation, thereby create the strategy to overcome, and so is internationalization, yet more challenging, but as long as we can survive the right strategy thus we still can compete with this.

Preview from Notesale.co.uk
Page 12 of 22

	- Qantas possess own budgeted airlines; its subsidiary airline, Jestar is successfully growing in Asia - Its frequent flyer programs have been a very profitable venture of Qantas, especially its point becoming a lucrative source of profit as can sell to others partner.	safe operations and world-class product standards while building a viable and competitive position long term for the airline. - Qantas has been struggling with record high fuel costs, warfare with unions, dire economic conditions and increased competitions from Asia and the Middle East.
Social	- Australia population developed and enjoys high standards of living - Large amount of regain customers loyalty	- Sub losses due to industrial trade disputes over outsourcing and safety - Need to rebuild its employees motivation
Technology	Qantas has always been a leader in aviation technology	- Economies of scale in production due to market size expending
Legal	- Government regards the airways Company	- Australian fuel tax is comparatively more expensive then others
Environment	- Government supports carbon tax - “Green” initiatives advantage	- Government pressure to reduce CO2 emission and offered an environmental departure tax from Australian passengers