



# SNS COLLEGE OF TECHNOLOGY

Coimbatore - 35

## 19BAE717 – CROSS CULTURAL MANAGEMENT

### Unit III – CROSS CULTURE MANAGEMENT

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**1<sup>st</sup> Indian Institution to Implement**

**Design Thinking Curriculum**

Redesigning Common Mind and Business Towards Excellence





# TODAY'S TOPIC

## CROSS CULTURAL ANALYSIS



# CROSS CULTURE ANALYSIS

## Meaning

Cross-cultural survey is a comparative statistical study in which the “tribe”, “society”, or “culture” is taken as the unit and samples from across the globe are studied to test hypotheses about the nature of society or culture



## WHY IT IS IMPORTANT

- Cross-cultural studies involve the systematic comparisons of different cultures that aim to understand variations of human behavior as it is influenced by cultural context. This research approach is primarily concerned with examining how our knowledge about people and their behaviors from one culture may or may not hold for people from another culture



## CONTD

- Cross-cultural studies share methodological similarities as any other scientific research study. However, a specific methodological parameter that differentiates cross-cultural studies from other research studies is the sample; specifically, the participation of individuals from different cultural backgrounds. In effect, this methodological distinction reveals the philosophy that cross-cultural studies bring to scientific research....



# METHODS OF CULTURE ANALYSIS

## ANALYSIS OF CULTURE:

- Archeological
- Ethnographic
- Experimental
- Historiographical
- Survey, discursive
- Visually analytical.



# REFERENCE

- [HTTPS://WWW.SENSISAGENCY.COM/BLOG/20180226/HOW-CROSS-CULTURAL-YOUR-BRAND#:~:TEXT=CROSS%2DCULTURAL%20MARKETING%20%E2%80%93%20MARKETING%20THAT,CROSS%20OVER%20TO%20MULTIPLE%20CULTURES.](https://www.sensisagency.com/blog/20180226/how-cross-cultural-your-brand#:~:text=CROSS%2DCULTURAL%20MARKETING%20%E2%80%93%20MARKETING%20THAT,CROSS%20OVER%20TO%20MULTIPLE%20CULTURES.)
- [HTTPS://LINK.SPRINGER.COM/REFERENCEWORKENTRY/10.1007/978-0-387-79061-9\\_738#:~:TEXT=CROSS%2DCULTURAL%20STUDIES%20MAIN%20IMPORTANCE,OF%20THE%20TRADITIONAL%20RESEARCH%20APPROACHES.](https://link.springer.com/referenceworkentry/10.1007/978-0-387-79061-9_738#:~:text=CROSS%2DCULTURAL%20STUDIES%20MAIN%20IMPORTANCE,OF%20THE%20TRADITIONAL%20RESEARCH%20APPROACHES.)



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Thank you...