

ABSTRACT

This paper explores leadership theories and cultural dimensions for local leadership development in Multi National Companies (MNCs) in Thailand. It focuses on cultural differences between Thailand and Germany. The cultural studies range from Thai history that shapes the Thai culture and the education development in the country that have direct impact on local leadership styles and capabilities. The MNCs have to understand the local culture in order to develop in leaders for the organization. This paper suggests the use of cultural synergies and a tailored-made local leadership development plan, to ensure higher success rate of foreign companies investing in Thailand.

