Different Cultural Behaviour

Neha

3803/15, New Subhash Nagar,
Behind Kali Devi Mandir,
Hansi, (Hisar) India

Abstract:

Each country has its own cultural backgrounds and standards of thinking, being and acting, and these cultural differences strongly influences the business. The purpose of this paper is to present some cultural differences between countries. Cultural differences impact analysed through the hofstede (2001) dimensions which measure cultural difference. This paper gives a short overview to provide an understand on how cultural similarities and cultural differences. The objective indicates of cultural difference abound at the behaviour level and because progressively more cluxive as one moves through the levels of expressed values towards basic assumption.

Introduction:

This paper aims to discuss the importance of culture in globalized business taking in many countries. Peeves and Baden (2000: 4) define culture as the distinctive pattern of ideas, beliefs, and norms which characterize the way of life and relations of a society or group with in a society. Cultural differences, while difficult to observe and measure, are obviously very important. Culture can be understood as a group phenomenon that distinguishes people of ane group from another. From this perspective, cultural exist at many different levels, including organizational functions or business units, occupational groups, organizations, industries, geographical regions, and nations (Kwok Leung, Rabi S. Bhagat, Nancy R. Buchan, Miriam Erez and Christina B. Gibson). This note focuses in particular on national culture and the role of cultural differences across countries rather than other cultural groups because this level of culture is particularly relevant for multinational business. The learning of shared values, assumptions and beliefs occurs through interactions with family, teacher, officials, experiences, and society-at-large. In this respect, Greet Hofstede speaks of culture as a process of "Collective Programming of the mind". (Greet Hofstede)

Cultural Framework:

The analogy of an iceberg is useful to conceptualize culture as consisting of different layers (Edgar H. Schein, San Francisco: Jassey-Bass). Dealing with national cultural differences therefore requires not only understand about adequate behaviours but, more importantly, an understanding of deeper-level assumptions and values that explain why certain behaviours are

more appropriate than others. A number of cultural framework exists that characterize and describe cultures along different, Value dimensions.

Hofstede's Cultural Dimensions:

The most widely used framework for categorizing national cultures is the one developed by Geert Hofstede, a Dutch social psychologist and management scholar (Hofstede (1980). The four dimensions are: power distance, uncertainty avoidance individualism and masculinity.

(i)   Power Distance: The most important cultural dimension identified in Hofstede's research is power distance, which concerns the degree to which a culture accepts and reinforces the fact that power is distributed unevenly in society. Members of high power distance cultures such as Malaysia accept status differences and are expected to show proper respect to their superious. Low power distance cultures such as Denmark are less comfortable with differences in organizational rank or social class and are characterized by more participation in decision-making and a frequent disregard of hierarchical level.

(ii)   Uncertainty avoidance: Uncertainty avoidance concerns the degree to which cultural members are willing to accept and deal with ambiguous or risky situations. Cultures with high levels of uncertainty avoidance such as Greece prefer structure an predictability, which results in explicit rules of behaviour and strict laws. In societies with low uncertainty avoidance such as Singapore there is a preference for unstructed situations and ambiguity, which favours risk taking, innovation and the acceptance of different views.

(iii)   Individualism/Collectivism- Individualist cultures show a relative preference fot the individual in contrast to the group members of individualist cultures such as the UK maintain loose social structures that are characterized by independence, the importance of individuals rights and the recognition of personal initiative and achievement. In contrast, collective cultures such as Venezuela Value the overall good of and loyalty to the group. Members of collectivist societies clearly distinguish between in-groups and out-groups and are expected to subordinate their individualist interests for the benefit of their in groups.

(iv)   Masculinity/Femininity: - Masucline cultures such as Japan are thought to reflect a dominance of tough values such as achievement, assertiveness, competition and material success, which are almost universally associated with male roles. In contrast, feminine cultures focus on tender values such as personal relationships, care for others, and quality of life.

Hofstede was able to computer average scores for each national culture involved in the study along these four dimensions. Over the year, Hofstede is study has been replicated by other scholars and extended to over 80 cultures for which data on the four dimensions are available.

Hotstede's Cultural Value

	Power Distance	Uncertainity Avoidance	Individualism	Masculinity
Highest	Russia	Greece	United States	Japan
Lowest	Israel	Singapore	Colombia	Sweden

Conclusion:

Cultural differences remain persistent and present an array of challenges for multinational companies. When doing business, each country has its own cultural particularities: a mixature of attitudes, values & social expectations. At present in a totally connected world, being aware of these cultural differences is a condition for success. To understand cultures today, one must hence, read about different countries, always keeping in mind the special role that culture can play in business.

References:

(i) Erica Zoeller Veras (School of management, wuhan university off technology, wuhan P.R. China)

(ii) Daniel Bicudo Veras (Hubei University, Wuhan P.R. China)

(iii) Hofstede, Geert. Culture's Consequences, Comparing Values, Behavior, Institution, and Organizations across Nations. Thousand Oaks CA:Sage Publications, 2001.

(iv) Reeves, Hazel; Baden, Salley. "Gender and Development:Concept and Definitions" In:Bridge (Development-Gender) Report No. 55, February, Brighton: Institute of Development Studies, University of Sussex, 2000.

(v) Greet Hofstede, Culture and organisations: software of the Mind, Intellectual cooperation and its importance for survival. Harper Collins, 1991, pp. 79.

(vi) Kwok Laung, Rabi S. Bhagat, nancy R. Buchan, Miriam Erez and Christina B. Gibson, "Culture and International Business:Recent Advances and Their Implications for Future Reaearch, "Journal of International Business Studies, Volume 36, No. 4, 2005, pp. 357-378.

(vii) Geert Hofstede, Culture's Cosequences:International Differences in work related values, 1980, p. 25, Beverly Hills, CA : Sage.

(viii) Edgar H. Schein, Organizational Culture and Leadership, 1992, San Francisco: Jassey-Bass. See also Vijay Sathe, Culture and Related Corporate Realities, 1985, Homewood, IL: Irwin.

(ix) Hofstede (1980)