

# METHODOLOGY - How to go about a cross-cultural case study?

Analyze the case study thoroughly and come up with comprehensive recommendations. You will be required to answer questions listed in the case study following the analysis-recommendations approach described below.

## ANALYSIS

- 1/ List all key characters / group of people at play in the case study
- 2/ List the seven dimensions we studied in class
- 3/ Position each character / group of people on each of the seven dimensions. If you lack information to position the character, say so.
- 4/ Cite the one or several sentences in the case study that lead you to state the cultural orientation of the character group of people (i.e. John is status-oriented because...). **Please also use line numbering to avoid confusion.**
- 5/ Once you will have finished the complete analysis, decide which dimensions play a key role in the case study. **Make sure to underline the oppositions in profiles (dimension per dimension) that are the root cause of the problem(s) highlighted in the case study.**
- 6/ Add any other relevant elements from class that is important in the analysis of the case study.
- 7/ Find out – if any and if relevant– country core values (the country of origin of the characters or group of people that play a role in the case study)
- 8/ Do research online if need to complement your findings.

## RECOMMENDATIONS

- 8/ Make appropriate, detailed and concrete recommendations to solve the issues raised in the analysis part. The more adequate and creative recommendations you will make the more points you will get. Any general and vague recommendation will not be accepted (will lead to getting no point)

## FORMAT

Analysis and recommendations in the form of bullet points are perfectly fine. Make sure to structure your paper to make it easily readable and understandable.