Business & Culture Assignment

By June 25th, answer the questions in Part 1 and Part 2 of the Business & Culture assignment and post them to the Small Group of the same name (Business & Culture). Please post only _once_, with your responses to both Parts 1 and 2 in that one posting. [I know that June 25th doesn't fall on Tuesday. I thought it would be necessary to give you some extra days, beyond next Tuesday, to complete this assignment.

Part 1:

Take a look at the following Web page from Bloomberg Businessweek: http://www.bloomberg.com/bw/articles/2013-06-13/office-cultures-a-global-guide .

The graphics on that page were compiled by an office furniture maker (Steelcase--SCS), based on a detailed study of eleven national corporate cultures. It plans to use the data to help it design office furniture for their customers around the world.

Based on the differences in the values shown by people in different countries (e.g., consultative vs. autocratic, or feminine vs. masculine), how do you think the design choices for office furniture would be affected? Write your ideas and what you think of how this research is being used.

Part 2:

The next assignment will involve reading an excellent article from the "Harvard Business Review" and answering some questions about it. You'll find it here: https://aogaku-daku.org/wp-content/uploads/2021/06/businessculture.pdf . The title of the article is "Navigating the Cultural Minefield."

1) According to the author, what is the problem of depending on clichés, stereotypes of people who come from other cultures, when we talk about them or interact with them? In other words, what unfortunate consequences might it lead to? p. 120

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2) What stereotypes have *you* had of people from other cultures that turned out not to be true? p. 120

3) The author of the article, Erin Meyer, developed a Culture Map. What is it and how can it be useful? p. 120

4) Who invented the concept "low-context culture" and "high-context culture" and what's the difference between the two? p. 120

5) Are people from low-context cultures always more direct when giving criticism than people from high-context cultures? Give an example. p. 120

6) How might "trust" be developed differently in various cultures? How do you think trust is developed among Japanese people? In your case, what factors lead you to trust another person? p. 121

7) The author used an Israeli manager named Aaron as an example. Aaron had some difficulties with his Russian employees when he began working in Moscow. What does the Culture Map, at the top of p. 121, tell us about the source of some of these problems?

8) If you were a management consultant, what would you tell Aaron to do differently? Alternatively, what do you think the Russian employees can do differently in order to have a better working relationship with Aaron?

9) If you were a Japanese manager of a multinational team made up of six different nationalities, is it enough for you to understand how your culture perceives each of the others? What else must you do to ensure smooth relations in the office? p. 122

10) How did Steve (the Australian who went to China to manage the business unit of a textile company) change his way of viewing Chinese business practices? p. 122, 123

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11) How did Carlos (a Mexican marketing executive who went to Holland to lead Dutch employees of Heineken Beer Company) change his initially negative view of his Dutch co-workers?

12) What classroom (or working) practices, that involved people from another culture, did you, at first, feel uncomfortable with but later came to understand and, possibly, respect?

13) What sort of working environment do you think you would feel the most comfortable in? Why?

Caution: When you answer homework questions, you are expected to write the answers using your own words. So, when you're not expressing your own original ideas, be sure to paraphrase the text or quote (using quotation marks) phrases from it. Otherwise, it will be considered plagiarism.