

ETHNOCENTRISM

THEORY
CONTEMPT
TRANSCEND
HUMAN BEHAVIOR
DIFFERENCE
SUBDIVISIONS
CONNOTATION
LANGUAGE
OUTSIDERS
CORRELATED
WORLDVIEW
RELATIVISM
FIELDWORK
ETHNOGRAPHIC
WARFARE
OVERT
PROCLIVITY
RANDOMIZED
DIVINE
FUNCTIONALISM
ANTHROPOLOGY
IDENTIFICATION
IDENTITY
EVOLUTIONARY
ANALYTICALLY
MEDIATED
CONCEPT
CHARACTERIZATION
SUPERIORITY
ANTHROPOLOGISTS
ARGUES
BIRTH
CULTURE
ETHNIC
ROBBED
BINARY
FAVORITISM
IDENTIFY
WRITES
DISTINCTIONS
VALUES
DEVELOP
REINTRODUCING
CENTRALITY
PEOPLE
CULTURAL
OVERCOME
SCALED
PATTERNED
BIOLOGIST

Course Title: Business and Human Communication

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ETHNOCENTRISM AND IT'S NEGATIVE EFFECT IN WORKPLACE

Submitted to

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LETTER OF TRANSMITTAL

August 20, 2022

Ms. Tarannum Khan Majles
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Subject: Submission of Business Communication term paper on Ethnocentrism and its negative effect in workplace.

Dear Ms. Majles:

With due respect, it is a great opportunity and honor to work on a Business Communication term paper named **“ETHNOCENTRISM AND IT’S NEGATIVE EFFECT IN WORKPLACE”**. It is a magnificent experience for us in real life application through the report.

We tried our best to represent the entire scenario about the topic in the term paper. While completing the term paper we have given our best attention and effort to make the term paper more interesting through relevant and authentic resources, data, and information with real life examples. Specially, we are interested in clarifying any questions regarding ethnocentrism in the workplace for your better understanding.

Thank you very much for your kind-hearted support to accomplish the term paper rationally.

Yours sincerely,

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EXECUTIVE SUMMARY

This report's objective is to complete our academic project by studying the effects of ethnocentrism and ethnocentric behavior in the workplace and suggesting ways to eradicate it.

Ethnocentrism's Theories

A person's increasingly ethnocentric beliefs might be attributed to a number of factors. A professional provided a few explanations for the growth of ethnocentric behavior in order to comprehend the causes of it. Growing ethnocentric ideas in a person are caused by the realistic conflict theory, the frustration aggression theory, the similarity attraction theory, and the social identity theory.

Ethnocentrism's Medium

Ethnocentrism fueled by misuse of agendas has adverse effects in the workplace. How ethnocentrism spreads among people and what causes ethnocentrism in people. Here are the statistics based on people's opinions about ethnocentrism spread through different media.

Ethnocentrism in Workplace on Demographic Characteristics

The descriptive statistics of demographic variables such as age, gender, and income influence the ethnocentric environment in the workplace. Statistics show that ethnocentrism is different between adult and younger people, between men and women, and between low income and high income people.

The Negative Effects of Ethnocentrism Are Numerous

Numerous organizations have experienced some serious problems as a result of ethnocentrism, including: employee rejection, minority groups feeling repressed, and ethnocentric recruiting tactics. In the workplaces of numerous companies, this ethnocentrism can be seen.

Recommendation for avoiding ethnocentrism

To work in a place of employment, we must keep positive relationships with the other employees there, and in order to do so, we must avoid ethnocentrism.

We must all accept the many customs, behaviors, and beliefs that may be observed as people from other cultures coexist in the workplace.

INTRODUCTION

The fundamental characteristic of ethnocentrism is that it is behavior that an individual subject acquires through participation in the collective subject, which is the group or society. These behaviors include beliefs, attitudes, and practices that arise from membership in a cultural group. Such membership could develop later in life or from birth, but it always entails learning how to fit in. Ethnocentrism, on the other hand, solely refers to how a group or society views and behaves toward other groups, the nonmembers or outsiders—and does not apply to the entirety of the group's beliefs, attitudes, and practices. Therefore, ethnocentrism is described as:

The descriptive term “Ethnocentrism” for a viewpoint in which one's own group occupies the focus of the universe and against which everything else is measured and compared. (*William G. Sumner in 1906 in his work Folkways*)

Greek words for "**nation**" and "**center**" are the root of the English word "**ethnocentrism**." Because people have little exposure to and knowledge about other cultures, they develop a sense of superiority toward their own. People that are ethnocentric compare their culture to others based on factors including religion, conduct, language, norms, and conventions. The phrase is frequently used when interethnic relations and other ethnic concerns are present. Although it is thought of as a normal reaction, ethnocentrism can either be overt or subtle and has a negative connotation. For instance, the strain that ethnocentric beliefs cause in a diverse workplace. Conflict leads teamwork to suffer, productivity to drop, absenteeism to raise, and staff turnover to increase. Ultimately leading to higher expenses and lost revenue, which has an impact on the organization's bottom line.

The purpose of this report is to complete our academic task, analyzing the effects of ethnocentrism and ethnocentric behavior in the workplace. The report describes the theory of ethnocentrism & to support the disadvantages, we showed some statistical evidence along with this report. The report outlines several steps for reducing ethnocentric behavior in the workplace.

For this report, all five members of the group worked together to state the problems clearly to the audience and also state the possible solutions to revoke the issue from the workplace. Some of the figures

used in the report are conversions of statistical reports which are represented as titled “**The descriptive statistics of the mediums of ethnocentrism**” (Ashuro, 2021). & “**The descriptive statistics of demographic variables for ethnocentrism in the workplace**” (Ashuro, 2021). In order to understand how people are affected by ethnocentrism and its actions, we also examined the trends and advice offered in a number of articles and journals connected to ethnocentrism.

This report examines ethnocentrism, its issues in the workplace, and approaches for developing business growth tactics in response to ethnocentric conduct there.

THEORIES OF ETHNOCENTRISM

There are several reasons behind growing ethnocentric views in a person. According to a hypothesis, individuals are taught about ethnocentric tendencies by their parents as they taught their children about religious and political attitudes with an ethnocentric mentality (Mosher & Scodel, 1960, as cited in Panicker & Sharma, 2021). To understand the root of ethnocentrism, Social Science theorists gave some reasons for growing ethnocentric behavior. In this part, we will briefly discuss those reasons.

1. The Realistic Conflict Theory: Resentment among two individuals or groups occurs because of contradictory objectives that create competition among them (Sherif et al., 1961, as cited in Panicker & Sharma, 2021). It means if two groups or persons want to achieve the same goal but only one can achieve that. Then there creates resentment among them and therefore ethnocentric behavior produces. This type of behavior can be destructive.

2. The Frustration Aggression Theory: Individuals start showing resentment when they think that the way they are being treated is not fair (Berkowitz, 1972, as cited in Panicker & Sharma, 2021). It means that someone might think that the facilities they are getting are not enough compared to others and because of this ethnocentric mentality grows. For example, the government of Bangladesh is giving at least 7 days off at the time of Eid. On the other hand, they are giving one day off at the time of Durga Puja which is the biggest festival of the Hindu religion. Therefore, people who follow Hinduism might think that they are facing discrimination which grows ethnocentric views.

3. The Similarity Attraction Theory: People basically are attracted to those individuals who are similar to them (Bryne, 1971, as cited in Panicker & Sharma, 2021). It means that most people are comfortable and can work together with those who have a similar mentality. If two individuals' mentality does not match then they can not work together or become a friend. Because dissimilarity makes them rivals. For example, friends share their personality traits with each other but nonfriends do not share those.

4. The Social Identity Theory: Individuals tend to associate with those groups that identify with their self-esteem (Tajfel & Turner, 1985, as cited in Panicker & Sharma, 2021). It means people are willing to make themselves a member of a group that goes with their social identity and norms. Moreover, they think that their group is superior to others. This thinking produces ethnocentric behavior towards others. For example, in our society the group of rich thinks that we will lead the society and all other groups are uneducated and fool, therefore they can not produce leaders.

FACTORS THAT INCREASE ETHNOCENTRISM

Many employees view the wrong use of some agendas increases an ethnocentric attitude in the workplace. A significant number of 24.3% of employees strongly felt that the improper use of ethnic parties' agendas and social media in general increased ethnocentric attitudes. With the factors of Demographic Characteristics (age, gender, income) ethnocentrism is seen in workplaces (Ashuro, 2021).

Mediums of Ethnocentrism

Ethnocentric attitudes were speeded by the wrong use of agendas which is the medium of ethnocentric. With this medium, the bad impact is seen in the workplace.

Figure-1 shows the mediums of ethnocentrism such as Ethnic parties agenda, Social media, Ethnic literature, Distinct mode of dressing, Socialization through family, schools, peer groups, and Religion. This chart indicates that employees agreed with the concept that ethnocentric attitudes were speeded by the wrong use of the agenda of ethnic parties agenda, social media, ethnic literature, distinct mode of dressing, socialization through family, schools, peer groups, and religion.

As indicated in the chart, a high proportion of 24.3% of employees strongly agreed with the idea that ethnocentric attitudes were speeded by the wrong use of the agenda of ethnic parties agenda and also 24.3% of social media.

Additionally, figure 1 shows that 19.7% of employees agreed that the misuse of ethnic literature, 14.4% of employees agreed that the misuse of religion, 10.4% of employees agreed that the misuse of socialization through family, schools, peer groups, and 7% of employees agreed that the misuse of distinct mode of dressing increase the ethnocentric attitudes. To sum up, figure-1 proved the scenario of the mediums which helps to speed the ethnocentric attitude.

FIGURE 1: Pie Chart

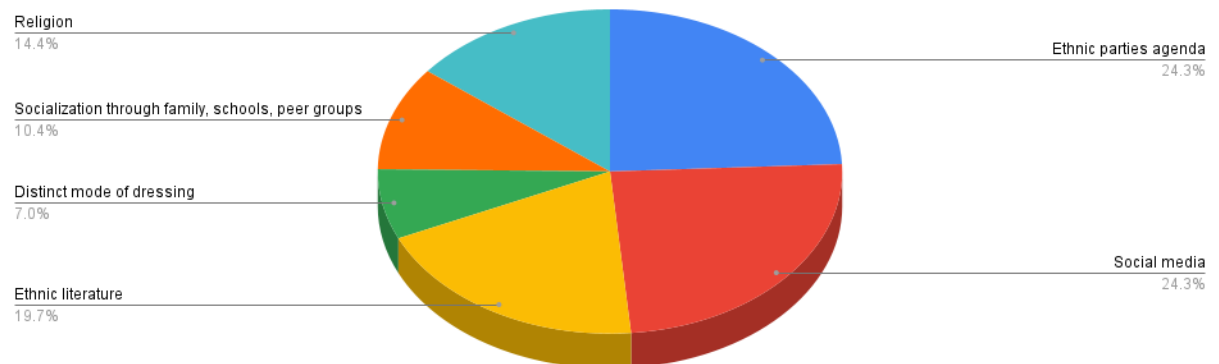


FIGURE-1: The descriptive statistics of the Mediums of Ethnocentrism

Demographic characteristics of Ethnocentrism in Workplace

FIGURE 2: The Versatile Bar Chart with a Table

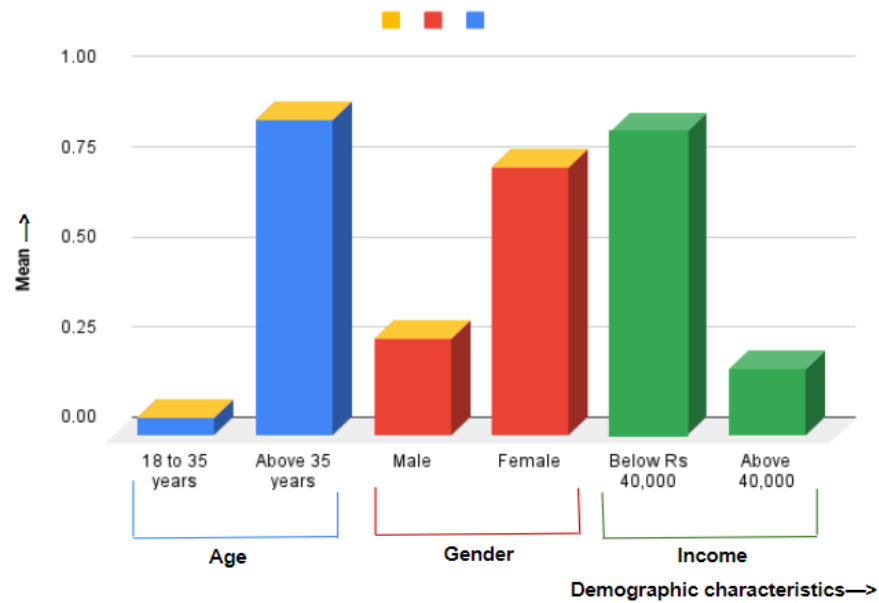


FIGURE-2: The descriptive statistics of Demographic Variables for Ethnocentrism in the Workplace.

Demographic characteristics		Sample size	Ethnocentrism	
			Mean	Standard deviation
Age	18 to 35 years	124	5.05118	5.0118
	Above 35 years	126	5.8772	.79479
Gender	Male	156	5.2692	1.04155
	Female	94	5.7447	.91853
Income	Below Rs 40,000	100	5.8431	.94312
	Above 40,000	150	5.1846	.9892

(Ashuro, 2021)

Figure-2 shows the statistics of demographic characteristics such as age, gender, and income, for ethnocentrism in the workplace through mean and standard deviation which clarified the demographic causes of ethnocentrism statistically in the workplaces.

Firstly, figure-2 indicates that older adults are more ethnocentric than younger people. There are differences between old age and younger age people in the mean value of separate ages. The mean value for 18 to 35 years older adults is 5.05118. Contrarily, the mean value of people above 35 years old is 5.8772. The mean value of older people is larger than young people. To summarize, figure-2 implies that older people are more ethnocentric than younger people in the workplace.

Secondly, figure-2 implies that females are more ethnocentric than men. The mean value for males is 5.2692. On the other hand, the mean value of females is 5.7447. The mean value of males is less than the mean value of females. Therefore, the statistics of mean value proved that women are more ethnocentric than men in the workplace.

The last demographic variable in figure-2 is income which arises from ethnocentrism in the workplace. The mean values of ethnocentrism are different for low incoming and high incoming people. The mean value is 5.8431 for the people who have an income below 40,000 Rs. and 5.1846 for the people who have an income above 40,000 Rs. In short, low-income people are more ethnocentric than high-income people in the workplace.

To conclude, figure-2 proved the scenario of ethnocentrism in the workplace clearly through demographic characteristics.

Rising the Ethnocentric environment in Workplace

FIGURE 3: Flowchart

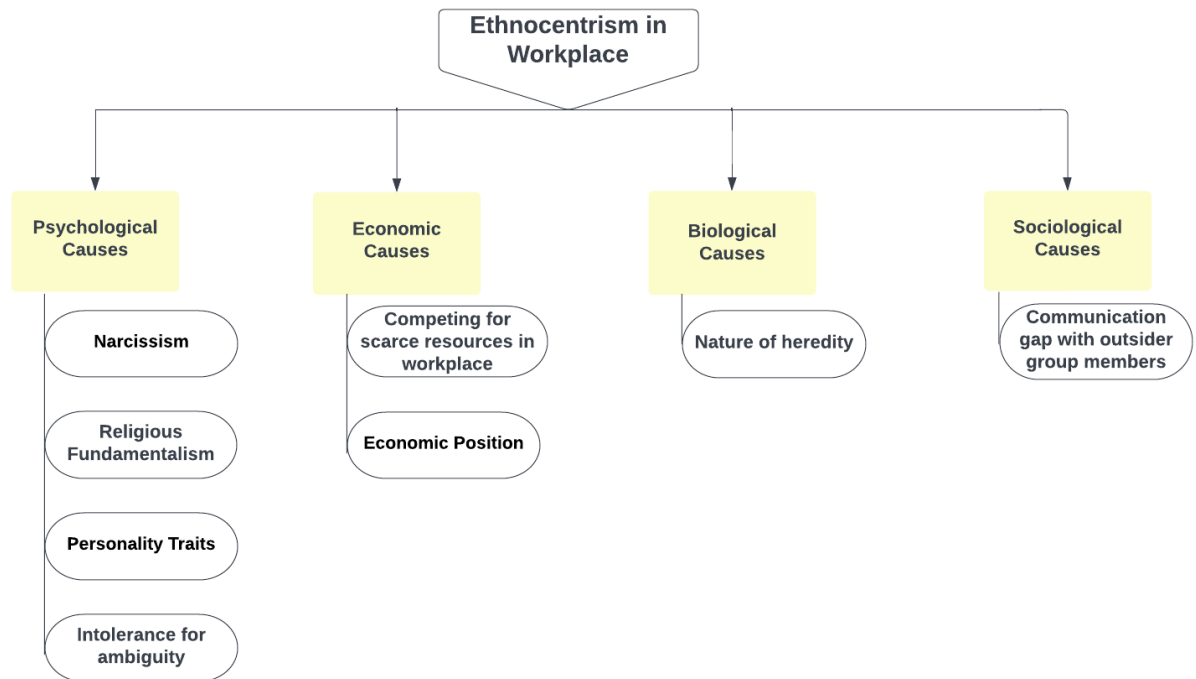


Figure-3: The entire scenario on causes of Ethnocentrism in the Workplace.

Figure-3 indicates the entire scenario on causes of Ethnocentrism in the workplace. Psychological, economic, biological, and sociological are the main causes of ethnocentrism in the workplace. We found various sub reasons which fall under the main types.

At first, psychological causes can be narcissism, religious fundamentalism, personality traits, and intolerance of ambiguity. Besides, competition for scarce resources in the workplace and the economic position of employees can increase the ethnocentric scenario in the workplace through the variation of economic position. Moreover, biological causes can make an impact on ethnocentric behavior because of the natural heredity of humans. It happens biologically which has no control according to genetic science. In the workplace, this kind of scenario can happen generally. Furthermore, the communication gap with

outsider group members in a workplace comes from a sociological perspective which influences ethnocentrism in the workplace.

To sum up, these kinds of variables can create ethnocentric scenarios at workplaces through employees.

DISADVANTAGE OF ETHNOCENTRISM IN WORKPLACE

Due to globalization and the advancement of technologies workplaces are becoming multicultural. But ethnocentrism is the enemy of productive and multicultural organizations. Because of this, a company can face certain issues such as lower performance and productivity, intra group conflict, and so on. Moreover, these types of issues reduce the national or international image of a company. We have analyzed that there are several common issues that occur if a company has an ethnocentric environment.

1. Non-acceptance among employees: Ethnocentrism separates the employees into multiple groups. Each group thinks that they are superior and only their decisions are correct. Because of this mentality, no group respects each other's decisions and they are not willing to accept decisions from other groups or individuals. Therefore, group work or collaboration works slow down a lot and also the performance of individuals falls significantly. Since companies do team based work, therefore productivity decreases tremendously. For example, SlowGo Automobile ignored suggestions from their French subsidiary to improve engineering software. SlowGo used antiquated software and the German engineering VP feels that it's a waste to retrain the staff (Lombardo, 2021).

2. Misunderstanding among employees: Since most of our companies are multicultural nowadays. Therefore, employees come from multiple backgrounds and their decision making sense, thoughts, and approaches to work are also different from each other. So, every individual thinks that his/her idea is perfect and they are not willing to compromise because of an ethnocentric mentality. Therefore, they misunderstand each other and do not respect other works. Moreover, relationships among employees become weaker and it produces volatility among them. Losing trust is very detrimental and therefore productivity and performance of the company decrease gradually.

3. Minority group feel oppressed: If the company is biased or if they support an ethnocentric environment then surely they will give advantages to the majority group. Because of this minority groups

will think that they are not getting fair treatment from the company. This will demoralize, and reduce focus and interest in work. Also, they will feel insecure. Therefore, a healthy working environment will be lost and productivity will gradually be decreased.

4. Ethnocentric behavior regarding hiring tendency: Some companies think that local people do not have the potential and quality to work with them. Moreover, they believe that only their trained employees are capable of coping with them. Therefore, they do not hire locally. They prefer to hire employees from the city area. Other than that, if they hire from the local area then they are not willing to give them the same amount of salary as they usually give. This kind of tendency affects a company a lot. Because if they regularly arrange training programs, it will be very costly. Other than that, employees from the city area are not familiar with local customers, therefore they are not able to understand the needs of local customers. So, in the end, the company's productivity will fall.

CONCLUSIONS AND RECOMMENDATIONS

Conclusions:

This work examines the determinant of ethnocentric behavior in the workplace. This paper finds that there are four disadvantages of ethnocentrism in the workplace. These are (1)Non-acceptance among employees (2)Misunderstanding among employees (3)Minority groups feel oppressed (4)Ethnocentric behavior regarding hiring tendency. Also, there are some previous experiments or surveys included which help to gain knowledge about the medium, democratic characteristics of ethnocentrism also know the causes of ethnocentrism.

The wrong use of some agendas, which is the medium of ethnocentric attitudes increased ethnocentrism. The negative effects of this media are noticeable at work.

With these mediums, the workplace is in turn disturbs. Political factors are the most serious causes of ethnocentrism whereas 24.3% indicated in the result of ethnic political parties were rated as the most serious medium for ethnocentrism. Moreover, identifying others based on their ethnic identity, clarifying oneself every work and worrying about ethnic superiority, and ignoring others' national narrowness are the main effects of ethnocentrism which in turn disturbs the workplace. Between employees of various genders, there is a statistically significant difference in ethnocentrism. In other words, male employees are more ethnocentric than female ones. Employees from different age groups, educational levels, marital

statuses, and industry sectors have statistically different scores for ethnocentrism. To conclude, this paper is about one of the important issues in our world which is how ethnocentrism badly affects the workplace and where it comes from.

Recommendation:

When ethnocentrism affects a workplace, it does a lot of damage. Workers in the workplace do not relate well with each other resulting in reduced workplace productivity. To work in a workplace we need to maintain good relationships with other workers in that workplace and to maintain this good relationship we have to avoid ethnocentrism. To avoid this ethnocentrism we have to follow some tips. Then we can avoid this ethnocentrism.

1. Educate: Learn about interethnic contact via reading and attending lectures, seminars, and training events. Engage in conversation with people from various ethnic backgrounds and elicit understanding by asking questions. In the workplace, various cultures work together. If they make a conversation about their culture, everyone will know about other cultures.
2. Speak-Up: When stereotypes, prejudices, or discrimination are present, identify them out using the proper techniques.
3. Eliminate Assumptions: We have to remember that individuals with diverse cultural backgrounds may have distinct practices, beliefs, values, or traditions that we should respect. As people from different cultures work together in the workplace, we may see different practices, beliefs, or traditions and we all have to respect them.
4. Be respectful: Observe the golden rule. "Treat others like you would like to be treated" (*Ways to Overcome Ethnocentrism*, 2011).

Management should make a concerted effort to convey the significance of minimizing ethnocentrism because these measures might not be well received by the workforce. The task of creating a strategy to convey the necessity of employee cooperation should fall under the purview of the director of corporate communication.

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