

The culture Differences and Appropriation

Dr.Asmahan M Altaher

Applied Science University

aaltaher@asu.edu.jo

a_altaher68@hotmail.com

Amman-Jordan

Abstract. The accelerating rate of advanced technologies is change the nature of work. It is creates new work arrangements, and present new challenges. The cultural differences refer to having respected each other's differences and variety of human societies in specific region or in the world as a whole. The article aims to explore the culture diminutions in Jordan work communities to understanding how they apply the culture diminution to explain the difference between people from deferent countries who work to gather especially that Jordan made allot of outside investment in order to support the economics. TO make success outside investment we have to understand the culturally differences, if it not so far it is make allot of misunderstand between the employees' that work in a teamwork. The article is kind of conceptual study aims to explore the spite of the culture dimensions and provides suggestions for different culture constructs, in order to explore how the peoples might be work to gather and accomplish of the work friendly. The writer recommends that culture differences are very important and support sharing knowledge and the creativity will increases if the place has culture diversity.

Keywords: Cultural distance; diversity; GLOBE Model; Hofstede Model; Appropriation.

1. INTROUDUCTION

Global is a long-term programmatic effort to explore the complex effects of culture in organizational effectiveness, and economic competitiveness.

The study communities' cultures refer to the transmission of ideas, meanings and values around the world to extend and intensify social relations (James, Paul 2006). The IT advanced enables more group work and increasingly require higher levels of collaboration- between workers, in various departments, and with customers, suppliers and others outside the organization.

In order to achieve this purpose the IT strategies should increasingly involve in using of collaborative tools, such as groupware, videoconferencing, and web-based chat rooms, intranets etc. the workgroups from deferent countries start to work together. The study was aim to comparing countries' value scores with other country difference such as geographical proximity, shared language, related historical background, similar religious beliefs and practices similar religious beliefs and practices, common Philosophical influences, in other words everything which is implied by the definition of a nation's culture.

Culture is the third managerial lever plays an increasingly important role in IS development and use. It is defined as a shared "set of values and beliefs about culture are not static but always changing and there is different levels of culture.

A popular topic is the where people are located wherever they want to be, and work together as a virtual teams. A key component of today's virtual organization is the virtual team.

The virtual teams are distinguishes from traditional teams. They are members of multiple nationality and deferent culture reside together. Since there is no easy way to change the culture overnight. National culture differences may affect system development and use. Many articles and research papers refer Hofstede diminution culture.

It was one of the best known in the values across national cultures. Hofstede's work established a major research tradition in cross-cultural psychology and has also been drawn upon the consultants in many fields relating to international business and communication.

Hofstede's culture diminutions are continues to be a major resource in cross-cultural fields. It has inspired a number of other major cultural studies of values, as well as research on other aspects, such as social beliefs.

Effectiveness research program was a team of 150 researchers who have collected data on cultural values and practices and leaderships attributes from over 18,000 manages in 62 countries.

Even though Hofstede's model is generally accepted as the most comprehensive framework of national cultures values by the previous studies Hofstede's Culture's diminution is deconstructs consequences by mirroring it against its own assumptions and logic.

The article aims to explore the culture diminutions in Jordan work communities to understanding how they apply the culture diminution to shift from local to global. The article will be arranged as below literature review, research design and methodology, analysis of the situation, and conclusion.

2. Literature Review

The article is trying to explain the national culture dimensions and it is effects on the individuals in deferent countries. It is highlights the nature of culture diversity, by focused on the characteristics of national culture dimension and scores on to individuals in deferent countries from deferent previous studies.

Xiumei., & Jinying (2011)was focused in their study on the comparison of cultural distance between China and US across GLOBE ,the global leadership and organizational behavior Effectiveness, depend on Hofstede model, the study concludes that there is a cultural distance between China and USA. The researchers recommend that future research should be directed towards developing theories, and also focus on the application of the deferent models in different research fields across different cultures, such as cross-cultural communication, advertising, investment, and management to see which culture dimensions are key factors in cross-cultural relationship. Posthuma(2009) study the cultural-cognitive perspective ,he focused in the influence of multiple dimensions of national culture on union membership Survey were matched to global and country culture. The results shows that the union membership was positively related to sex (female), education, and institutional collectivism, and negatively related to occupation (supervisors and professionals) and performance orientation. He suggested that is worthy of future research.

Paul Brewer et al.,(2012) intrudes a study in the same field to highlight on the ongoing misapplication of the global national culture dimensions, which examines the relationships among firm reputation, e- satisfaction, e- trust and e- loyalty across two different cultures. The researcher select the USA and South Korea as their cultural contexts, drawing on Hofstede's work, the two countries are at the opposite ends of the scale in terms of national individualism. Many authors developed hypotheses claim that

will be discussed in the study. Allot of culture damnations, will discussed in the study like collectivism and, the group relationships withhold trusting others until they find a good reason to trust. Thus the logic used to develop national culture dimensions onto American and Korean people samples. In order to apply this manner in other cultures, because the researcher expects that different cultures relationship would make confuse (JLuthans et al., 2012), (Venaik et al., 2010)(JMinkov, and Hofstede,2011) (Hofstede, 2009).

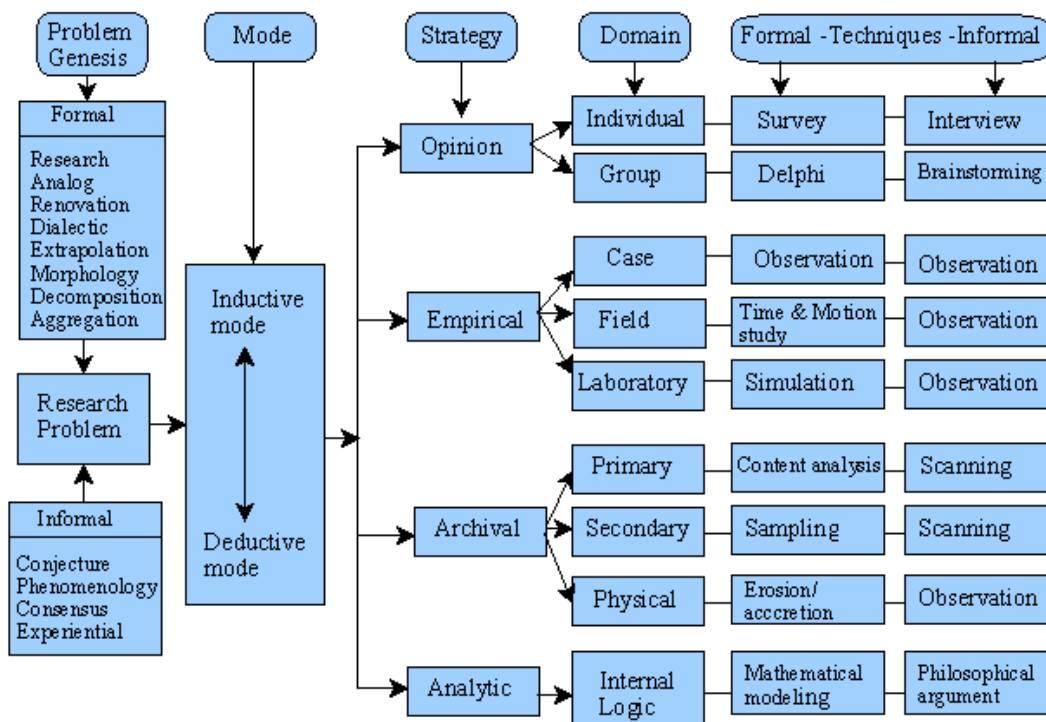
Schultz, Emily A., and Robert H. Lavenda (2009) arguing that the people in different cultures have distinguished attribute of etch others, these attributes can influence the nature of individual way of thinking, including cognition, emotion, and motivation.

Many Asian cultures have distinct conceptions of individuality that involved on the essential relationship of individuals to each other. The emphasis is fitting in, and adaptation with them. American culture neither assumes that no values such linking among individuals. In contrast, individuals seek to maintain their independence from others by attending to the self and by discovering and expressing their unique inner attributes. As proposed herein, these attributes are even more powerful than previously imagined. Each of these divergent construes should have a set of specific consequences for cognition, emotion, and motivation between people. The article intrudes brief illustration of the culture diminutions that applying in Jordan teamwork as a deferent communities. The writer domain referred to Hofstadter's dimensions.

Research Design and methodology

The flowchart below was adapted from Exhibit 2 in the article methodology.

A Framework for Research Methodology*

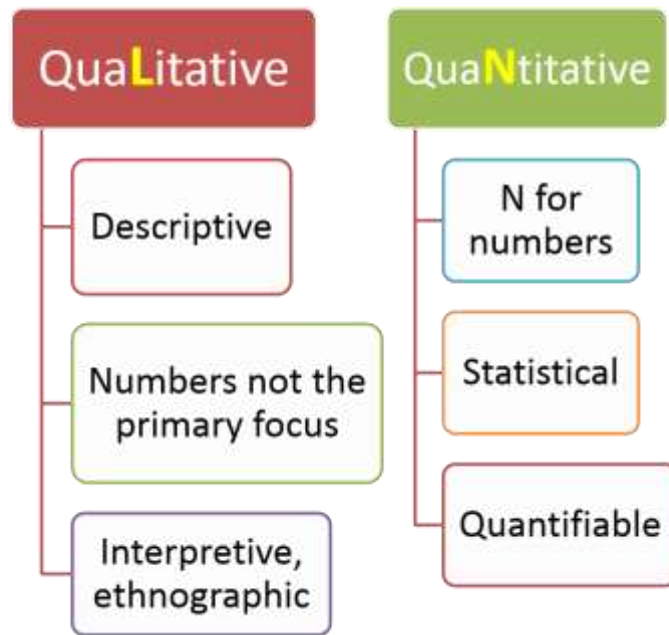


* Adapted from Buckley, Buckley & Chiang Exhibit 1, p. 15.

Figure (1) framework research methodology

Resource: Wikipedia.org

The framework research methodology give the deferments types that the researcher can adapted in order to accomplish the descriptive research. In this article the write use archival and analytic tools to give the perspective of the culture deference's in Jordan. Figure (2) is representing the methodology types and the article adopts the qualitative descriptive types.



Methodology types Figure (2)
Resource: Wikipedia.org

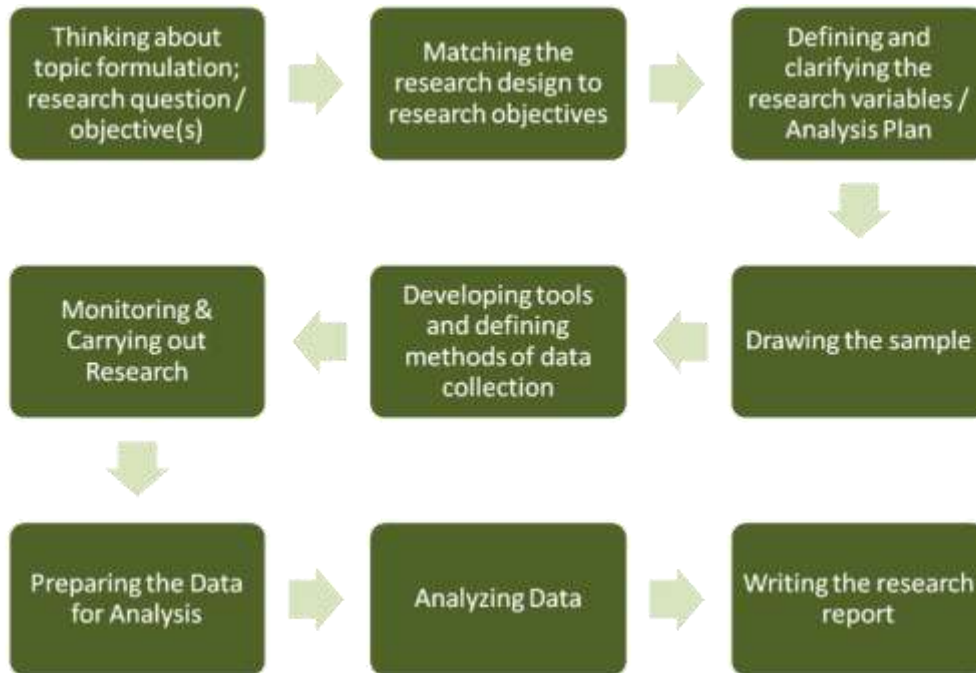


Figure (3) Research descriptive methods

Resource: Wikipedia.org

Figure (3) is representing the procedures of the research from topic formulation to writing the report from research finding and knowledge.

Analysis and Conclusion

As it was clarified there is a global dimension of culture. To shift from local to global the firms should adopt the culture dimensions. siron,et al 2016 agree with that they indicates that the culture and environmental dimensions in adoption will generate many constraint and benefits in the futures work success.

The culture dimensions is applied in Jordan firms and industry because most of these firms is looking to inter strongly to the global markets and there is deferent nationality in Jordan work environment because of political issues and asylum. It is become a natural presence to find the differences and the diversity between the employees in the same place. However we can see that the global dominations applied to help the employees to deal with each other smoothly and friendship in order to accomplish their work. Jordanians start to empower women's and the power distance is start to expand. The firms adopt the collective and spread the idea of accepting the other, there is no racist or hostile on the contrary they demonstrated stand next each other despite the economic difficulties and lack of resources. The situation in Jordan can directed towards the culture deference, and also the diversity of cross different cultures that can be work in the same place with limited levels of conflicts.

References

- Luthans, F. and Doh, J. (2012), *International Management: Culture, Strategy and Behavior*, McGraw- Hill Irwin, New York, NY.
- Paul Brewer., Sunil Venaik,(2012) The most popular articles from this title: *International Marketing Review*, Vol. 29 Iss: 6, pp.673 – 683.
- Venaik, S. and Brewer, P. (2010), Avoiding uncertainty in Hofstede and GLOBE. *Journal of International Business Studies*, Vol. 41 No. 8, pp. 1294- 315.
- Minkov, M. and Hofstede, G. (2011), "The evolution of Hofstede's doctrine", *Cross Cultural Management: an International Journal*, Vol. 13 No. 1, pp. 10- 20.
- Geert Hofstede, (2009)"Who Is the Fairest of Them All? Galit Ailon's Mirror," *The Academy of Management Review*, July 2009, 34(3): 570-571; doi:10.5465/AMR.2009.40633746.
- Ailon, G. (2008). mirror on the wall: Culture's Consequences in a value test of its own design. *The Academy of Management Review*, 33(4):885–904.
- Minkov, Michael (2007). *What makes us different and similar: A new interpretation of the World Values Survey and other cross-cultural data*. Sofia, Bulgaria: Klasika y Stil Publishing House. ISBN 978-954-327-023-1.
- SHI Xiumei,(2011).Cultural Distance between China and US across GLOBE Model and Hofstede Model., *International Business and Management* Vol.2 No.1, 2011.
- Fredrie W. Rohm Jr. (2010). *American and Arab Cultural Lenses. Inner Resources for Leaders*, School of Global Leadership & Entrepreneurship, Regent University, Virginia Beach.
- Li Y., Duncan P. and Green M. (2010). A Comparison of the Cultural Impacts on Leadership Preferences between Overseas Chinese Petroleum Professionals and GLOBE Scores. *International Oil and Gas Conference and Exhibition in China*, Beijing, China.
- Posthuma Richard A. (2009). National Culture and Union Membership: A Cultural-Cognitive Perspective. *Industrial Relations*, 64(3).
- James, Paul (2006). *Globalism, Nationalism, Tribalism*. London: Sage Publications.
- SHI Xiumei, WANG Jinying(2011) Cultural Distance between China and US across GLOBE Model and Hofstede Model, *International Business and Management*, Vol. 2, No. 1. 2011, pp. 11-17.
- Schultz, Emily A., and Robert H. Lavenda. *Cultural Anthropology: A Perspective on the Human Condition*. New York: Oxford UP, Incorporated, 2009.pg.79.
- Boehm, V. R. 1980. Research in the "real world" - A conceptual model. *Personnel Psychology* (33): 495-504. (Comparison of academic and practitioner research models).
- Siron.G , LU. T, & Tasripan. 2016 . An Analysis of Environmental Dimension s Affected in Adoption of Hydrogen Fuel Cell Vehicles MATEC Web conferences. 81. 08001. www.Matec-conferences.org.
- www.Wikipedia.org