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Understanding Cultural Differences: Impact on Psychology & Business - Research Paper Essay

Introduction

Culture can be defined as the customs, ideas, and social behaviors associated with a specific type of people in society at large. In the contemporary world, culture has been known to be very influential in the understanding of psychology or even influencing consumers buying decisions in terms of business. As such, it is crucial to comprehend the cultures of different people if success in the psychological and business fields is required. Differences stemming from culture are apparent amongst groups of people within society. One characteristic of culture is that it can be passed from one generation to another in terms of their language, values, and beliefs (Dustman, 2015). Due to this, people should always try to respect the culture of their fellow peers instead of criticizing them for it. This paper, therefore, focuses on shedding light on the differences, in terms of psychological functioning, between the American and the Chinese cultures.

The psychological functioning aspect of the cultures includes behavior, social skills, emotions, and the overall mental health of the people within a particular culture (Breidlid, 2008). As a result of these features, differences between the American and the Chinese cultures can be addressed by parenting styles, gender roles apparent in each culture, self-perception, culturally specific disorders, the family structure, moral reasoning, amongst others that will be discussed in this paper.

Parenting Styles

Different parenting styles have been adopted in the modern world. For instance, there include three types of parenting styles apparent in every culture today. They include authoritarian, permissive, and authoritative parenting styles (Duhig, 2017). Permissive parenting is the emblem of American parenting since Americans believe and encourage self-expression and freedom. However, authoritarian parenting is the most applied type of parenting in China (Kretschmer, 1994). In light of this, it is evident that the cultural distinction principle in the parenting styles between these two widely popularized cultures is the interdependence and freedom theory.

Regarding self-sufficiency, Americans are always concerned by the ability of children to develop a "sense of self." The latter is in direct violation of the Chinese parenting style, which is embodied by interdependence and community harmony. As such, parenting in China is authoritarian, where the parents will always try to define what their children should do, despite their views or opinions.

At a later stage in the development of a child, authoritarian types of parents usually face difficulties in raising, or rather controlling their children, since they want to develop self-dependence and formulate their own decision without the influence of others. Chinese parenting emphasizes on the society being considered as a unit (Duhig, 2017). As such, obedience is considered key, and it plays a very vital role in ensuring a child obtains a position in the family. The children are also expected to

Cultural Differences Research Paper

**Paolo Guerrieri, Lelio Iapadre, Georg
Koopmann**



Cultural Differences Research Paper:

Cross cultural differences and their implications for managing intercultural differences in business contexts

Marie Hildebrand, 2018-09-20 Seminar paper from the year 2018 in the subject English Language and Literature Studies Culture and Applied Geography grade 1.0 Fresenius University of Applied Sciences Hamburg language English abstract As a result of globalization many firms have started to compete and work on a worldwide basis This situation has required organizations to manage their workforces effectively in order to expand into global markets and target different consumer groups Moreover the process of globalization causes more exposure to diversity not only in daily but also in business life Managing diversity has therefore become a strategic focus of management in organizations which enables companies to gain competitive advantages on the global market With increasing relevance of the outlined issue several frameworks for categorizing analyzing and comparing cultures can be found in literature Two frameworks that have received a great deal of research attention are Hofstede's study of work values and Trompenaars broad based studies of value orientations This paper provides an insight into the existing conventional culture paradigms by giving a brief introduction to the term culture and exposing the two mentioned models Subsequently the last chapter outlines possible implications for managing intercultural differences in business contexts

Researching Cultural Differences in Health Sheila Hillier, David Kelleher, 2002-01-31

Significant concerns about the poor health and prevalence of chronic illness amongst a number of ethnic minority populations have led to heightened debates about how best to improve the situation For some the answer is to see their experiences as part of the general social class inequality in health but recent evidence questions the extent to which social class can explain the variations in health which ethnic minorities experience Researching the Cultural Differences in Health offers a range of accounts of how people in ethnic minority groups perceive and manage their illness Some of the chapters focus on Bangladeshi and other South Asian groups as well as Afro Caribbeans and Irish people The illness conditions discussed include diabetes hypertension sickle cell disorder mental illness and coronary heart disease This book will provide invaluable reading for those involved in providing health services for ethnic minorities and all lecturers and students in medical and nursing education as well as those studying sociology and social administration

Cultural Diversity, Mental Health and Psychiatry Dr Suman Fernando, Suman Fernando, 2004-03-01

Black and minority ethnic communities lack confidence in mental health services according to the National Service Framework for Mental Health published by the Department of Health in 1999 Cultural Diversity Mental Health and Psychiatry examines how and why this situation has come about and makes specific practical often surprising suggestions for changing the status quo In his latest and most critical analysis Suman Fernando reflects on the current situation in light of his own personal experience academic research and anecdotal reports He weaves together themes of immense importance for the future of psychiatry and mental health services in a multi cultural setting exploring the nature of racism and its permeation into mental health services the inside

story of the struggle against racism in statutory and voluntary sectors of the mental health system the history of psychiatry and the role of spirituality holistic thinking psychotherapy and Asian traditions of medicine Trainees practitioners and managers of mental health services will profit from the practical application of Fernando s latest ideas and students and academics will benefit from his theoretical guidance

Analysis of Cultural Differences and their Effects on Marketing Products in the United States of America and Germany with a Focus on Cultural Theories of Hall and Hofstede Matthias Boeing,2012-10-08 Bachelor Thesis from the year 2012 in the subject Business economics Offline Marketing and Online Marketing grade 1 7 University of Applied Sciences Essen course Analysis of Cultural Differences and their Effects on Marketing Products in the United States of America and Germany with a Focus on Cultural Theories of Hall and Hofstede language English abstract This thesis aims at analysing cultural differences and their effect on marketing products internationally The United States of America and Germany are used to exemplify this issue Today s science provides numerous approaches to making cultural differences visible and tangible All of these solutions and dimensions give companies and people in general a guide to becoming aware of and understand differences and how to cope with them appropriately Trompenaars a famous consultant for intercultural communication uses the allegory of a fish and its habitat water to explain the characteristics of culture A fish only discovers its need for water when it is no longer in it 2 Accordingly culture can be seen as the substance that surrounds a human being and makes him unable to distinguish between different and normal Therefore this thesis uses the cultural theories of Edward T Hall and Geert Hofstede who both developed approaches to cultural differences by using either a four or five dimensions model These cultural dimensions will be applied to the special circumstances and conditions which a marketer has to deal with in the United States and Germany and thus draws connections between those two different fields of science As already mentioned in section 1 1 cultural differences play an important role in today s international marketing It is therefore important to examine if and how cultural differences according to Hall and Hofstede affect parts of the marketing mix for companies selling products in the United States as well as in Germany The following questions can help to identify the necessary steps What cultural differences in both the United States and in Germany could have an impact on marketing the products of companies selling in those countries What impact do cultural differences have on parts of the marketing mix Which adaptations should marketers make to their marketing mix due to the cultural differences Is standardisation a successful method in both international markets The answers should help the marketer make the right choice between adapting products to local circumstances or selling and marketing the same product all around the world This thesis will attempt to answer these questions by applying the above mentioned cultural theories and will provide suggestions for how companies from the USA or Germany should conceive parts of their marketing mix It will further provide examples of culture related marketing efforts

The Economics of Cultural Diversity Peter Nijkamp,Jacques Poot,Jessie Bakens,2015-08-28 The populations of many countries in the world are becoming more

culturally diverse This spurs a growing need for an informed debate on the socio economic implications of cultural diversity This book offers a solid statistical and econometric perspec Investing in Cultural Diversity and Intercultural Dialogue Unesco,2009-01-01 This report analyses all aspects of cultural diversity which has emerged as a key concern of the international community in recent decades and maps out new approaches to monitoring and shaping the changes that are taking place It highlights in particular the interrelated challenges of cultural diversity and intercultural dialogue and the way in which strong homogenizing forces are matched by persistent diversifying trends The report proposes a series of ten policy oriented recommendations to the attention of States intergovernmental and non governmental organizations international and regional bodies national institutions and the private sector on how to invest in cultural diversity Emphasizing the importance of cultural diversity in different areas languages education communication and new media development and creativity and the marketplace based on data and examples collected from around the world the report is also intended for the general public It proposes a coherent vision of cultural diversity and clarifies how far from being a threat it can become beneficial to the action of the international community Cultural Diversity & Sustainability in Indian Tourism Dr. Shikha Sharma,2023-05-15 Cultural Diversity Sustainability in Indian Tourism edited by Dr Shikha Sharma and published by Rag Publishing is a comprehensive anthology that explores the rich tapestry of India s cultural heritage and its impact on sustainable tourism This book comprising 45 chapters each penned by different authors delves into the multifaceted dimensions of Indian tourism emphasizing the interplay between cultural diversity and sustainable practices in the tourism sector Each chapter offers unique insights and perspectives contributed by a diverse range of experts and scholars in the field The book meticulously examines various aspects of Indian culture from its colorful festivals and culinary delights to its architectural wonders and traditional practices and how these elements can be leveraged to promote sustainable tourism that benefits local communities and preserves the cultural integrity of the region Dr Shikha Sharma the editor skillfully orchestrates this collection ensuring a cohesive narrative that highlights the importance of cultural diversity in enriching tourists experiences and promoting responsible travel The book is not only an academic resource but also serves as a guide for policymakers tourism professionals and travelers interested in understanding the symbiotic relationship between cultural heritage and sustainable tourism in India Published by Rag Publishing Cultural Diversity Sustainability in Indian Tourism stands as a significant contribution to the field of tourism studies offering a deep and nuanced understanding of how cultural diversity is a pivotal factor in driving sustainable and responsible tourism in one of the world s most vibrant and diverse countries **Cultural Diversity and International Economic Integration** Paolo Guerrieri,Lelio Iapadre,Georg Koopmann,2005-01-01 This book explores the relationship between cultural diversity and international economic integration and its implications for global governance of the audio visual sector The national audio visual policies of a number of countries including Canada Egypt France Germany Italy India and the UK are compared in order to assess their potential

impacts and restrictive effects on international trade and investment The variety of approaches used by the contributors reflects the wide differences among national audio visual systems and offers a rich perspective on how they can be analyzed The lessons drawn from these national case studies are placed in context by up to date original analysis of the constraints arising from the WTO system Scholars and professionals in the audio visual sector and in international trade negotiations would be interested in the issues discussed in the book given their importance in shaping the institutional environment of cultural and economic activities in the audio visual sector

The impact of cultural differences on the post-merger performance in international acquisitions Ricardo Escoda, 2017-09-05 Seminar paper from the year 2017 in the subject Business economics Miscellaneous grade 1.7 University of Augsburg language English abstract As the number of international mergers and acquisitions M As increased formidably during the last decades it is a highly discussed phenomenon which is becoming more and more important Erel et al 2012 Nearly 30 years ago in 1987 there have been merely 5 000 M As worldwide whereas in 2016 already 50 000 M As were concluded and latest stats even predict increasing numbers of M As M A experience might both harm and help post merger performance in international acquisitions As stated by Schoenberg 2000 national cultural differences mainly present a strong challenge for cross border acquisitions Since the initial financial expectations are met simply by one half of all M As cultural differences might be at fault for this high failure rate Zollo and Meier 2008 Given that cross border M As consolidate two or more different cultures it has to be taken into consideration that incidents such as differing legislations currencies languages and cultural norms do play an essential role As a result of those distinctions costs to the integration process might occur and the capability of firms to achieve synergies might be subverted Thereby the expected economic advantages of the merger or acquisition will be affected too Key factors like the integration of the participating companies in each other and enormous adaptation operations are irrecoverable to accomplish synergies and advantages of M As The hypothesis whether national cultural differences between acquirers and targets are likely to undermine post merger performance has been researched myriad An appropriate classification reclines in whether cultural differences matter when they matter under what conditions and in which way they do The elaboration of this paper is based on the theory of Hofstede 1980 who was one of the first to explicitly address the impact of culture on the integration process of M As by explaining cultural differences might generate misunderstandings and conflicts between the two merging organisations Hence the aim of our analysis is to dissect the impact of cultural differences on the post merger performance in international acquisitions by focussing on two out of four dimensions of Hofstede 1980 by means of the works of Ahern et al 2009 and Huang et al 2017

Cross-Cultural Differences in Electronic Word-of-Mouth Influence on Purchase Intention Nicklas Westphal, 2017-03-29 Master s Thesis from the year 2016 in the subject Business economics Offline Marketing and Online Marketing grade 74% University of Warwick language English abstract International marketers are trying to encourage positive electronic word of mouth eWoM about their products and services The question of whether

consumers in different cultures respond differently to eWoM is critical if marketers are to leverage the potentially global power of eWoM The central objective of this study is to critically evaluate whether espoused national cultural values at the individual level influence the effect of eWoM on consumers purchase intention Prior cross cultural eWoM research mostly studied culture at the country level This paper draws on perspectives in cultural psychology and cross cultural research that argue that individuals espouse national cultural values to different degrees Therefore predicting the influence of culture on individuals behaviour necessitates to assess cultural values by personality tests at the individual level of analysis Yet no research can sufficiently answer the question of how individual level culture may influence the effect of eWoM on purchase intention The present research addresses this gap by measuring espoused national cultural values of power distance uncertainty avoidance individualism collectivism and masculinity femininity at the individual level of analysis and investigating their influence on the effect of eWoM on purchase intention An experiment using a repeated measures design was conducted with 100 subjects from 18 countries The results reveal that as expected consumers purchase intentions are significantly higher after reading eWoM than after reading factual information on a company website Further the results show that contrary to expectations this effect is not significantly influenced by the national cultural values an individual espouses This implies that traditional market segmentations based on culture are of limited relevance in the online market place Theoretical and managerial implications are discussed

Understanding Cultural Diversity Mary Lebreck

Kelley, Virginia Macken Fitzsimons, 2000 The authors seek to uncover the cultural and philosophical underpinnings of the teaching learning experience and the dynamics of curricular responses to changes within our society They recognize the central role of faculty in delivering instruction in ways that are most understandable to culturally gender and age mixed groups of students Faculty members must strive to understand and implement teaching styles and techniques that will best provide their students with a rich and challenging education

Cultural Differences in Academic Rhetoric Anna

Mauranen, 1993 Academic writing is rhetorical and culturally conditioned What in one culture appears as effective and proper can in a new cultural context look like chaotic writing and sloppy thinking To discover the ways in which such impressions are made we need careful textual analysis of academic writing in different cultural contexts This book takes a textlinguistic approach and contrasts academic journal articles in a large and dominant culture Anglo American a small and peripheral one Finnish and the intercultural products of the small culture members writing in the dominant language Finns in English The results indicate that academics do have culture specific writing styles and that textlinguistic tools are crucial if we want to expand our understanding of written communication

Research Paper Paul J. Schwind, 1971 Studies in

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the Research Laboratory, Department of Health, City of New York** New York (N.Y.). Department of Health. Research
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Table of Contents Cultural Differences Research Paper

1. Understanding the eBook Cultural Differences Research Paper
 - The Rise of Digital Reading Cultural Differences Research Paper
 - Advantages of eBooks Over Traditional Books
2. Identifying Cultural Differences Research Paper
 - Exploring Different Genres
 - Considering Fiction vs. Non-Fiction
 - Determining Your Reading Goals
3. Choosing the Right eBook Platform
 - Popular eBook Platforms
 - Features to Look for in an Cultural Differences Research Paper
 - User-Friendly Interface
4. Exploring eBook Recommendations from Cultural Differences Research Paper

- Personalized Recommendations
 - Cultural Differences Research Paper User Reviews and Ratings
 - Cultural Differences Research Paper and Bestseller Lists
5. Accessing Cultural Differences Research Paper Free and Paid eBooks
 - Cultural Differences Research Paper Public Domain eBooks
 - Cultural Differences Research Paper eBook Subscription Services
 - Cultural Differences Research Paper Budget-Friendly Options
 6. Navigating Cultural Differences Research Paper eBook Formats
 - ePub, PDF, MOBI, and More
 - Cultural Differences Research Paper Compatibility with Devices
 - Cultural Differences Research Paper Enhanced eBook Features
 7. Enhancing Your Reading Experience
 - Adjustable Fonts and Text Sizes of Cultural Differences Research Paper
 - Highlighting and Note-Taking Cultural Differences Research Paper
 - Interactive Elements Cultural Differences Research Paper
 8. Staying Engaged with Cultural Differences Research Paper
 - Joining Online Reading Communities
 - Participating in Virtual Book Clubs
 - Following Authors and Publishers Cultural Differences Research Paper
 9. Balancing eBooks and Physical Books Cultural Differences Research Paper
 - Benefits of a Digital Library
 - Creating a Diverse Reading Collection Cultural Differences Research Paper
 10. Overcoming Reading Challenges
 - Dealing with Digital Eye Strain
 - Minimizing Distractions
 - Managing Screen Time
 11. Cultivating a Reading Routine Cultural Differences Research Paper
 - Setting Reading Goals Cultural Differences Research Paper
 - Carving Out Dedicated Reading Time
 12. Sourcing Reliable Information of Cultural Differences Research Paper

- Fact-Checking eBook Content of Cultural Differences Research Paper
 - Distinguishing Credible Sources
13. Promoting Lifelong Learning
- Utilizing eBooks for Skill Development
 - Exploring Educational eBooks
14. Embracing eBook Trends
- Integration of Multimedia Elements
 - Interactive and Gamified eBooks

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