COMMUNICATION IN GLOBAL VIRTUAL TEAMS – MANAGEMENT AND WORKING LEVEL

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ABSTRACT
In actual automotive market, highlighted by global products, companies are pushed to sell vehicles that comply with legal and customer requirements in different countries. In order to achieve such challenge and reduce costs, companies are spreading design centers around the world, based on regional expertise. These excellence centers must work integrated. Such projects are staffed by Global Virtual Teams (GVT), whose members barely face each other. These teams will work frequently with people with different cultures they have never met, who live on different time zones. As a consequence, communication is done basically through computer-based tools and must be even clearer and more direct than with the people who work on the next desk. It might be raised as hypothesis that although all technological advances, people are usually not prepared to work in GVT, as well as projects are not adequately structured to be developed in virtual environments, resulting in problems of communication, which may impact in project success. This paper presents how Brazil-based engineering managers and working level members see GVT’s communication, the use of communication’s tool and present some best practices in GVT’s communication.

KEYWORDS: Communication, Project Management, Teamwork, Global Virtual Teams