

# Cultural Differences

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## Relationship of man & nature

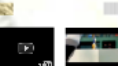
Three types of relationship with nature and nature:  
- nature as enemy: "I have a sword & a battle with nature."  
- nature as friend: "I have a sword & a battle with nature."  
- nature as enemy: "I have a sword & a battle with nature."

## Hofstede's five dimensions

1. Power Distance  
2. Individualism  
3. Masculinity  
4. Uncertainty Avoidance  
5. Collectivism



María Mata  
Elena Pérez  
Pegah Rahimi  
Alejandra Rovira  
Hanna Yrjölä





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## Relationship of man & nature

Three types of relationship with human and nature:

- mastery over nature - Western world
- harmony with nature - Asia
- subjugation to nature - African continent

## Hofstede's five dimensions

Geert Hofstede developed a model of 5 dimensions of national culture that helps to explain the basic value differences.

- Measured on a scale from 0 to 100
- Highly work-related issues

## COMPARISON OF DIMENSIONS

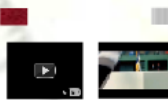


What needs to work properly?



The differences between the two countries are:

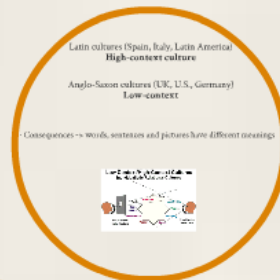
- Individualism vs. Collectivism
- Masculinity vs. Femininity
- Power Distance vs. Power Distance
- Uncertainty Avoidance vs. Uncertainty Avoidance
- Long-term Orientation vs. Short-term Orientation



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# High-context & low-context cultures

## Edward Hall



*High-context cultures*



*Low-context cultures*

