



Exercise article A. Budde-Sung (2014)

Read the article by Budde-Sung, A. (2012). *The Invisible Meets the Intangible: Culture's Impact on Intellectual Property Protection*. *Journal of Business Ethics* 117(2), 345-359 and answer the following questions.

1. What are the research questions?

Objective of the article is to analyse the impact of different cultural dimensions on the protection of intellectual property rights in countries.

2. What are the research hypotheses?

1. *H1a Nations with higher rankings on institutional collectivism will have weaker intellectual property protection.*
H1b Nations with higher rankings on in-group collectivism will have weaker intellectual property protection.
2. *H2 Nations that score highly on performance orientation will have stronger intellectual property protection.*
3. *H3 Nations that score highly on humane orientation will have weaker intellectual property protection.*
4. *H4 Nations that score highly on uncertainty avoidance will have stronger intellectual property protection.*
5. *H5 Nations that score higher on future orientation will have stronger intellectual property protection than nations that score lower on this dimension.*
6. *H6 Nations that score highly on assertiveness will have stronger intellectual property protection.*

3. Which data are used?

Intellectual property protection rankings used in this research were compiled by the World Economic Forum in its Global Competitiveness Report

GLOBE study cultural dimension scores (House et al. 2004)

4. Are the data valid and reliable?

Frau Budde-Sung does not discuss the concepts of reliability and validity, but she uses data already used in the literature.

5. Which methods are used?

Descriptive statistics (correlation coefficient)

Multivariate regression analysis

6. What are the results of the study?

See discussion and summary