

# The Women's Tennis Association

Chinese edition III, No. 311

Tuesday, March 18, 2014

\$1.25

## Power ..

## Distance



### Explanation of the Questions

1. The way of life, the behavior and the business culture in China are traditionally determined by different kinds of hierarchical relationships between people. Which five fundamentally unequal relationships between people (based on Confucius and still in effect today) that create stability in society, can be distinguished in China? Explain them briefly

- Power Distance,
- Uncertainty Avoidance
- Individualism/Collectivism
- Masculinity/Femininity
- Long/ Short Term Orientation

2. In your own opinion, why does Shoemaker (on page 4 of the case) find the best way to impress the bosses in Beijing is, if an older person is appointed as managing director? Explain this briefly

- Older
- More Professional
- Experience

## CHINA - TOWN IN THE VALLEYS



## The influence of the Chinese Government China Controlled by Government

1. In the article, 'Inequality: China's Road to the Future', the author discusses the impact of the Chinese government on the country's development. Which five fundamental relationships between people (based on Confucius and still in effect today) that create stability in society, can be distinguished in China? Explain them briefly

2. China's recent shift to the power distance index (PDI) has been a topic of discussion. Which five fundamental relationships between people (based on Confucius and still in effect today) that create stability in society, can be distinguished in China? Explain them briefly

- Not equal
- Not all of the culture
- Advantages
- Disadvantages

TheCaseSolutions.com

3. In the article, 'Inequality: China's Road to the Future', the author discusses the impact of the Chinese government on the country's development. Which five fundamental relationships between people (based on Confucius and still in effect today) that create stability in society, can be distinguished in China? Explain them briefly

TheCaseSolutions.com

TheCaseSolutions.com

## EXAMPLE OF LOW POWER DISTANCE Commercial Peijienburg

4. One of the main goals of the Chinese government is to improve the living standards of its citizens. Which five fundamental relationships between people (based on Confucius and still in effect today) that create stability in society, can be distinguished in China? Explain them briefly



## THE END

TheCaseSolutions.com

Women's Tennis Association in Asia - But Where?  
(A) Case Solution

# The Women's Tennis Association

Chinese edition III, No. 311

Tuesday, March 18, 2014

\$1.25

## Power ..

## Distance



### Explanation of the Questions

1. The way of life, the behavior and the business culture in China are traditionally determined by different kinds of hierarchical relationships between people. Which five fundamentally unequal relationships between people (based on Confucius and still in effect today) that create stability in society, can be distinguished in China? Explain them briefly

- Power Distance,
- Uncertainty Avoidance
- Individualism/Collectivism
- Masculinity/Femininity
- Long/ Short Term Orientation

2. In your own opinion, why does Shoemaker (on page 4 of the case) find the best way to impress the bosses in Beijing is, if an older person is appointed as managing director? Explain this briefly

- Older
- More Professional
- Experience

## CHINA - TOWN IN THE VALLEYS



## The influence of the Chinese Government China Controlled by Government

1. In the article, 'Inequality, Power and the Chinese Government', the author discusses the influence of the Chinese government on the business environment. What are the main points of the article?

2. China's recent shift to the power distance index (PDI) has led to a change in the way the Chinese government interacts with the business environment. What are the main points of the article?

- Not easy
- Not all of the culture
- Advantages
- Disadvantages

TheCaseSolutions.com

TheCaseSolutions.com

## EXAMPLE OF LOW POWER DISTANCE Commercial Peijneburg

3. One of the main goals of the Commercial Peijneburg (CP) is to create a business environment that is friendly to the Chinese government. What are the main points of the article?



McDonald's Restaurant

## THE END

TheCaseSolutions.com

Women's Tennis Association in Asia - But Where?  
(A) Case Solution

om

TheCaseSolutions.com



# The Women's Tennis Association



---

Chinese edition III, No. 311

Tuesday, March 18, 2014

\$1.25

---

***Power ..***

***Distance***



## ***Explanation of the Questions***

1. The way of life, the behavior and the business culture in China are traditionally determined by different kinds of hierarchical relationships between people. Which five fundamentally unequal relationships between people (based on Confucius

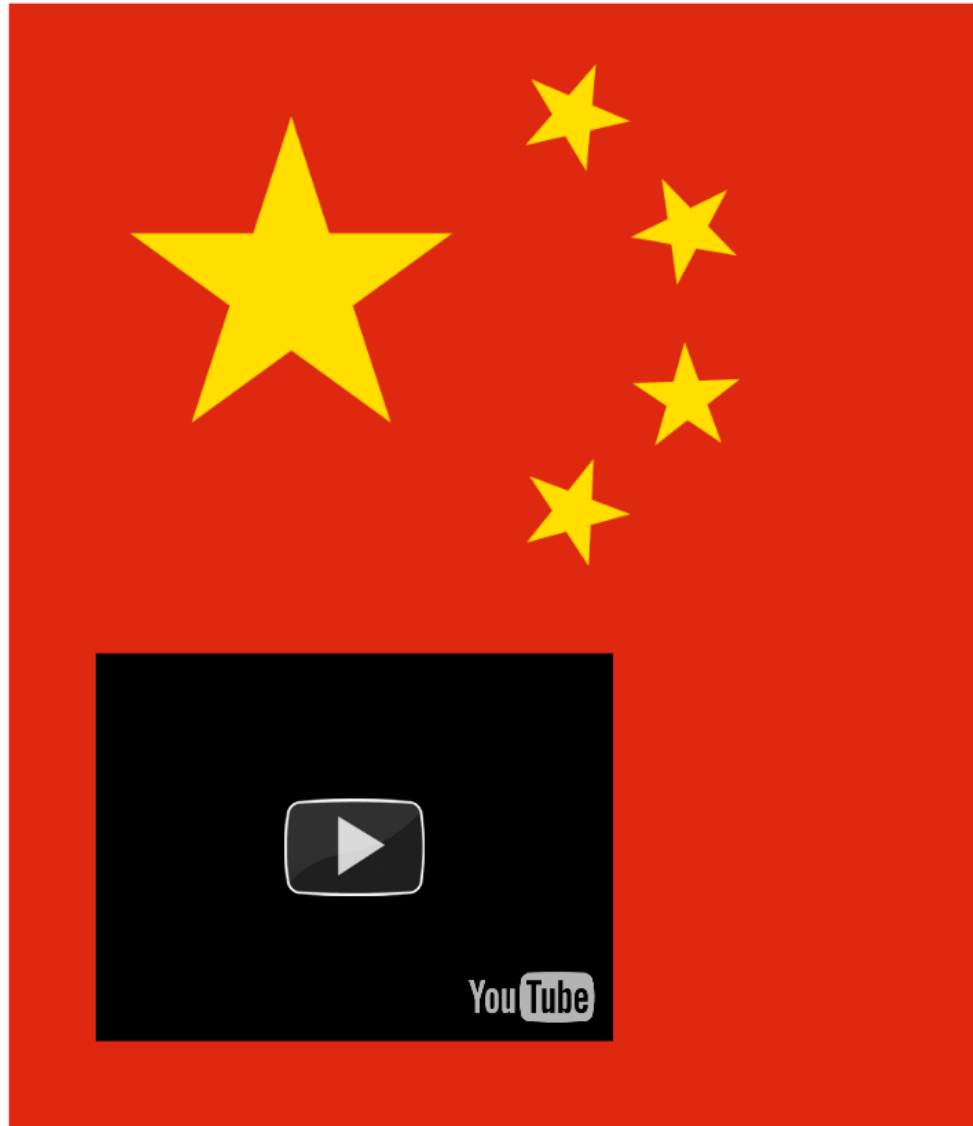
## **CHINA - TOWN IN THE VALLEYS**



## **The influence of the Chinese Government**

# *Power ..*

# *Distance*



## ***Explanation of the Questions***

1. The way of life, the behavior and the business culture in China are traditionally determined by different kinds of hierarchical relationships between people. Which five fundamentally unequal relationships between people (based on Confucius and still in effect today) that create stability in society, can be distinguished in China? Explain them briefly

- Power Distance,
- Uncertainty Avoidance
- Individualism/Collectivism
- Masculinity/Femininity
- Long/ Short Term Orientation

2. In your own opinion, why does Shoemaker (on page 4 of the case) find the best way to impress the bosses in Beijing is, if an older person is appointed as managing director? Explain this briefly

- Older
- More Professional
- Experience

---

# The influence of the Chinese Government

## China Controlled by Government

---

3. Individualist countries score lower on power distance, collectivist countries score high on power distance. Can you explain the connection between these 2 dimensions?

Both collectivist and individualistic cultures have their failings. People in individualist cultures are susceptible to loneliness, and people in collectivist cultures can have a strong fear of rejection. Elders who instill collectivist rejection rules in youngsters are often rejected by foreign direct investment from individualist capital. This explains why Individualist countries score lower on power distance than collectivist countries.

4. China scores high on the power distance index (see Hofstede). What are some of the advantages and the disadvantages of a Chinese managing director for the WTA office in Beijing, seen from this dimension?

- Not equal
- Attitude of the culture
- Advantages
- Disadvantages

individualist capital. This is explains why Individualist countries score lower on power distance then collectivist countries.

# TheCaseSolutions.com

---

5. What is, at the moment, the influence of the Chinese government on its external communication?

- Media operations and content
- Internet censorship
- Baidu biggest search engine

TheCaseSolutions.com

# EXAMPLE OF LOW POWER DISTANCE

## Commercial Peijnenburg

---

6. Give for every side of the dimension Power distance (high-low-average) one example that you have found yourselves when it comes to communications (e.g. an advertisement, tv-commercial or report).



*Because of the low power distance, you are able to make a joke or gain more profit with using him as instrument. ( in this case the Dutch King Willem Alexander)*

---

# THE END

---

[TheCaseSolutions.com](http://TheCaseSolutions.com)



# The Women's Tennis Association

Chinese edition III, No. 311

Tuesday, March 18, 2014

\$1.25

## Power ..

## Distance



### Explanation of the Questions

1. The way of life, the behavior and the business culture in China are traditionally determined by different kinds of hierarchical relationships between people. Which five fundamentally unequal relationships between people (based on Confucius and still in effect today) that create stability in society, can be distinguished in China? Explain them briefly

- Power Distance,
- Uncertainty Avoidance
- Individualism/Collectivism
- Masculinity/Femininity
- Long/ Short Term Orientation

2. In your own opinion, why does Shoemaker (on page 4 of the case) find the best way to impress the bosses in Beijing is, if an older person is appointed as managing director? Explain this briefly

- Older
- More Professional
- Experience

## CHINA - TOWN IN THE VALLEYS



## The influence of the Chinese Government China Controlled by Government

1. In the article, 'Inequality: China's Road to the Future', the author discusses the impact of the Chinese government on the country's development. What are the main points of the article?

2. China's government has been criticized for its lack of transparency and its control over the media. How does this affect the country's development?

- Not easy
- Not all of the culture
- Advantages
- Disadvantages

TheCaseSolutions.com

TheCaseSolutions.com

## EXAMPLE OF LOW POWER DISTANCE Commercial Peijneburg

3. One of the main goals of the Commercial Peijneburg project is to create a new business environment. What are the main challenges of this project?



## THE END

TheCaseSolutions.com

Women's Tennis Association in Asia - But Where?  
(A) Case Solution