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

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Power .. Distance

Explanation of the Questions
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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/Feminity
- 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 is explains why Individualist countries score lower on power distance then 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 than collectivist countries.

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
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
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