

Hofstede's Framework: Cross Cultural Values

Power Distance

❖ *The extent to which a society accepts that power in intuitions and organizations is distributed unequally*

❖ Low distance

❖ Relatively equal power between those with status/wealth and those without status/wealth

❖ High distance

❖ Extremely unequal power distribution between those with status/wealth and those without status/wealth

Individualism vs. Collectivism

- Individualism
 - The degree to which people prefer to act as individuals rather than a member of groups
- Collectivism
 - A tight social framework in which people expect others in groups of which they are a part to look after them and protect them

Quantity of life vs. Quality of life

- Quantity of life
 - The extent to which the society values
 - Achievement
 - Power
 - Control
 - Assertiveness
 - Competition
 - Acquisition of money and material goods
- Quality of life
 - The extent to which the society values
 - Relationship
 - Sensitivity
 - Concern for others

Uncertainty Avoidance

- People in a country prefer structured over unstructured situations
- The extent to which a society feels threatened by uncertain and ambiguous situations and tries to avoid them
- **High Uncertainty Avoidance:**
 - Society does not like ambiguous situations and tries to avoid them.
- **Low Uncertainty Avoidance:**
 - Society does not mind ambiguous situations and embraces them.

LTO vs. STO

- Long-term Orientation
 - A national culture attribute that emphasizes the future, thrift, and persistence
- Short-term Orientation
 - A national culture attribute that emphasizes the present and the here and now