

## **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, participative style of management, and place emphasis on power distribution.

## **Individualism vs. Collectivism**

The individualism vs. collectivism dimension considers the degree to which societies are integrated into groups and their perceived obligations 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 the goals and well-being of the group. A person's self-image in this category is defined as "We."

## **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 indicates a high tolerance for uncertainty, ambiguity, and risk-taking. The unknown is more openly accepted, and there are lax rules, regulations, etc.

## **Masculinity vs. Femininity**

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

## **Long-Term Orientation vs. Short-Term Orientation**

The long-term orientation vs. short-term orientation dimension considers the extent to which society views its 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 stronger emphasis on the present than the future. Short-term orientation emphasizes quick results and respect for tradition.

## **Indulgence vs. Restraint**

The indulgence vs. restraint dimension considers the extent and tendency for a society to fulfil 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.