

# INTERNATIONAL MANAGEMENT

## 7<sup>TH</sup>. PART: CULTURAL ASPECTS OF INTERNATIONAL MANAGEMENT

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# 7. Cultural Aspects of International Management

- 7.1 Definition of cultural aspects of international management
- 7.2 Intercultural management

# 7.1 Definition of Cultural Aspects of International Management



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## Culture

- Depend on the place and time.
- How a Central European citizen evaluates culture:
  - Cultural **person**? – theater, classical literature, etiquette...
  - Cultural nation? – the same hygiene, communication, **gastronomy**, clothing, **etc.**
- Culture has rating character– more **cultural** (who complies the above criteria) is better **according to us**.

# 7.1 Definition of Cultural Aspects of International Management

## Culture

- A set of morals, priorities, approaches, habits, language, religion, law, education, art, knowledge, **etc.** Everything that people do, what they think about it and what they say about it.
- Human perception is mediated by culture (good or bad applies only in the context of our culture).
- Cultural and social anthropology:
  - scientific approach to culture - does not evaluate, but examines and describes;
  - an effort to have an objective approach to **studying people** in the context of different cultures.

# 7.1 Definition of Cultural Aspects of International Management

## Culture

- Cultural values: they are gained in childhood, **especially in the family.**
- Cultural practices: they are gained **at** school and at work.
- Cultural practices (in contrast to cultural values) adapt to conditions more easily.



# 7.2 Intercultural Management

## Intercultural management

- It examines all impacts of cultural aspects on the organisation's activities.
- It examines cultural differences not only within the organisation (employees) but also outside the organisation (suppliers, customers, competitors, interest groups, etc.).
- Human resources management in international environment is a subset of this issue.

# 7.2 Intercultural Management

Intercultural management:



Cultural aspects of  
International  
management

International management  
of human resources

# Thank You