



Tempus

Funded by the European Union

Russian Federation
Tyumen State University
Institute of State and Law



INTERCULTURAL BUSINESS COMMUNICATION IN THE CONTEX OF GLOBALIZATION

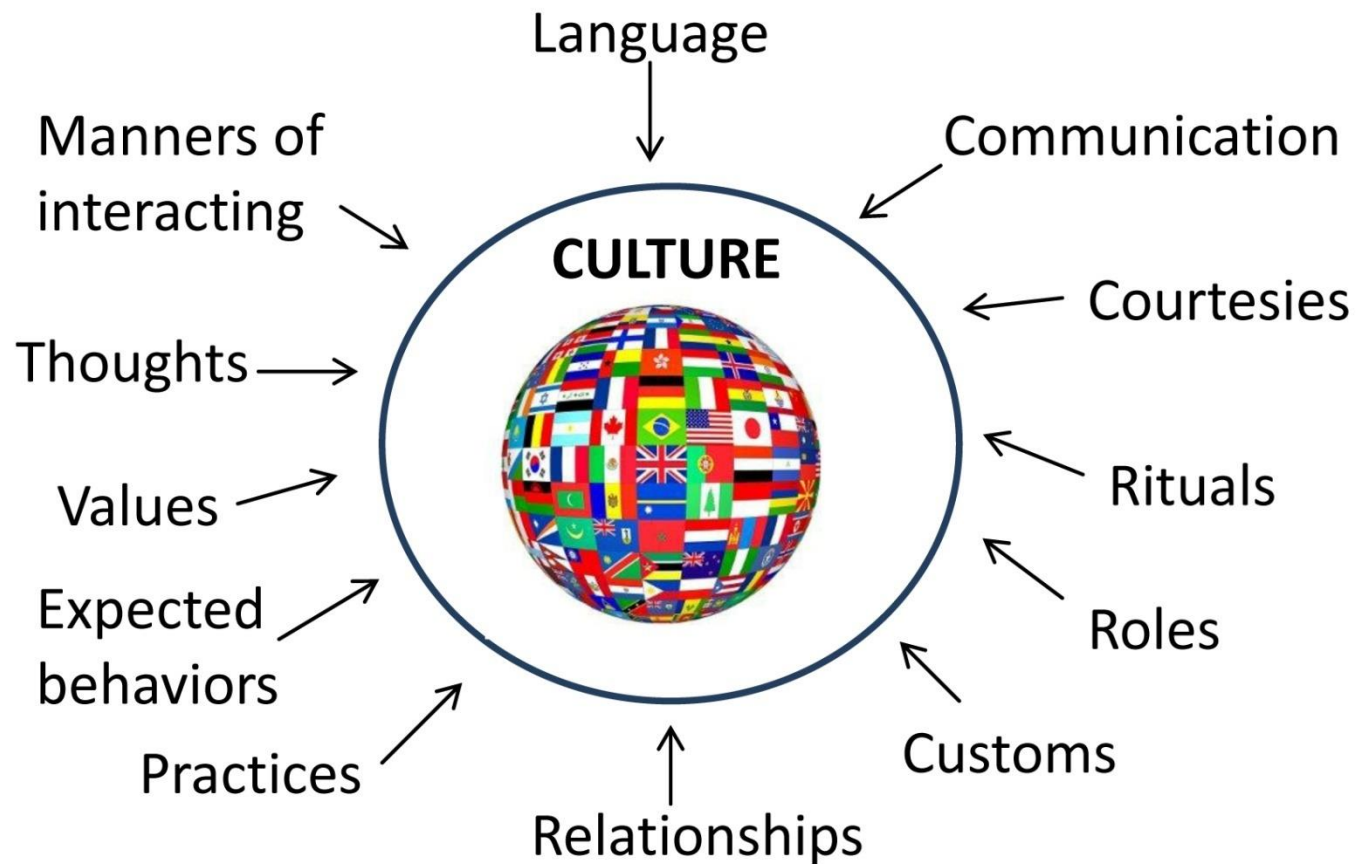


Svetlana Racheva

Associate Professor of the
Institute of State and Law
Tyumen State University

CULTURE

- is a set of knowledge, laws and regulations, used for life experience interpretation and the norms of social behavior formation.





Basic Factors Determining American Culture

Protestantism and its
main dogmas in
American mentality

Rationalism as a
significant element
of American
worldview

Democracy as an
important element
and a special value
of American society

Capitalist and
Democratic ideology

American
nationalism

Specific Features of Russian National Culture and Mentality

Russian Orthodoxy

Collectivism and individualism

Russian patriotism

Moral values versus material

Freedom associated with moral freedom



«Russia is the country of great contrasts, the country of extremes any statement concerning its history or culture faces the contrast and whatever we say the opposite turns out to be true as well»

(N.A. Berdyaev)

«Russia by mind
comprehended cannot be
Nor by wide arshins
measured:
Its uniqueness be that
In Russia is possible only
but to believe» (F.I. Tiutchev)



Cultural Dimensions

	Universalism	Particularism
Characteristics	<ul style="list-style-type: none">•Relations are prescribed by laws, rules, codes, general values and obligations:•there is only one truth or reality, that which has been agreed to;•legal contracts are readily drawn up;•a deal is a deal.	<ul style="list-style-type: none">•Personal relationships come always before universal rules and laws;•Response to a situation may change based on the current situation and people involved;•legal contracts are readily modified to satisfy new requirements
Business hints to follow	<ul style="list-style-type: none">•Help people understand how their work ties into their values and beliefs;•provide clear instructions, processes, and procedures;•keep promises and be consistent;•define global standards for company policies;•give people time to make decisions.	<ul style="list-style-type: none">•Give people autonomy to make their own decisions;•be flexible in how you make decisions; respect others' needs when you make decisions; take time to build relationships and get to know people so that you can better understand their needs;highlight important rules and policies that need to be followed.

Cultural Dimensions

	Individualism	Communitarianism
Characteristics	<ul style="list-style-type: none">• Individual is more important than the group;• people cherish personal freedom and initiative, individual decision;• reward is given to individual performance;• people are ready to assume the responsibility	<ul style="list-style-type: none">• The group is more important than the individual;• praise and reward is given mostly to group performance;• people try to avoid individual responsibility and enjoy joint responsibility, prefer to wait for the instructions of the boss
Business hints to follow	<ul style="list-style-type: none">• Praise and reward individual performance;• give people autonomy to make their own decisions;• allow people to be creative and to learn from their mistakes	<ul style="list-style-type: none">• Praise and reward group performance;• don't praise individuals publicly;• involve others in decision making;• avoid showing favoritism

Cultural Dimensions

	Neutral	Emotional
Characteristics	<ul style="list-style-type: none">• People manage their emotions rigorously, cool and self – possessed conduct is obligatory;• reason influences their actions rather than emotions	<ul style="list-style-type: none">• People want to find ways to express their emotions, even spontaneously, at work;• use body language effectively, manage conflicts before they become personal
Business hints to follow	<ul style="list-style-type: none">• Manage your emotions effectively;• watch that your body language doesn't convey negative emotions;• watch people's reaction	<ul style="list-style-type: none">• Open up to people to build trust and rapport;• use positive body language;• use emotion to communicate your objectives



Cultural Dimensions

	Specific	Diffuse
Characteristic	<ul style="list-style-type: none">• People keep work and personal lives separate;• keep private and business agendas separate	<ul style="list-style-type: none">• Peoples' personal and professional lives overlap;• People spend much time outside work hours
Business hints to follow	<ul style="list-style-type: none">•Focus on people's objectives before you focus on strengthening relationships;•allow people to keep their work and home lives separate;•provide clear instructions;•be direct and to the point	<ul style="list-style-type: none">•Focus on building a good relationship before you focus on business objectives;•try to avoid turning down invitations to social functions;• be prepared to discuss business on social occasions

Cultural Dimensions

	Achievement	Ascription
Characteristics	<ul style="list-style-type: none">Peoples' worth is evaluated on the basis of their actions and performances, and derives their social and professional status from what they have accomplished	<ul style="list-style-type: none">People believe that you should be valued for who you are;it is not based on what a person did or does, but on who that person is
Business hints to follow	<ul style="list-style-type: none">Use titles only when relevant;be a good role model	<ul style="list-style-type: none">Show respect to people in authority, especially when challenging decisions;use titles frequently to show respect to people with formal authority

Cultural Dimensions

	Sequential Time	Synchronous Time
Characteristics	People like events to happen in order	People see the past, present, and future as interwoven periods.
Business hints to follow	<ul style="list-style-type: none">•Focus on one activity or project at a time;•be punctual;•keep to deadlines.	<ul style="list-style-type: none">•Be flexible in how you approach work;•highlight the importance of punctuality and deadlines if these are key to meeting objectives



Do we do things one at a time or several things at the same time?

Cultural Dimensions

	Internal Direction	Outer Direction
Characteristics	<ul style="list-style-type: none">• People believe that they can control nature or their environment to achieve goals;• People can and have the right to dominate the nature if they make an effort	<ul style="list-style-type: none">• People believe that nature, or their environment, controls them; they must work with their environment to achieve goals;• people have an organic view of nature;• man should live in harmony with the others and the environment
Business hints to follow	<ul style="list-style-type: none">•Set clear objectives that people agree with.•Be open about conflict and disagreement, and allow people to engage in constructive conflict	<ul style="list-style-type: none">•Provide people with the right resources to do their jobs effectively•Manage conflict quickly and quietly•Encourage people to take responsibility for their work

° Thank you for your attention

