

## Cultural Differences Research Paper

"I wrote this book because I believe that there is a serious gap in what has been written and communicated about cross-cultural management and what people actually struggle with on the ground."—From the Introduction What does it mean to be a global worker and a true "citizen of the world" today? It goes beyond merely acknowledging cultural differences. In reality, it means you are able to adapt your behavior to conform to new cultural contexts without losing your authentic self in the process. Not only is this difficult, it's a frightening prospect for most people and something completely outside their comfort zone. But managing and communicating with people from other cultures is an essential skill today. Most of us collaborate with teams across borders and cultures on a regular basis, whether we spend our time in the office or out on the road. What's needed now is a critical new skill, something author Andy Molinsky calls global dexterity. In this book Molinsky offers the tools needed to simultaneously adapt behavior to new cultural contexts while staying authentic and grounded in your own natural style. Based on more than a decade of research, teaching, and consulting with managers and executives around the world, this book reveals an approach to adapting while feeling comfortable—an essential skill that enables you to switch behaviors and overcome the emotional and psychological challenges of doing so. From identifying and overcoming challenges to integrating what you learn into your everyday environment, Molinsky provides a guidebook—and mentoring—to raise your confidence and your profile. Practical, engaging, and refreshing, *Global Dexterity* will help you reach across cultures—and succeed in today's global business environment.

A celebrated social psychologist offers a radical new perspective on cultural differences that reveals why some countries, cultures, and individuals take rules more seriously and how following the rules influences the way we think and act. In *Rule Makers, Rule Breakers*, Michele Gelfand, "an engaging writer with intellectual range" (*The New York Times Book Review*), takes us on an epic journey through human cultures, offering a startling new view of the world and ourselves. With a mix of brilliantly conceived studies and surprising on-the-ground discoveries, she shows that much of the diversity in the way we think and act derives from a key difference—how tightly or loosely we adhere to social norms. Just as DNA affects everything from eye color to height, our tight-loose social coding influences much of what we do. Why are clocks in Germany so accurate while those in Brazil are frequently wrong? Why do New Zealand's women have the highest number of sexual partners? Why are red and blue states really so divided? Why was the Daimler-Chrysler merger ill-fated from the start? Why is the driver of a Jaguar more likely to run a red light than the driver of a plumber's van? Why does one spouse prize running a tight ship while the other refuses to sweat the small stuff? In search of a common answer, Gelfand spent two decades conducting research in more than fifty countries. Across all age groups, family variations, social classes, businesses, states, and nationalities, she has identified a primal pattern that can trigger cooperation or conflict. Her fascinating conclusion: behavior is highly influenced by the perception of threat. "A useful and engaging take on human behavior" (*Kirkus Reviews*) with an approach that is consistently riveting, *Rule Makers, Rule Breakers* thrusts many of the puzzling attitudes and actions we observe into sudden and surprising clarity.

*Cross-Cultural Analysis* is the sequel to *Culture's Consequences*, the classic work published by one of the most influential management thinkers in today's times, Geert Hofstede.

Endorsed by Geert Hofstede, this is the only book that explains the relationship between national culture and national differences in crucially important phenomena, such as speed of economic growth, murder rates, and educational achievement in a scientifically rigorous way.

Significant concerns about the poor health and prevalence of chronic illness amongst a number of ethnic minority populations have led to heightened debates about how best to improve the situation. For some the answer is to see their experiences as part of the general social class inequality in health, but recent evidence questions the extent to which social class can explain the variations in health which ethnic minorities experience. *Researching the Cultural Differences in Health* offers a range of accounts of how people in ethnic minority groups perceive and manage their illness. Some of the chapters focus on Bangladeshi, and other South Asian groups, as well as Afro-Caribbeans and Irish people. The illness conditions discussed include diabetes, hypertension, sickle-cell disorder, mental illness and coronary heart disease. This book will provide invaluable reading for those involved in providing health services for ethnic minorities, and all lecturers and students in medical and nursing education as well as those studying sociology and social administration.

A study in the collision between Western medicine and the beliefs of a traditional culture focuses on a hospitalized child of Laotian immigrants whose belief that illness is a spiritual matter comes into conflict with doctors' methods.

This work delves into the act of reporting on different cultures as a means of exploring our own. The way culture is presented to the media highlights various international and intercultural dynamics, as well as the complexity involved in reporting from a cultural standpoint. *Reporting Cultures in 60 Minutes* is a study covering the journalistic practice of reporting culture by examining "Tango Finlandia," a broadcast report on Finnish culture produced by the American television news magazine 60 Minutes. It covers the journalistic practice of reporting culture broadly by looking specifically at Finns and Americans reporting about their respective homelands and about the other's culture and social interactions. Unique in its content and approach, this volume: Demonstrates how reports are constructed as deeply cultural forms, couched in points of view derived from one's discursive habits and their meanings. Analyzes reporting done in professional practice/journalism as well as in common social routine. Offers a way through the process that can move reporting on culture from a self-reflective mirror to opening a window onto another cultural world. Scholars and students in communication, intercultural/international studies, and related areas will find much to consider in this work

Bachelor Thesis from the year 2012 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: 1.7, University of Applied Sciences Essen, course: Analysis of Cultural Differences and their Effects on Marketing Products in the United States of America and Germany with a Focus on Cultural Theories of Hall and Hofstede, language: English, abstract: This thesis aims at analysing cultural differences and their effect on marketing products internationally. The United States of America and Germany are used to exemplify this issue. Today's science provides numerous approaches to making cultural differences visible and tangible. All of these solutions and dimensions give companies, and people in general, a guide to becoming aware of and understand differences and how to cope with them appropriately. Trompenaars, a famous consultant for intercultural communication, uses the allegory of a fish and its habitat, water, to explain the characteristics of culture: "A fish only discovers its need for water when it is no longer in it."2 Accordingly, culture can be seen as the substance that surrounds a human being and makes him unable to distinguish between different and normal. Therefore, this thesis uses the cultural theories of Edward T. Hall and Geert Hofstede, who both developed approaches to cultural differences by using either a four- or five-dimensions model. These cultural dimensions will be applied to the special circumstances and conditions which a marketer has to deal with in the United States and Germany and thus draws connections between those two different fields of science. As already mentioned in section 1.1, cultural differences play an important role in today's international marketing. It is therefore important to examine if and how cultural differences, according to Hall and Hofstede, affect parts of the marketing mix for companies selling products in the United States as well as in Germany. The following ques

Essay from the year 2014 in the subject Business economics - Business Management, Corporate Governance, grade: 1,3, University of Strathclyde, language: English, abstract: Mahatma Gandhi, the famous Indian fighter for freedom, once stated: "A nation's culture resides in the hearts and in the soul of its people". Of greater importance, however, than analysing where in the human body culture is located, is the question whether such a concept as national culture does exist at all. According to McSweeney (2002, Abstract), most of the literature within each management discipline implies that actually "each nation has a distinctive, influential and describable 'culture'". Although it can

therefore be assumed that different cultures exist, there is no universal and objective description of any one culture on its own (Mead, 2005). Any one culture can only be described in relation to another culture; this is precisely where a few famous approaches to the whole subject of different cultures and their classification and comparison come in. The models' differences as well as their complementarity will be the focus of the first part of this paper. The conceptual notions that will be discussed and compared along the dimensions of their research method and their primary focus are those of Edward T. Hall (1976), Geert Hofstede (1980), and Fons Trompenaars and Charles Hampden-Turner (1998). Furthermore, in the second part of this paper, the specific interrelationship between culture and today's business world, as well as the management practices within it, is described and analysed by focusing on Culture and Organisation on the one hand, and on Culture and Communication on the other hand.

Seminar paper from the year 2016 in the subject Cultural Studies - Basics and Definitions, University of Applied Sciences Emden/Leer, language: English, abstract: In this paper the importance of the cultural differences, especially the national culture, should be clarified because in times of globalization it's unalterable to consider such different characteristics in the daily business. For the topic of national culture the culture model of Hofstede is still representative but this theory is meanwhile out of date and there exist newer models which give new insights in this specific topic. This paper gives an overview about the model of Hofstede and two newer theories with regard to a created thesis. The models exhibit several differences which enable to survey the topic national culture under a variety of aspects. The conclusion makes clear that other aspects should be also considered beside the cultural differences especially in business relationships. In the late 1960s and the early 1970s a Dutch social researcher named Geert Hofstede conducted about the influences of national culture in the workplace. Until this point of time his study was the most extensive one in this specific field of research. In the following decades additional surveys carried out and were more and more popular. They built on Hofstede's culture model and modify it. For example the culture dimensions of Alfons Trompenaars or the globe study. In the following essay Hofstede's model should be examined with the help of prevailing research results, transpire comparisons and differences. This subject of national culture should be considered consistently with leadership.

This book constitutes late breaking papers from the 22nd International Conference on Human-Computer Interaction, HCII 2020, which was held in July 2020. The conference was planned to take place in Copenhagen, Denmark, but had to change to a virtual conference mode due to the COVID-19 pandemic. From a total of 6326 submissions, a total of 1439 papers and 238 posters have been accepted for publication in the HCII 2020 proceedings before the conference took place. In addition, a total of 333 papers and 144 posters are included in the volumes of the proceedings published after the conference as "Late Breaking Work" (papers and posters). These contributions address the latest research and development efforts in the field and highlight the human aspects of design and use of computing systems. The 54 late breaking papers presented in this volume were organized in two topical sections named: User Experience Design and Evaluation Methods and Tools; Design Case Studies; User Experience Case Studies.

Seminar paper from the year 2020 in the subject Business economics - Miscellaneous, grade: 1,3, Hochschule Ostwestfalen-Lippe - University of Applied Sciences, course: International Aspects of Management, language: English, abstract: The internationalisation of the economy is evident in many areas. The exchange of goods services and technologies, as well as the foreign direct investments (FDIs) of multinational companies (MNCs), increased rapidly over the past decades. The increased FDI volume led to an increasing number of expatriates that are sent from MNCs to observe and support the successful implementation of the investment. Expatriates are getting in contact with a new and unknown culture, which might cause problems in cross-cultural interaction. Many different studies show that a significant share of foreign assignments fails. In the studies, the share varies between 16-40 % of expatriates that fail to execute their business tasks and/or are not able to adapt to the new culture and environment. This can cause tremendous costs and loss of image for the MNC. The objective of this scientific paper is to define success and failure in cross-cultural adaption as an expatriate. It should become clear which characteristics and skills are particularly important in the selection process. Different measures should be presented that increase the chance of success for effective implementation of the business task, as well as intercultural integration. The scientific paper contains four chapters. At the beginning of chapter two, the key terms culture and expatriate are defined before their relation gets explained. Afterwards, possible problems and conflicts during the cross-cultural adaption in the new living and working environment are stated. In the new culture, many expatriates experience a culture shock. The w-curve model shows the emergence and recovery of a culture shock in the new country and after returning home. Then important skills and criteria for selecting are explained to find the most suitable expatriate. The second chapter ends with pre-departure measures that can enable a faster and better cultural-adaption process for the expatriate. The third chapter contains a case study based on a German expatriate in China. The cultural standards of the two countries are compared to discover cultural differences. Various measures are given to show how the execution of the business task and the cross-cultural adaption can be successful. In the last chapter, the key findings of this paper are summarised. The paper ends with a conclusion and an outlook, where further significant research needs are addressed.

This Handbook examines disparities in public health by highlighting recent theoretical and methodological advances in cultural neuroscience. It traces the interactions of cultural, biological, and environmental factors that create adverse physical and mental health conditions among populations, and investigates how the policies of cultural and governmental institutions influence such outcomes. In addition to providing an overview of the current research, chapters demonstrate how a cultural neuroscience approach to the study of the mind, brain, and behavior can help stabilize the quality of health of societies at large. The volume will appeal especially to graduate students and professional scholars working in psychology and population genetics. The Oxford Handbook of Cultural Neuroscience represents the first collection of scholarly contributions from the International Cultural Neuroscience Consortium (ICNC), an interdisciplinary group of scholars from epidemiology, anthropology, psychology, neuroscience, genetics, and psychiatry dedicated to advancing an understanding of culture and health using theory and methods from cultural neuroscience. The Handbook is intended to introduce future generations of scholars to foundations in cultural neuroscience, and to equip them to address the grand challenges in global mental health in the twenty-first century.

Master's Thesis from the year 2016 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: 74%, University of Warwick, language: English, abstract: International marketers are trying to encourage positive electronic word-of-mouth (eWoM) about their products and services. The question of whether consumers in different cultures respond differently to eWoM is critical if marketers are to leverage the potentially global power of eWoM. The central objective of this study is to critically evaluate whether espoused national cultural values at the individual level influence the effect of eWoM on consumers' purchase intention. Prior cross-cultural eWoM research mostly studied culture at the country level. This paper draws on perspectives in cultural psychology and cross-cultural research that argue that individuals espouse national cultural values to different degrees. Therefore, predicting the influence of culture on individuals' behaviour necessitates to assess cultural values by personality tests at the individual level of analysis. Yet, no research can sufficiently answer the question of how individual level culture may influence the effect of eWoM on purchase intention. The present research addresses this gap by measuring espoused national cultural values of power distance, uncertainty avoidance, individualism/collectivism, and masculinity/ femininity at the individual level of analysis and investigating their influence on the effect of eWoM on purchase intention. An experiment, using a repeated measures design, was conducted with 100 subjects from 18 countries. The results reveal that, as expected, consumers' purchase intentions are significantly higher after reading eWoM than after reading factual information on a company website. Further, the results show that, contrary to expectations, this effect is not significantly influenced by the national

cultural values an individual espouses. This implies that traditional market segmentations based on culture are of limited relevance in the online market place. Theoretical and managerial implications are discussed.

Research Paper from the year 2010 in the subject Business economics - Investment and Finance, grade: A+, Queen's University, language: English, abstract: Recent merger waves have shown that the awareness of and appropriate reaction to cultural differences between transaction partners can be the crucial element that decides on their success or failure. Previous research has never made an effort to quantify cultural risks, and in a second step, costs of Mergers and Acquisitions (M&A). This paper aims at developing a model that gives an indication of the conflict potential inherent to the cultural differences between transaction parties. The model shall also disentangle which culture type – national, corporate, professional, individual or deal culture – is most likely to clash, and which cultural elements are the determinants of that hazard. The model can be viewed as an early-stage tool that lays the groundwork for the development of cultural cost estimation instruments for M&A.

Different cultures experience happiness differently. Traditionally, the West is considered materialistic, and happiness is said to come from achievement and acquisition. The East is said to be more people-oriented, where happiness is a result of deep personal interactions. Thus, poor people can be happier in the East than the West, because they are not so concerned with possession and more with society. This book considers happiness and quality of life in non-Western countries and cultures. Its coverage is diverse and spans the breadth of the non-Western world, revealing unique perspectives of happiness and life quality embedded in rich cultural traditions and histories.

How do we educate our students about cultural diversity and cultural differences, and eliminate cultural ignorance, stereotyping, and prejudice? What are the conceptual issues involved in reaching this goal? How can we integrate these perspectives in disciplinary and diversity courses, and the curriculum? This book is a resource for answering these questions. Within the framework of current scholarship and discussion of essential concepts, it offers practical techniques, and empirically proven “best practices” for teaching about diversity. The book opens with a conceptual framework, covering such issues as distinguishing teaching to a diverse audience from teaching about diversity and contrasting the incorporation of culture across the curriculum with tokenistic approaches. Subsequent chapters identify classroom practices that can optimize students’ learning, especially those from culturally diverse backgrounds; describe feminist principles of education that promote learning for all students; and address principles of effective on-line instruction for diverse populations. The book is intended for faculty integrating diversity into existing courses, and for anyone creating courses on diversity. The ideas and suggestions in the text can be incorporated into any class that includes a discussion of diversity issues or has a diverse student enrollment. The contributors offer pragmatic and tested ways of overcoming student misconceptions and resistance, and for managing emotional responses that can be aroused by the discussion of diversity. The editors aim to stimulate readers’ thinking and inspire fresh ideas. The book further provides teachers of diversity with a range of effective exercises, and attends to such issues as teacher stress and burnout. This book can also serve to inform and guide department chairs and other administrators in the design and implementation of diversity initiatives.

Just as the term design has been going through change, growth and expansion of meaning, and interpretation in practice and education – the same can be said for design research. The traditional boundaries of design are dissolving and connections are being established with other fields at an exponential rate. Based on the proceedings from the IASDR 2017 Conference, *Re:Research* is an edited collection that showcases a curated selection of 83 papers – just over half of the works presented at the conference. With topics ranging from the introduction of design in the primary education sector to designing information for Artificial Intelligence systems, this book collection demonstrates the diverse perspectives of design and design research. Divided into seven thematic volumes, this collection maps out where the field of design research is now. *Cultura: A Communication Toolkit for Designers to Gain Empathic Insights Across Cultural Boundaries* - Chen Hao, Annemiek van Boeijen, Pieter Jan Stappers Designing successful products and services that people like requires an understanding of the context and the aspirations of those people. Over the past decade, a range of methods has been developed to help designers gain such empathy. These have worked well when designer and target user share a cultural context. However, designers often find it difficult to empathize with the user insights of individuals from a culture beyond their first-hand experience. To help designers step beyond this limitation, those user insights need to be placed in a larger understanding of the cultural context. In this paper, we present *Cultura*: a toolkit that uses nine cultural aspects based on cultural models, informing designers about user insights in a broader cultural context. The toolkit was evaluated in design sessions with four design teams. The findings indicate that *Cultura* provides inspiration and motivation for designers to gain empathic insights into users beyond their own cultural boundaries and to make effective designs for people.

*Graphic Designers as Cultural Innovators: Case Studies of Henry Steiner and Kan Tai Keung* • Tian Yao, Ilpo Koskinen It is common to see graphic design copies of foreign models or other Chinese designers. These designers are apathetic toward the work and neglect its ongoing challenges, including the need for constant innovation. In contrast, there are masters who use Chinese culture in creative ways and achieve outstanding reputations all over the world. The reasons design masters choose Chinese culture as a theme for their graphic work and the unique ways in which they symbolize cultural resources and knowledge are explored and explained in this study. This study also illustrates how traditional culture can become a potential innovative strategy by applying a systematic and culture-based methodology. The case studies presented concern the first generation of graphic designers in Hong Kong: Henry Steiner and Kan Tai Keung. The preliminary results of the two case studies show very positive outcomes for cultural interpretation becoming a new innovative stream of graphic design. *Cultural Differences in Aesthetic Preferences: Does Product-to-Context Match Matter?* • Tseng-Ping Chiu, Carolyn Yoon, Shinobu Kitayama, Colleen Seifert Western cultures focus on salient objects and use categorization for purposes of organizing the environment (an analytic view), whereas, East Asians cultures focus more holistically on relationships and similarities among objects when organizing the environment (a holistic view). Previous research has shown that cognitive approaches differ between cultures: European Americans prefer an analytic style, and East Asians tend to use a holistic style. However, little is known about how cultural differences in cognition relate to aesthetic preferences. In this paper, we explored whether cultural differences arise in preferences for products set in matching vs. mismatching contexts. Participants in a laboratory experiment included European Americans and East Asians. Individually, they viewed images of a variety of furniture products (chairs, coffee tables and floor lamps) and rated their aesthetic appeal. Each product type appeared in three different contexts: matching (target product shown in its usual in-home context); mismatched (target product shown in an unusual in-home context) and neutral (the target product shown on a white background). For both cultural groups, products were judged to be more aesthetically pleasing in the matching than in the mismatched context. However, ratings for products in mismatching contexts were significantly higher among East Asians. Our findings suggest that those with holistic views (East Asians) are more tolerant of mismatches than are those with more analytic views (European Americans). The implications for product and marketing design include greater attention to context presentation.

Discourses on Japanese Lifestyle in Early Modern Design: A Turning Point from Westernization to Modern Design • Yoshimune Ishikawa Low-seated chairs for tatami mats that are characteristic of Japanese-style interior appeared after late 1940s. This article focuses on the ambivalence between Western lifestyles and Japanese lifestyles by tracing the comments of designers, critics, magazines and so forth to clarify a background of them. The introduction of chairs in Japan was actually involved, by definition, in a dichotomy between sitting on the floor and in chairs, which therefore was far from the domestic practicality of lifestyles among the public. Then we have to observe the two points for the introduction of chairs to break through this rigid situation: (1) how did the public establish definition of chairs outside the Westernization? This article grasps the fact that the artisans and early designers accumulated their experience of producing chairs from scratch, through trial and error. (2) How did the relation between sitting on the floor and in chairs break out of the dichotomy, through ambivalence? This article focuses on the fact that the public enjoyed the physical relaxation offered by the mix of sitting on the floor and in chairs. This constituted the domestic practicality of chairs for the Japanese. Therefore, such experiences of making and using chairs can be summarized as the awakening of a universe in the distance between the floor and the seat-height of Western chairs. It was a new frontier for Japanese designers, and low-seated chairs were born in this space. This article concludes that it marked the transition from Westernization to Japanese modern design.

Using Practice-Led Industrial/Product Design Research to Explore Opportunities to Support Manufacturing-Related Enterprise in Overseas Development Assistance (ODA) Countries • Mark Evans, Timothy Whitehead The profession of industrial/product design has the capacity to support wealth generation through a product-driven supply chain that extends across services that include manufacturing, distribution, sales and maintenance. Moving away from the more typical manufacturing approaches of developed countries, where the resources available to support designers employ advanced technologies and materials, this paper discusses an on-going UK Arts and Humanities Research Council-funded project to explore ways in which industrial/product design can provide opportunities for entrepreneurship and employment in countries on the Organization for Economic Co-operation and Development (OECD) Development Assistance Committee (DAC) List and receive Overseas Development Assistance (ODA). Through practice-led research with participants from Uganda, Kenya, Indonesia and Turkey; industrial/product design educators/researchers/practitioners shared knowledge and expertise and engaged in creative activity to translate propositions into proposals with the potential for manufacture in each of the four countries. The findings, articulated product visualizations, indicate significant potential to support manufacturing in countries in a variety of levels of economic development by adding value to the packaging of traditional foods; integrating low-cost imported components to add value to indigenous crafts and materials; producing contemporary furniture designs using materials that can be considered as traditional materials; and employing unorthodox and unexpected materials.

Preserving Craft Heritage by Forging Rural–Urban Connections • Haodan Tan, Huaxin Wei, Eli Bleviss This study aims to explore the difficulties of preserving cultural heritage in rural areas and to inform better designs of computer systems to support such preservation. In this case study, we observed and documented craft cultures in three rural villages in China. Our methods include photo-ethnography, interview and observation. From analyzing various types of data, we were able to identify issues of cultural heritage preservation, including cultural identity and values. We propose a conceptual system design for an installation and software connecting rural craftspeople and people who appreciate crafts, as a means of fostering a mutual relationship of support and appreciation. We believe this relationship can help preserve cultural heritage in rural areas. Some of the system installation elements were prototyped in scale models. The paper's primary contribution is the design field research, analysis of design field research and conceptualization.

Designing Language Learning for Migrant Workers' Workplace Integration • Young-ae Hahn, Nyamsuren Gombodoo The number of migrant workers in South Korea is on the rise, but their inadequate Korean language skills prevent them from being promoted at work, or fairly treated as respected members of the society. In this study, in collaboration with a government-authorized language educational facility for immigrants, the authors investigated (a) challenges in migrant workers' Korean as a second language learning, and (b) design principles of lessons and learning materials specifically targeted to their needs. Student and teacher interview data confirmed that the workers' limited time for study, weak motivation, Korean colleagues' indifferent attitude and limited teaching resources at educational facilities are major barriers to achieving higher levels of linguistic skills. From the data, the authors identified four design principles: personalized content, community participation, portability of materials and micro learning modules. Informal lessons via Facebook, factory safety signs and portable writing drill booklets are designed as on-going experimentations of the principles.

Designing One-Flat Church as Small-Scale Community Space in Densely Populated Urban Environment to Perform Both Sacred and Contemporary Functions • Louis Poon Shek Wing This research is based on the scenario in the context of Hong Kong, in which church has been built in densely populated urban environment restricted in flat space. The research objectives were: (1) firstly to investigate the relationship between theology and spatial design in Hong Kong Protestant church; (2) secondly, to analyze the issue of the lack of design with respect to sacred identity in the church of Hong Kong that leads to an unappealing and non-sacred appearance of Protestant church; (3) and finally, to establish theoretical standpoints on designing sacred space with contemporary quality without surrendering of the sacred identity. The aims of the research were to understand the influence of secularization to the rationale of church design and to generate an appropriate identity of church with a theoretical standpoint to serve the contemporary community effectively. In order to meet these objectives, the study comprised of a qualitative site observations of 171 churches, which provided comparative figures for the study of churches incorporated with design elements or no design elements. In Hong Kong approximately 775 one-flat churches, which are 66% of the total number of Protestant churches, are located in different layers of vertical space within this vertical city. When churches provide social services in the same limited space, the identity of church is surrendered to the need of the social community. This study endeavors to facilitate church design with the focus on the immanence quality in order to encounter the different spatial limitations in church design.

Design Dialogs as a Specific Mode of Communication: About the Ongoing Exploration of Solution Space • Terry van Dijk, Matthew Cook Decision-making with respect to urban design is a particular arena where designerly modes of interaction are used, but placed in the specific context of coordination across a variation of actors. The planning literature that describes how urban design is included in decision-making is poorly connected to design literature. This paper laments this disconnection and shows where design theories reflect planning theories, and where they can further complement in order to create a richer understanding of urban planning.

Urban Planning in the Middle East: Analyzing Al-Tahrir Square as a Public–Political Space in Iraq • Rasha Al-Tameemi Al-Tahrir Square, surrounded by commercial crowded streets, financial headquarters, and governmental institutions is one of the most iconic squares in Baghdad. It is part of daily life for many Iraqi people due to its central location, which is characterized by busy roads with honking cars. In this essay, I am going to explore Al-Tahrir Square in Baghdad, Iraq as a venue

of rebellion for Iraqi people. Since 2015, Iraqi people from diverse backgrounds have been gathering in the square to protest for their rights every Friday. It has been the site of many historical events in Iraq although it has been established as a social place. I will explore the sociopolitical significance of Al-Tahrir Square by connecting the history of the place with how it has been changed since 1961 when the Freedom Monument was first open to the public. The research addresses the urban landscape of Al-Tahrir Square and its transformation over time, taking into consideration the political issues that affect it. I will analyze policies and regulations that have discouraged people from gathering in the Square to prevent political threats to the government and suggest ways to create safer spaces and mixed used attractions, modify the natural landscape of Al-Ummah Garden to make it more connected to the Square, and revitalize the existing kaleidoscope for closer proximity to Tigris River.

Writing North Carolina History is the first book to assess fully the historical literature of North Carolina. It combines the talents and insights of eight noted scholars of state and southern history: William S. Powell, Alan D. Watson, Robert M. Calhoun, Harry L. Watson, Sarah M. Lemmon, and H. G. Jones. Their essays are arranged in chronological order from the founding of the first English colony in North America in 1585 to the present. Traditionally North Carolina has not received the same scholarly attention as Virginia and South Carolina, despite the excellent resources available on Tar Heel history. This study, derived from a symposium sponsored by the North Carolina Division of Archives and History in 1977, asks questions and describes methodologies needed to redress past neglect. Besides providing a comprehensive evaluation of what has been written about North Carolina, the essayists offer perspectives on how historians have interpreted the state's history and what directions future historians need to take. Particularly important, the book provides a bibliography and suggests opportunities for future historical investigation by discussing topics, themes, and source materials that remain untapped or underused. North Carolina's unique and colorful culture, folklore, geography, politics, and growth demand new and creative historical analysis. Collectively the authors and editors of Writing North Carolina History offer a welcome, necessary guide to the study of Tar Heel history. Originally published in 1979. A UNC Press Enduring Edition -- UNC Press Enduring Editions use the latest in digital technology to make available again books from our distinguished backlist that were previously out of print. These editions are published unaltered from the original, and are presented in affordable paperback formats, bringing readers both historical and cultural value.

Seminar paper from the year 2000 in the subject Business economics - Business Management, Corporate Governance, grade: 2,1, Nottingham Trent University (Nottingham Business School), course: Strategic Management, language: English, abstract: More and more business is being done in an international context and more corporations are establishing themselves globally. The question arises, then, regarding whether managerial processes developed for one specific location can be transferred to another and whether they should be changed or remain unchanged during transition. (Hunter 1999) A series of cross-cultural research has been undertaken during the last few decades suggesting that certain management styles or business techniques may be incompatible because of cultural differences. The following essay discusses the usefulness of such models in managing international business. It focuses on the main 'gurus' which have developed the principal models of cross-cultural research including Geert Hofstede as well as Fons Trompenaars. At the end the essay Richard D. Lewis, widely acclaimed author of 'When cultures collide' and his views on national cultures will be discussed.

This is the first of a two-volume set that constitutes the refereed proceedings of the Second International Conference on Usability and Internationalization, UIHCII 2007, held in Beijing, China in July 2007. The papers of this first volume cover HCI and culture and are organized in topical sections on cross-cultural design, internationalization and intercultural usability, as well as user studies.

This book explores the constructs of collectivism and individualism and the wide-ranging implications of individualism and collectivism for political, social, religious, and economic life, drawing on examples from Japan, Sweden, China, Greece, Russia, the United States, and other countries.

This volume constitutes the refereed proceedings of the Third International Conference on Internationalization, Design and Global Development, IDGD 2009, held in San Diego, CA, USA, in July 2009 in the framework of the 13th International Conference on Human-Computer Interaction, HCII 2009 with 10 other thematically similar conferences. The 57 revised papers presented were carefully reviewed and selected from numerous submissions. The papers accepted for presentation thoroughly cover the entire field of internationalization, design and global development and address the following major topics: cross-cultural user interface design; culture, community, collaboration and learning; internationalization and usability; ICT for global development; and designing for eCommerce, eBusiness and eBanking.

Seminar paper from the year 2018 in the subject Business economics - Miscellaneous, grade: 2,0, University of applied sciences, Munich, language: English, abstract: Germany and Spain are important business partners. They both hold tight economic relations. Most of the Spanish imports, to be precise 14,7 %, have been from Germany in 2016. This illustrates the closely-knit network of the two countries. Moreover, many German companies have subsidiaries in Spain. For example, companies like Lidl, Daimler AG and Volkswagen AG are listed in the top 10 of Germany's enterprises in Spain, ranked by the number of its employees. Even though, both countries are a member of the European Union and they have the advantage to do business in a highly liberalized market, there are still many issues which could lead to conflicts caused by different cultural values and perspectives. In order not to jeopardise the excellent trade relations, it is essential to know how to deal with conflicts within the two nations. As Germany has a lot of undertakings in Spain the focus of this seminar paper will be on customer conflict management. Furthermore, the society of the 21st century is highly influenced by mass media evoked by digitalization. This causes an almost infinitely qualitative and quantitative increase of collective and individual conflicts, which is another reason why conflict management nowadays is so essential. Hereinafter, the structure of the seminar paper will be outlined. The purpose of this paper is to analyse the differences between the German and Spanish cultures in terms of customer conflict management. The illustration of the term conflict management will be quite brief due to the limited extent of this paper. The comparison of the two cultures will be mainly based on the GLOBE Study and Hofstede's dimensions. These two studies will help to outline the cultural similarities and differences of the two European countries. Firstly, the facts about culture, conflict management and the two intercultural communication studies used in this paper will be a short outlined. The main part will focus on the analysis of the German and Spanish culture by using the empirical findings of the GLOBE Study and Hofstede's cultural dimensions. Afterwards the impact of cultural differences in terms of customer conflict management will be made clear. In the conclusion the seminar paper gives an idea of preventive measures on customer conflict management as well as a prospect for the future.

Seminar paper from the year 2018 in the subject English Language and Literature Studies - Culture and Applied Geography,

grade: 1,0, Fresenius University of Applied Sciences Hamburg, language: English, abstract: As a result of globalization, many firms have started to compete and work on a worldwide basis. This situation has required organizations to manage their workforces effectively in order to expand into global markets and target different consumer groups. Moreover, the process of globalization causes more exposure to diversity, not only in daily but also in business life. Managing diversity has therefore become a strategic focus of management in organizations which enables companies to gain competitive advantages on the global market. With increasing relevance of the outlined issue several frameworks for categorizing, analyzing and comparing cultures can be found in literature. Two frameworks that have received a great deal of research attention are Hofstede's study of work values and Trompenaars' broad-based studies of value orientations. This paper provides an insight into the existing conventional culture paradigms by giving a brief introduction to the term culture and exposing the two mentioned models. Subsequently, the last chapter outlines possible implications for managing intercultural differences in business contexts.

Seminar paper from the year 2017 in the subject Communications - Intercultural Communication, grade: 1,0, University of Applied Sciences Essen, course: Interkulturelle Psychologie, language: English, abstract: This paper will deal with different communication styles which may vary between cultures. As communication is a very broad topic, the focus will be on the theoretical framework of Edward Hall differentiating between high-context and lowcontext communication. The objective is to compare German and Chinese culture and their way of communicating for the purpose of identifying similarities and differences, but also to clarify the impact of cultural differences and afterwards be able to superiorly deal with cultural differences in communication. This gives rise to the following research questions: How does communication between German and Chinese culture differ and what problems could arise as a consequence? What should be considered to successfully communicate with people of other cultures?

There are many reasons to be curious about the way people learn, and the past several decades have seen an explosion of research that has important implications for individual learning, schooling, workforce training, and policy. In 2000, *How People Learn: Brain, Mind, Experience, and School: Expanded Edition* was published and its influence has been wide and deep. The report summarized insights on the nature of learning in school-aged children; described principles for the design of effective learning environments; and provided examples of how that could be implemented in the classroom. Since then, researchers have continued to investigate the nature of learning and have generated new findings related to the neurological processes involved in learning, individual and cultural variability related to learning, and educational technologies. In addition to expanding scientific understanding of the mechanisms of learning and how the brain adapts throughout the lifespan, there have been important discoveries about influences on learning, particularly sociocultural factors and the structure of learning environments. *How People Learn II: Learners, Contexts, and Cultures* provides a much-needed update incorporating insights gained from this research over the past decade. The book expands on the foundation laid out in the 2000 report and takes an in-depth look at the constellation of influences that affect individual learning. *How People Learn II* will become an indispensable resource to understand learning throughout the lifespan for educators of students and adults.

The classic manifesto of the liberated woman, this book explores every facet of a woman's life.

There are three stages to outsourcing: The first occurred at the dawn of industrial era in the 19th century, where mass production for consumption by many, became the norm and simple domestic means could not meet such demands. With the cost of labor soaring in developed countries, manufacturing of products started moving to countries like China to take advantage of labor arbitrage in the 1900s. This is the second stage of outsourcing. This book addresses issues and challenges in the third stage of outsourcing whose focus is on movement of services at electronic speed, utilizing the Internet platform. The book includes short essay questions, multiple choice questions, mini-cases at the end of most chapters and glossary of terms. It can also serve as a good reference book for practitioners.

This new edition of a business textbook bestseller has been completely updated to reflect the numerous global changes that have occurred since 1999: globalization, SARS, AIDS, the handover of Hong Kong, and so forth. In particular, the book presents a fuller discussion of global business today. Also, issues of terrorism and state security as they affect culture and business are discussed substantially. The structure and content of the book remains the same, with thorough updating of the plentiful region and country descriptions, demographic data, graphs and maps. This book differs from textbooks on International Management because it zeroes in on culture as the crucial dimension and educates students about the cultures around the world so they will be better prepared to work successfully for a multinational corporation or in a global context.

Throughout the world as in the United States, psychologists are increasingly being called upon to evaluate clients whose backgrounds differ from their own. It has long been recognized that standard personality and psychopathology assessment instruments carry cultural biases, and in recent years, efforts to correct these biases have accelerated. *The Handbook of Cross-Cultural and Multicultural Personality Assessment* brings together researchers and practitioners from 12 countries with diverse ethnic and racial identities and training to present state-of-the-art knowledge about how best to minimize cultural biases in the assessment of personality and psychopathology. They consider research methodology, the design and construction of standard objective and projective tests, the use of measures of acculturation, racial identity, and culture-specific tests, the social etiquette of service delivery, and the interpretation of test data for clinical diagnosis. Ranging widely through all the relevant issues, they share a common collective vision of how culturally competent services should be delivered to clients. *The Handbook* offers the first comprehensive view of a consistent approach to cultural competence in assessment--a necessary precursor of effective intervention. It will become an indispensable reference for all those whose practice or research involves individuals with different ethnic and racial identities.

Reflects workshop discussions on the controversy, educational significance, and complexity and changing dimensions of the issues affecting early education and cultural diversity. Addresses three main questions that formed the structure for the workshop discussions: what roles does culture play in shaping children's earliest learning opportunities and experiences at home; how children's cultural and linguistic backgrounds affect the skills, knowledge, and expectations that they bring to school; and what is known about how instruction needs to vary to assure learning and motivation for children from differing cultural backgrounds.

Seminar paper from the year 2011 in the subject Business economics - Business Management, Corporate Governance, , language: English, abstract: This seminar paper deals with Sweden and Germany as negotiation partners from a German perspective. Although one would assume quite various similarities between these countries due to geographical proximity and same origin of language, they are indeed quite different – an issue also investigated by Eero Vaara. The aim of this paper is to show that even slight or subtle differences in cultural patterns should be considered. Therefore only who can communicate without

cultural misunderstandings can experience successful cross-cultural negotiations. Sweden has been chosen since there is a lot of research about cultural differences between American, Asian and Arab countries, but hardly any regarding inter-European. Another reason is also because of personal experiences in Sweden and with Swedish friends. It was challenging to investigate in a country, which does not seem to be culturally much apart from Germany. After a short introduction, the second chapter gives the reader a definition for culture and an overview of Hofstede's model of dimensions. This chapter also presents the different kind of cultures from a German and Swedish perspective. Therefore the third chapter deals with negotiations between Germans and Swedes while doing business. This paper ends with the chapter "conclusion".

The two LNCS volume set 9180-9181 constitutes the refereed proceedings of the 7th International Conference on Cross-Cultural Design, CCD 2015, held as part of the 17th International Conference on Human-Computer Interaction, HCII 2015, in Los Angeles, CA, USA in August 2015, jointly with 15 other thematically similar conferences. The total of 1462 papers and 246 posters presented at the HCII 2015 conferences were carefully reviewed and selected from 4843 submissions. These papers of the two volume set address as follows: LNCS 9180, Cross-Cultural Design: Methods, Practice and Impact (Part I), addressing the following major topics: cross-cultural product design, cross-cultural design methods and case studies, design, innovation, social development and sustainability and LNCS 9181, Cross-Cultural Design: Applications in Mobile Interaction, Education, Health, Transport and Cultural Heritage (Part II), addressing the following major topics: cultural aspects of social media and mobile services, culture for transport and travel, culture for design and design for culture and culture for health, learning and games. We exist in a diverse world in which we are greatly influenced by our culture. Our preferences, attitudes and beliefs are all shaped by external factors that are outside our consciousness. Successful marketers must account for these differences when advertising products. This research paper examines the cultural differences in advertisements from the United States and Spain through the lens of Hofstede's cultural dimensions.

Seminar paper from the year 2020 in the subject Leadership and Human Resource Management - Management Styles, grade: 1,7, University of Applied Sciences Münster, language: English, abstract: This paper focuses on the scope of leadership in China and Germany. This intensive investigation will be used in this paper to research Chinese and German leadership preferences and challenges that may occur when working cross-culturally in one of the two countries. Leaders must understand the differences of cultures and learn how to successfully adapt and chose adequate leadership styles since ideas of leadership differ across cultures. It is getting even more critical due to the boosted global integration and the evolving challenges of international corporation and collaboration. If international businesses ignore culturally specific needs, corporations fail because of intercultural misinterpretations. The challenges of international collaboration can be solved by addressing culturally necessary actions and managing cross-cultural relationships with suitable sets of behavioral and emotional approaches. Therefore, this paper will firstly focus on different approaches and models that compare cultures. The Global Leadership and Organizational Behavior Effectiveness (GLOBE) Project and its specific cultural dimensions will be introduced afterward. Secondly, leadership will be defined and viewed from the perspective of GLOBE. Thirdly, the cultural dimensions and leadership styles of GLOBE, will be applied to China and Germany. Possible issues when working in these countries, as well as proposals to prevent these obstacles, will be discussed lastly.

An international business expert helps you understand and navigate cultural differences in this insightful and practical guide, perfect for both your work and personal life. Americans precede anything negative with three nice comments; French, Dutch, Israelis, and Germans get straight to the point; Latin Americans and Asians are steeped in hierarchy; Scandinavians think the best boss is just one of the crowd. It's no surprise that when they try and talk to each other, chaos breaks out. In The Culture Map, INSEAD professor Erin Meyer is your guide through this subtle, sometimes treacherous terrain in which people from starkly different backgrounds are expected to work harmoniously together. She provides a field-tested model for decoding how cultural differences impact international business, and combines a smart analytical framework with practical, actionable advice.

This is the first ethnographic study of Snowbird, North Carolina, a remote mountain community of Cherokees who are regarded as simultaneously the most traditional and the most adaptive members of the entire tribe. Through historical research, contemporary fieldwork, and situational analysis, Sharlotte Neely explains the Snowbird paradox and portrays the inhabitants' daily lives and culture. At the core of her study are detailed examinations of two expressions of Snowbird's cultural self-awareness--its ongoing struggle for fair political representation on the tribal council and its yearly Trail of Tears Singing, a gathering point for all North Carolina and Oklahoma Cherokees concerned with cultural conservation.

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