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## A pragmatic study of civilizing amormtent among The diverse countries

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### ABSTRACT

*It is really true that each country may have them own culture. There are wide difference of attitude, belief, perception, decision-making, motivation and leadership activities of people among the different nation. It seeks to explain, describe, and compare the behavior of individuals and groups within countries and cultures; more importantly*

**Keywords : Culture, Values, Individualism, Masculinity, Power-distance, Decision-making, Leadership**

### NTRODUCTION

It is concerned with the comparison of culture of developing and developed nation. One of the objects of this study is to understand the issues, problems and practices of managing, working, and organizing across culture. It is helpful to construct cultural awareness among the International Businessman.

### OBJECTIVES OF THE STUDY

Each research study has its own specific purpose, we may think of research objectives. Following are the main objectives of this research study:

1. The main objective of this research is to understand the issues, problem and practices of managing, working and organizing across cultures.
2. To improve the skill in the assessment of diverse cultures awareness and practices.
3. To compare the culture of industrial country with emergent cou

### RESEARCH PLAN

It is analytical research study based on developing and developed economy of the world. It is a blueprint of secondary way data collection and discussion about the topic. It may be also considered as the critical evaluation of the previous research of the study.

### DATA ANALYSIS & DISCUSSION

#### Indian Culture

It is developing economy of the world. People are speaking and dealing with more than 15 languages around the India such as Hindi, Gujarati, English, Tamil etc. Majority of the people are Hindus and speaking Hindi as a National Language. But, we can see the other religious people staying like Muslim, Sikh, and Buddha etc. India is oldest democratic country of the

#### Dimension of Indian Culture

1. Power Distance: The Indian caste system has fixed a rigid hierarchy at all levels of society. Indians accept this system with its built-in obligations and duties. The caste system brings continuity and a structure for predictable relationships, while allowing some flexibility for individuals who demonstrate merit.
2. Fate & Beliefs: All Indian religions emphasize the important role of fate in the universe. Karma is the Indian law of cause and effect, in which thoughts, words and individual actions have consequences which follow us throughout our lives and beyond

Indians are enthusiastic problem-solvers and at senior level, there is a very positive attitude to experimentation.. Nevertheless, problems are typically viewed subjectively. Personal experience will play an important part in analyzing data and facts and to avoid uncertainty with 40 rank in the world.

3. Masculinity, Appearance & Communication: In India, there is a high level of man entrepreneurs but, steadily increasing competitive woman entrepreneurs also. Most of the Indian businessman are appearing Suit and Paint and focusing leather products. They are also speaking Hindi and English in day to day dealing.
4. Leadership & Long-term orientation: Indian Business is more dependent on Hindu Undivided Family where Karta (Father) plays an important role as a Manager of this family.

#### Chinese Culture

It is another developing countries and highest populated country of the world. In China, there is communist form of the government. People are speaking and dealing with certain languages around the China such as Standard Chinese (Mandarin/Putonghua), Yue (Cantonese), etc

#### Dimension of Chinese Culture

1. Power Distance: There is a high power distance of china and unequal distribution of wealth and power within the society. China is the most densely populated county in the world with approximately 1.17 billion people as of 1992.
2. Fate & Beliefs: Chinese Businessman always avoids the personal contact to avoid the cost and does not start to eat without host. Gift giving is a very delicate issue in China. They always believe to come in time for any meeting and do not discuss about the business during meals and do not speak with them hands.
3. Problem Solving & Decision-Making: Chinese Entrepreneur starts his business and takes any important decision on lucky days. They take any decision with long time for thinking and to invest the money after bearing in mind lots of opportunity in particular field. China scored lower, at just 40, indicating an even more liberal society. This score is deceiving of uncertainty avoidance.
4. Masculinity, Appearance & Communication: In china Bowing or nodding is the common greeting; however, you may be offered a handshake. Wait for the Chinese to offer their

hand first. Appointments are a must for business.. There is also wide gender difference between male and female in China. Basically, Subtle and neutral colors should be worn by both men and women.

- Leadership & Long-term orientation: Chinese people always avoid Individualism and main focus on group activity. They always believe to diverse the investment in different sector and to minimize the risk. China ranked with a score of 118.

Countries/Dimensions of Culture	Power-Distance	Uncertainty Avoidance	Masculinity	Individualism	Long-term orientation
India	77	40	56	48	61
China	80	40	50	20	118
Arabian Countries	60	68	52	38	68
U.S.A.	40	46	62	91	29

Source: www.clearlycultural.com

**Arabian Culture**

Arabian culture highlights Islamic Countries. The National Language of the country is Arabic and primarily focusing on crude oil production and petroleum related products and secondly focusing on wheat, barley, tomatoes, melons, dates, citrus; mutton, chickens, eggs, milk. It involves different nations such as Egypt, Iraq, Kuwait, Libya, U.A.E. etc.

**Dimension of Arabian Culture**

- Power Distance: There is a high power distance of Arab nation and high level of inequality of power and wealth within the society. These populations have an expectation and acceptance that leaders will separate themselves from the group and this condition is not necessarily subverted upon the population, but rather accepted by the society as their cultural heritage.
- Fate & Beliefs: They believe that Friday is the day of rest. They always deal with right hand and do not deal with left hand. There are many attributes of God, one being "As-Salam" meaning "the Bestower of peace and love.
- Problem Solving & Decision-Making: Arabian Entrepreneur starts his business and takes any important decision in more appropriate manner. They take any decision to undertake the subordinates of the business. The high Uncertainty Avoidance Index (UAI) ranking of 68, indicates the society's low level of tolerance for uncertainty.
- Masculinity, Appearance & Communication: In Arab countries, Meetings are commonly interrupted by phone calls and visits from friends and family. The person at a meeting who asks the most questions is likely to be the least important. The decision maker is likely a silent observer. Man and woman always appear the cloth covering the whole body.
- Leadership & Long-term orientation: The lowest rank for the Arab World is the Individualism (ranking at 38, compared to a world average ranking of 64. This translates into a Collectivist society as compared to Individualist culture and is manifested in a close long-term commitment to the member 'group', that being a family, extended family, or extended relationships.

**U.S.A. Culture**

United States of America is the most powerful country of the world. In U.S.A., the majority of American's (U.S.) are Christian. The country is very litigious so legal resources are available and specialists can be found to assist with any transaction. They are widely speaking English and Spanish also

**Dimension of U.S.A. Culture**

- Power Distance: United States America has the Power Distance (PDI) at 40, compared to the world Average of 55. This is indicative of a greater equality between societal levels, including government, organizations, and even within families.
- Fate & Beliefs: Business conversation may take place during meals. However, many times you will find more social conversation taking place during the actual meal. Business meetings may be arranged as breakfast meetings, luncheon meetings, or dinner meetings depending on time schedules and necessity..
- Problem Solving & Decision-Making: USA is Uncertainty Avoidance (UAI), with a ranking of 46, compared to the world average of 64. A low ranking in the Uncertainty Avoidance Dimension is indicative of a society that has fewer rules and does not attempt to control all outcomes and results
- Masculinity, Appearance & Communication: Masculinity (MAS) with a ranking of 62 of U.S.A., compared with a world average of 50. This indicates the country experiences a higher degree of gender differentiation of roles. The male dominates a significant portion of the society and power structure. This situation generates a female population that becomes more assertive and competitive, with women shifting toward the male role model and away from their female role.
- Leadership & Long-term orientation: In U.S.A., there is high individualism and 29th rank in long-term orientation. This low LTO ranking is indicative of the societies' belief in meeting its obligations and tends to reflect an appreciation for cultural traditions.

**FINDINGS**

Result is the outcome of researcher effort. Here, researchers have found the below things such as

- China and India have extremely lower level with 40th rank of uncertainty avoidance contrast to U.S.A and Arabian countries. So, we can say that they may require certain time to avoid future uncertainty.
- U.S.A. has very squat power distance with 40th rank compare to other countries such as China's 80th rank, India's 77th rank and Arabian country's 60th rank. Thus, no other countries are as equal in power and wealth as U.S.A.
- There is extremely high masculinity with 62nd rank in U.S.A. It saws that woman also plays dominant role in place of man and low gender difference in U.S.A.
- U.S.A. has very high Individualism with 91st rank and does not believe to maintain long term relationship with others. While, China, India and Arabian countries believe to avoid Individualism and to maintain long-term commitment with business partner.

**CONCLUSION**

"What happened hear is 90% culture change, you need to change relate the way you relate to one another. If you can't do that you won't succeed."

-- Bob Buckman, CEO of Buckman Labs.

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