**Dimensions of culture**

There are many different ways to define culture, but this author's shorthand definition is: "Culture is the collective programming of the mind that distinguishes the members of one group or category of people from others." Culture is always a collective phenomenon, but it can be connected to different collectives. Within each collective, there are a variety of individuals; if characteristics of individuals are imagined as varying according to some bell curve, the variation between cultures is the shift of the bell curve when one moves from one society to another. The term "culture" is most frequently used for tribes or ethnic groups (in anthropology), for nations (in political science, sociology, and management), and for organizations (in sociology and management).

One of the first definitions of culture is given by Tylor (1871, in McCort and Malhotra, 1993: 97), who defines it as "the complex whole which includes knowledge, belief, art, morals, custom and any other capabilities and habit acquired by man as a member of society." The universal character of culture as influencing facets of human existence within a community is shared by later contributions. Determining culture is made more difficult by the challenge of differentiating purely cultural elements from other macro-level influences.   
  
**Soares, A. M., Farhangmehr, M., & Shoham, A. (2007). Hofstede's dimensions of culture in international marketing studies. *Journal of business research*, *60*(3), 277-284.**

**Identity**

There is some agreement among academics from both domestic and foreign institutions over what cultural identity is. First, from a macro viewpoint, cultural identity is made up of two components: national identity, which is the identity of the country to which it belongs, and the identity of the nation to which it belongs, which is the identity of the nation. Second, from a micro perspective, cultural identity is multifaceted and includes internal psychological processes that affect certain groups, including attitudes, cognition, and emotions. The process of creating a cultural identity will be applied to the psychological level of the individual, regardless of the perspective from which the researcher defines it. It is the method by which a person creates a sense of self in a social setting.