

Hofstede's study of culture

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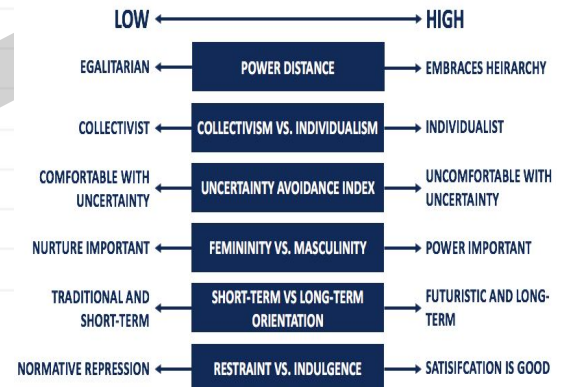


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What is the Hofstede's cultural dimensions theory?

Hofstede's Cultural Dimensions Theory, developed by Geert Hofstede, it is a framework used to understand the difference that is done across different cultures.





Power Distance Index

The power distance index considers the extent to which inequality and power are tolerated. In this dimension, inequality and power are viewed from the viewpoint of the followers—the lower level.



• High power distance index indicates that a culture accepts inequity and power differences, encourages bureaucracy, and shows high respect for rank and authority.

• Low power distance index indicates that a culture encourages organizational structures that are flat and feature decentralized decision making responsibility.

A graphic of a spiral-bound notebook with a white page and a red cover. The spiral binding is at the top. On the left side, there are two horizontal tabs: a yellow one on top and a pink one below it. In the center of the page, the number '2' is displayed in a bold, black font, enclosed within a light green circular arrow that loops around it.

2

Individualism vs Collectivism

The individualism vs collectivism dimension considers the degree to which societies are integrated into groups and their perceived obligation and dependence on groups.



Individualism indicates that there is a greater importance placed on attaining personal goals. A person's self image in this category is defined as "I".

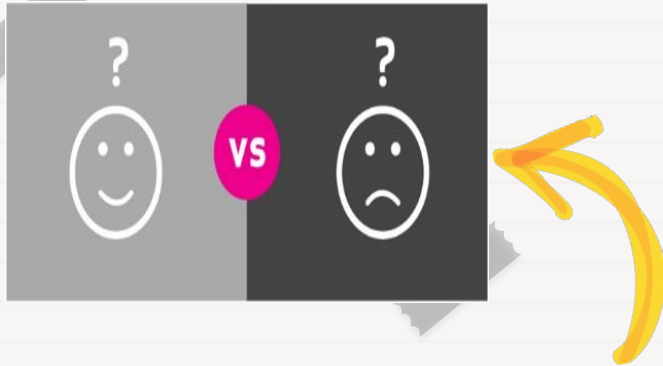
Collectivism indicates that there is a greater importance placed on goals and well being of the group. A person's self image in this category is defined as "we".



3

Uncertainty Avoidance index

The uncertainty avoidance index considers the extent to which uncertainty and ambiguity are tolerated. This dimension considers how unknown situations and unexpected events are dealt with.



.A high uncertainty avoidance index indicates a low tolerance for uncertainty, ambiguity, and risk taking. The unknown is minimized through strict rules, regulations, etc.

.A low uncertainty avoidance index for uncertainty, ambiguity, risk taking. The unknown is more openly accepted, and there are lax rules, regulations, etc.

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4

Femininity vs Masculinity

The masculinity vs femininity dimension is also referred to as “tough vs tender”, and considers the preference of society for achievement, attitude towards sexuality equality, behavior, etc.



. Masculinity comes with the following characteristics: distinct gender roles, assertive, and concentrated on material achievement and wealth building.

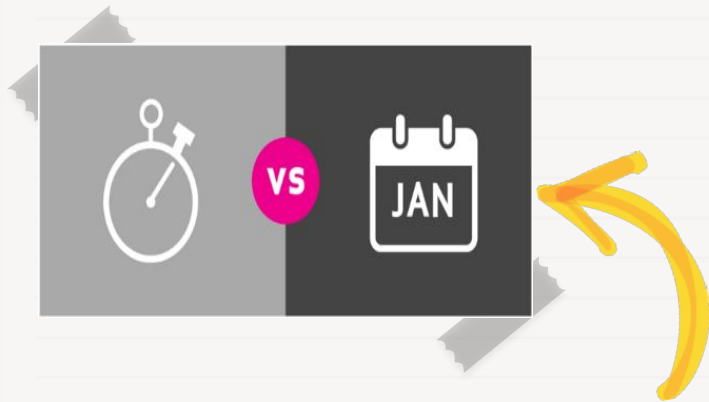
. Femininity comes with the following characteristics: fluid gender roles, modest, nurturing, and concerned with the quality of life.

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5

**Long term orientation vs
short term orientation**

The long term orientation vs short term orientation dimensions considers the extent to which society views it's time horizon.



.Long term orientation shows focus on the future and involves delaying short term success or gratification in order to achieve long term success. Long term orientation emphasizes persistence, perseverance, and long term growth.

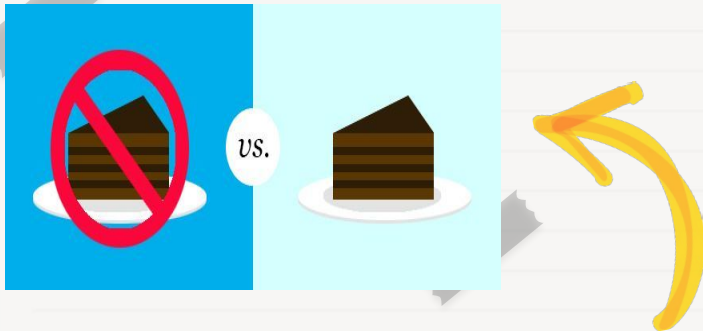
.Short term orientation shows focus on the near future, involves delivering short term success or gratification, and places a strong emphasis on the future. Short term orientation emphasizes quick results and respect for tradition.

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6

Indulgence vs Restraint

The indulgence vs restraint dimension considers the extent and tendency for a society to fulfill its desires. In other words, this dimension revolves around how societies can control their impulses and desires.



. Indulgence indicates that a society allows relatively free gratification related to enjoying life and having fun.

. Restraint indicates that a society suppresses gratification of needs and regulates it through social norms.

Conclusion:

It can easily be concluded that, Hofstede shows that national cultures contain at least four dimensions and every organization has come up with these dimensions as they are working in diverse cultures.



References:

Hofstede Theory of Cultural Differences. (n.d.). UKEssays.Com. Retrieved December 6, 2020, from <https://www.ukessays.com/essays/business/today-we-are-living-in-an-era-of-globalization-and-culture-business-essay.php#:~:text=Conclusion%3A,are%20working%20in%20diverse%20cultures.=Conclusion%3A,are%20working%20in%20diverse%20cultures>.

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