



Concept of Culture

- Culture is the configuration of learned behavior and result of behavior whose component elements are shared and transmitted among the members of a particular society.

Culture is Relative that guide the behavior of people in a society / community and that are passed on from one generation to the next.



Elements of Culture

- Culture has normative value. It prescribes Do's and Don'ts which are binding on the members of a society.
- Culture is a group Phenomenon.
- Cultural practices are passed on from generation to generation



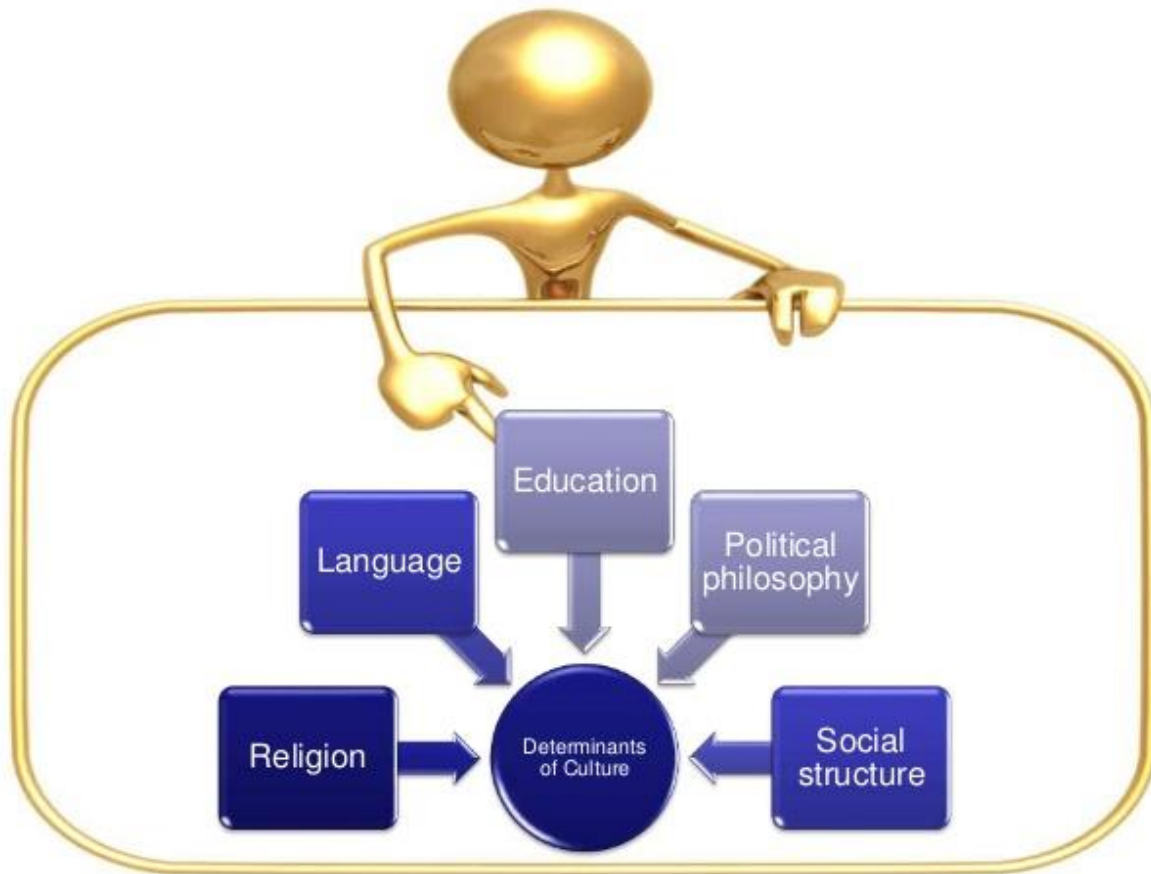
Elements of culture

- Language
- Nationality
- Sex
- Education
- Profession
- Ethnic group
- Religion
- Social class
- Corporate culture
- Family
- Values
- Norms
- Attitudes
- folkways
- Customs

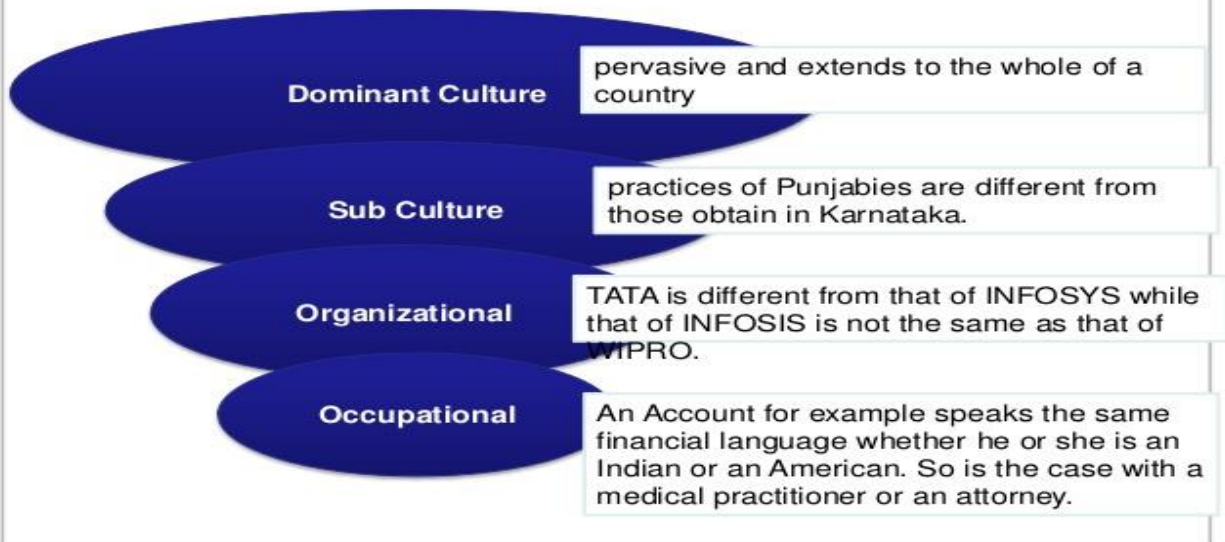
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- Example: Women in Indian Society wear 'Kumkum/Sindur' on their foreheads because their parent told them to wear. The parents did the same because their parents had done so.
 - Eating cow's meat is viewed critically by Hindu Society. While drinking liquor is common in the US, the same is prohibited in Saudi Arabia and is a punishable offence

Characteristics of Culture

- Culture is learned
- Culture is unconscious
- Culture is shared
- Culture is integrated
- Culture is Symbolic
- Culture is a way of life
- Culture is Dynamic
- Culture is Relative
- Culture is universal



level of culture



Characteristics of Organization Culture

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- Centralized vs. decentralized decision making:
 - Safety vs. risk: in some so
 - Individual vs. group rewards
 - Informal vs formal procedures:
 - High vs. low organizational loyalty:
 - Cooperation vs. competition:
 - Short term vs. long term horizons
 - Stability vs. innovation

Cultural Sensitivity



Knowing that cultural differences as well as similarities exist, without assigning values (i.e. better or worse, right or wrong) to those cultural differences.

Cultural Sensitivity

Therefore, every international manager need to know about cultural differences among nations in order to be able to:

- Communicate effectively with customers, suppliers, business associates and partners in other countries and foreign employees (expatriates).
- Conduct negotiations and understand the nuances of the beginning postures of the other parties into a negotiation.
- Predict trends in social behavior likely to affect the firm's foreign operations.
- Understand the ethical standards and concepts of social responsibility in various countries.
- Build Foster relationships between union confederations and employee associations require cultural empathy.
- Understand local Government policies and influences it for business promotion.
- Conduct efficient meetings in different countries and encourage employees participation in management.
- Understand how people interpret market research an other information.



An American family on assignment in Indonesia went to restaurant with their Pet dog. The restaurant manager politely greeted them at the door, took their dog and , 30Minutes later-family was shocked

They had **SERVED IT TO THEM**

The consumption of dog meat is associated with their culture, where dog meat is considered a festive dish usually reserved for occasions such as weddings and Christmas.

