



MASARYK UNIVERSITY FACULTY OF ECONOMICS AND ADMINISTRATION





What can you expect

1. What is culture (a bit of theory)
2. Cultural differences (and a few examples)
3. Short videos



What is culture

1. Shared system of values, which as a process leads to automatic solutions of often repeated problems (Nový, Schroll-Machl)
2. A set of learnt behaviour, collection of opinions, customs and traditions shared among group of people... (Mead)
3. A set of shared attitudes, values, goals, and practices that characterizes an institution, organization or group (Wikipedia)

Culture is subjective to

1. Time
2. Place (geography)
3. Group
 - Nation
 - Ethnic group
 - Religious group
 - Any other subgroup

Cultural standards (Thomas and others)

1. Cultural standards are methods of perceiving, thinking, evaluating and acting, which are common in a particular culture
2. Behaviour of myself and of others conforms with it
3. It has a regulatory function in many different situations
4. Individual use/application of cult. stand. Can vary inside a certain tolerance zone
5. Behaviour outside this zone is refused and sanctioned

Elements of culture (Šroněk)

1. Time
2. Language
3. Non-verbal communication
4. Religion
5. Formality/social hierarchy

Cultural dimensions (Hofstede, G.)

1. Power Distance Index
2. Individualism
3. Masculinity
4. Uncertainty Avoidance
5. Long-Term Orientation

Visit <http://www.geert-hofstede.com> for countries' scores.



Hall's Cultural dimensions

1. Communication context
2. Proximity
3. Time



Trompenaars' Cultural dimensions

Cultural differences come from:

- Attitude to time (1 dimension)
- Attitude to the environment (1)
- Attitude to other people (5)



Application of Cultural dimensions (Demorgon)

1. Matter of level
2. Area of life
3. History and circumstances

Problems with application of C. D. or C. S.

1. One dimension contains more aspects
2. Point of view
3. Judgements



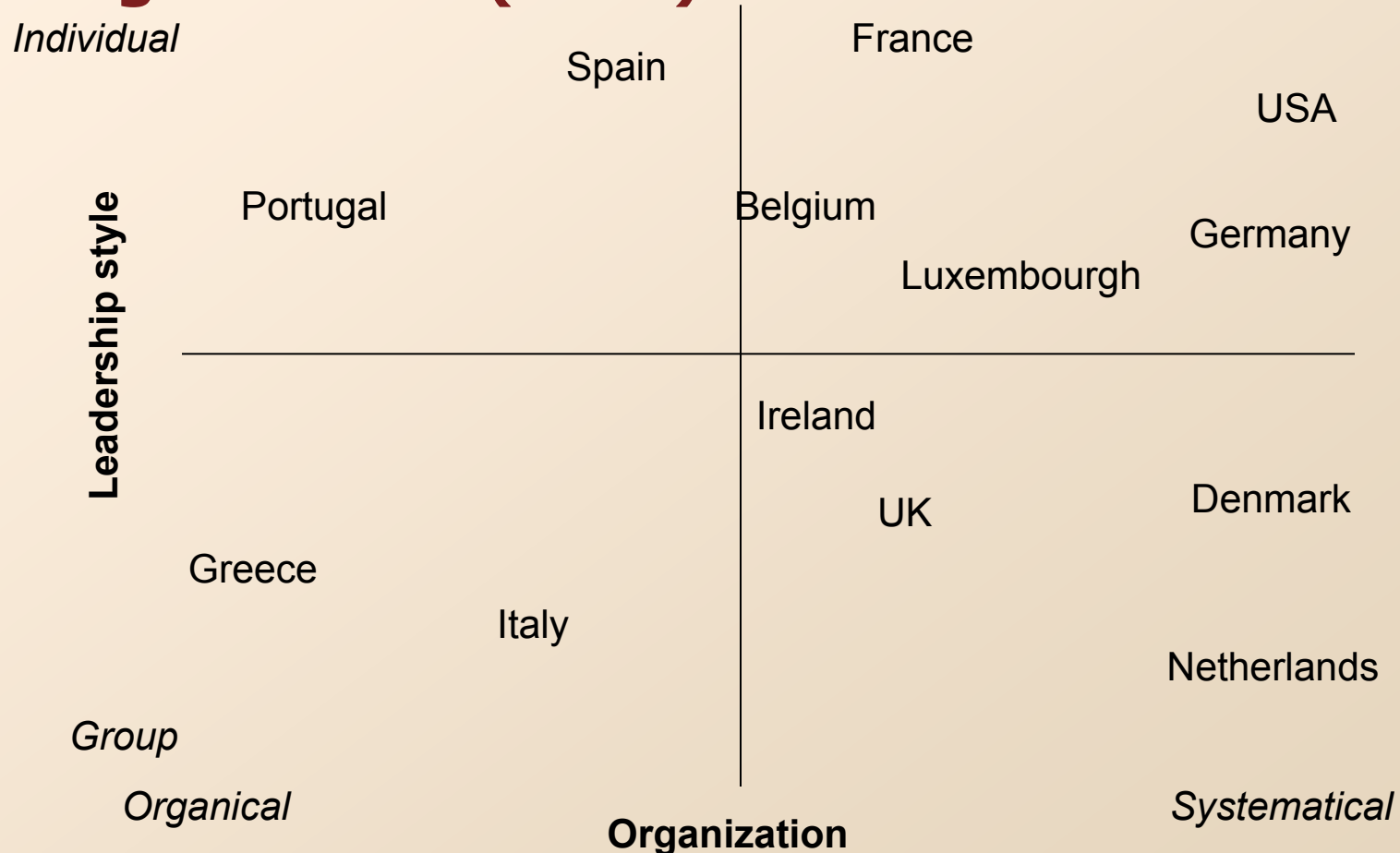


Culture shock

1. „Honeymoon Phase“
2. „Negotiation Phase“
3. „Adjustment Phase“
4. „Mastery Phase“



The differences in leadership style and organization (Mole)



Czech cultural standards (Nový, Schroll-Machl)

1. Relationships orientation (prefer relationships to material aspect)
2. Underestimating structures (love for improvisation)
3. Simultaneity (parallel work)
4. Control aims people not rules
5. Diffusion culture
6. High communication context
7. Avoiding conflicts
8. Variable self-confidence

Human Communication

Three major parts in human face to face communication. According to the research:^[1]

1. 55% of impact is determined by body language—postures, gestures, and eye contact,
2. 38% by the tone of voice, and
3. 7% by the content or the words used in the communication process.

^[1] Mehrabian and Ferris (1967). "Inference of Attitude from Nonverbal Communication in Two Channels". In: *The Journal of Counselling Psychology* Vol.31, 1967, pp.248-52.

Verbal Communication

Just 7 % of human communication accounts for words.

But:

Native or second language.

And:

Active or passive use.

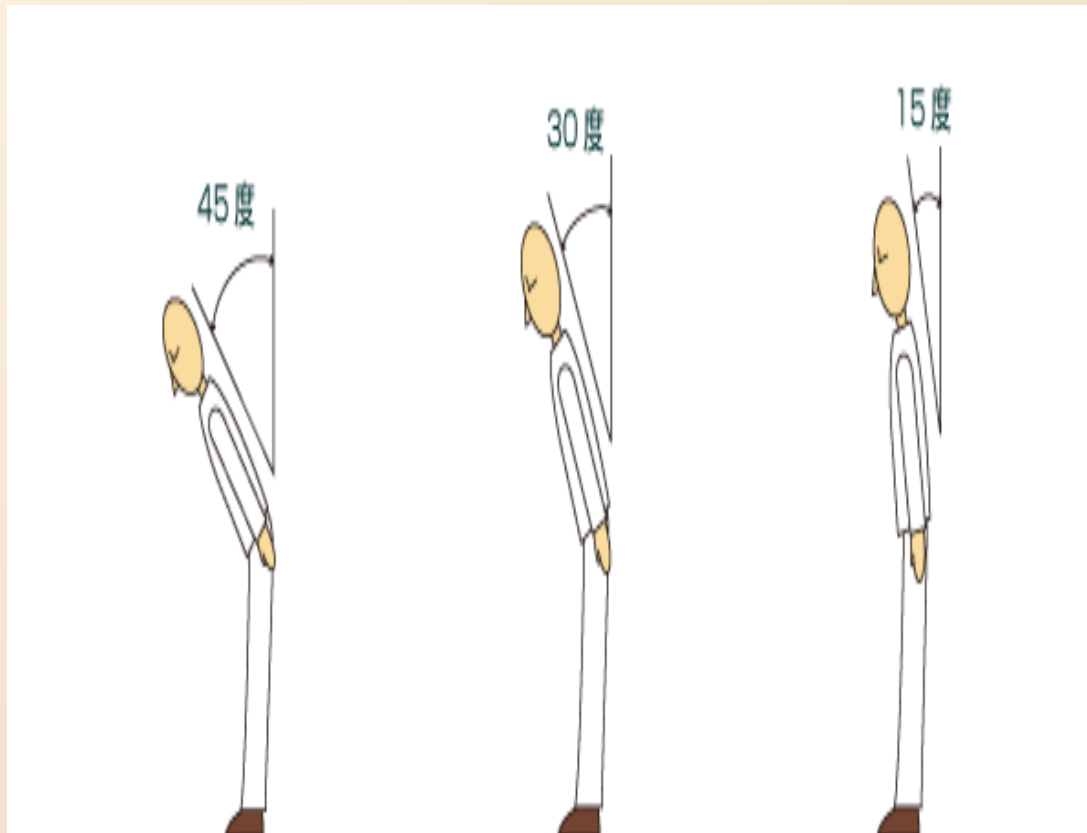
Also:

Slang, colloquial or contextual expressions.

Non Verbal Communication and Other Differences

- Japanese and smiling
- Just-in-time manufacturing systems
- Formality
- Korean exercising
- Slovak interjections
- Slovak dining
- Not-moving attitude and impacts on labor market

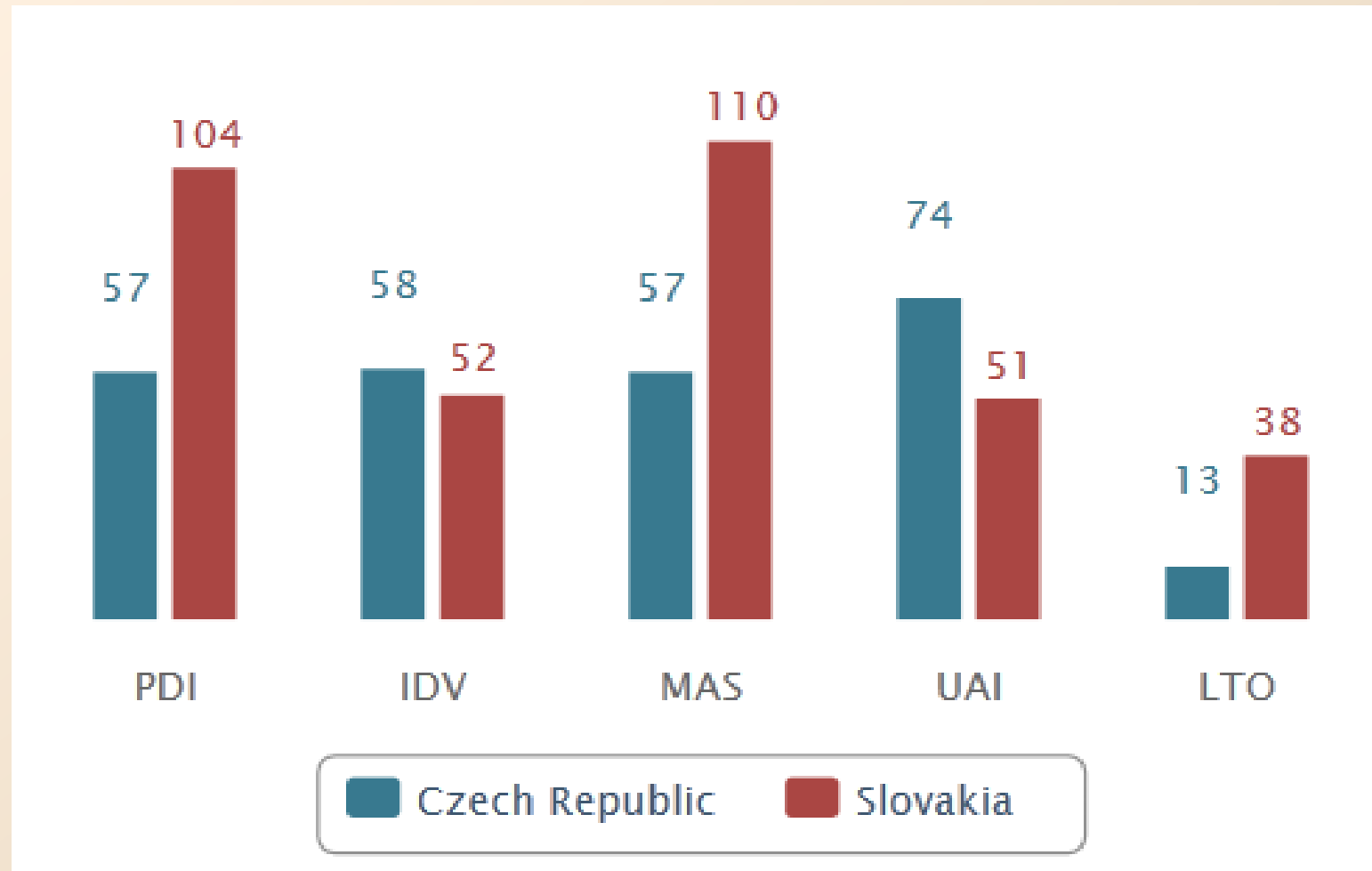
Bows in Japan

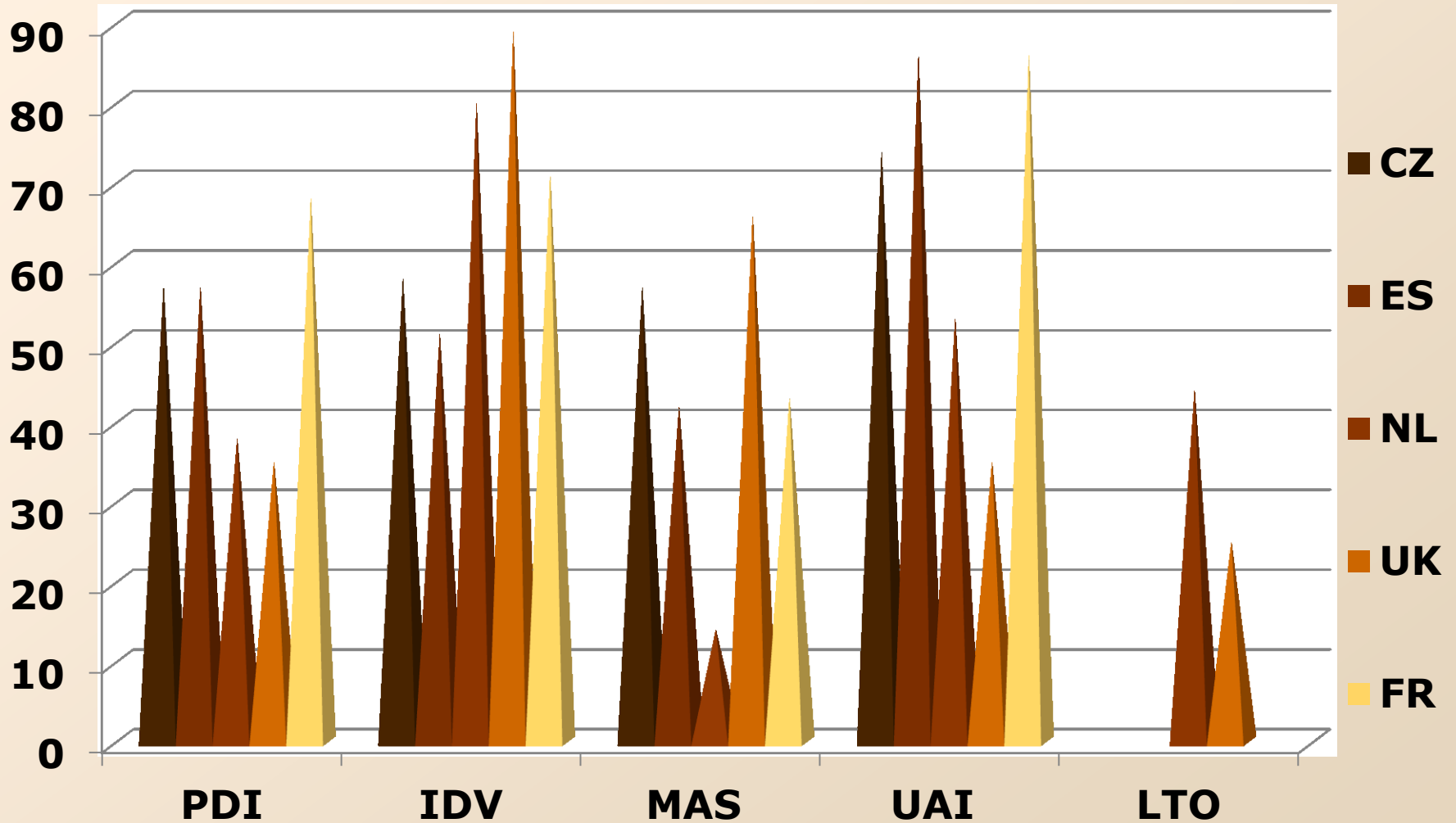


Cultural dimensions (Hofstede, G.)

1. Power Distance Index
2. Individualism
3. Masculinity
4. Uncertainty Avoidance
5. Long-Term Orientation

Hofstede`s dimensions







Cultural dimensions

Source: Hofstede, G., & Minkov, M. (2010).
Long- / short-term orientation: new perspectives.
Asia Pacific Business Review, 16 (4), 493-504.



June 13, 2011

<http://theoort.blogspot.com/2011/06/cultural-dimensions.html>



Sources

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- DRENNAN, D. *Transforming Company Culture*. London : McGraw-Hill Book Company, 1992. ISBN 0-07-707660-5.
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Short videos

- <http://www.kwintessential.co.uk/intercultural/french-business-etiquette.html>
- <http://www.youtube.com/watch?v=bspFbFytRiM>
(Cultural Issues in Arab World Business Deals)
- <http://www.kwintessential.co.uk/intercultural/highcontext-lowcontext-cultures.html>
- <http://www.kwintessential.co.uk/intercultural/individualism-collectivism.html>