

DBA 304

International Business Finance



Week 8

Hall's Low-Context-High-Context Approach

- In low-context culture, words used by speaker explicitly convey the speaker's message to the listener
- In high-context culture, conversation occurred is just as important as the words that are actually spoken
- E.g. Germany, Arab, Japan

The Cultural Cluster

- Countries that share many cultural similarities
- International businesses use cultural clusters to formulate internationalization strategies
- E.g. USA, Israel, Spain, Hong Kong, China

Hofstede's 5 Dimension

- Social Orientation
- Power Orientation
- Uncertainty Orientation
- Goal Orientation
- Time Orientation



Understanding New Cultures

- Self-reference criterion
- Cross-cultural literacy
- Acculturation

