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MULTICULTURAL LOGISTICS: A CONTRIBUTION TO MASS CUSTOMIZATION

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Abstract: *This talk intends to contribute to the field of mass customization research taking into consideration logistics and its multicultural aspects. It presents a literature review of the main academic database, which suggest a lack of research in the combined field. Next, the talk discusses the basic ideas of logistics and cultural diversity. It explain ways to improve multiculturalism in organizations and the challenges leaders have to face in order to survive in a multicultural business environment. It gives some insights related to cultural auditing as a way to neutralize cultural conflicts. It discusses mass customization as a competitive differential for organizations and shows the importance of information technology. It argues that organizations should consider logistics and mass customization with their multicultural aspects as part of their corporate strategy to satisfy customers' wishes, which are still a challenge. In addition, it shows the impact of multicultural logistics through citations in international literature. The main results of this talk indicate that this research topic is still an area open for research.*

Key Words: *Logistics, Multiculturalism, Mass Customization, Cultural Auditing, Leadership*

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