



Cross-cultural studies in the light of its methodology

By Bettina Bett

GRIN Verlag GmbH Sep 2014, 2014. Taschenbuch. Book Condition: Neu. 210x148x1 mm. This item is printed on demand - Print on Demand Neuware - Essay from the year 2013 in the subject Cultural Studies - Miscellaneous, grade: 1, University of Warsaw, course: Cross-cultural Management, language: English, abstract: This paper attempts to bring a clearer view on the cross cultural studies in the light of its methodology, which has been derived from anthropological studies (Gillies, 2010). A theoretical analysis, based on publications and articles indicates that cross-cultural studies are grounded in social sciences and humanities but the cross cultural methodology transcends scientific field divisions. Cross-cultural studies are defined as a field of study which deals with an interaction between different cultures, often in a business environment. J. Jeanty (2011) claims advances of communications technology have increased the speed of this process, resulting in opening the borders and global population getting closer. As a result, globalization sets into motion an increasing amount of interactions between people whose cultural backgrounds are different. Cross cultural studies, therefore, comprise areas of sociology, psychology, economics and political sciences in order to scrutinize human behaviour and verify theories about the culture and reasoning behind human actions. 12...



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