

DBA 304

International Business Finance



Week 6

# Social Structure

- Individuals, Families and Groups
  - Differ in the relative importance view
  - Individualism, deciding own destiny
  - E.g. USA, Arab, Somalia, China, Japan

# Social Structure

- Social Stratification
  - Categorizing people by birth, occupational, education
  - MNC's to consider class and clans – believe hiring out may lower workplace morale and productivity
  - Social mobility higher in less stratified societies
  - E.g USA, Indian, England

# Language

- The famous experiment of Hong Kong
- The word “you” in different countries
- Different languages provide different cultures – India
- E.g. Procter and Gamble advertising strategies

# Language

- Language as a competitive weapon
- Lingua Franca
  - Adopting English as official language
  - Multilingual representatives
  - Language training provides clues about cultural norms and

# Language

- Translation
  - Different culture, different translation
  - To reduce chances of sending wrong message, use back translation
  - E.g. KFC

# Language

- Saying “No”
  - Different meanings of the word “Yes”
  - Misunderstandings occur
  - E.g. North America and Latin, Japan