

Kazakhstani cultural patterns



Business communication: cross-cultural management

- Explains the behavior of people in organizations around the world
- Describes organizational behavior within countries and cultures
- Seeks to understand and improve the interaction of co-workers, managers, executives, clients, suppliers and alliance partners.

Geert Hofstede four variables

1. **Individualism - Collectivism:** this indicates the relative closeness of the relationship between one person and others.
2. **Power Distance:** extent to which people in a society accept unequal distribution of power within organizations.

- **3. Uncertainty Avoidance:** extent to which people in a society feel threatened by ambiguity.
- **4. Masculinity – Femininity:** extent to which people in a society anticipates the issue of the relative values which society places on the sexes and on the roles that they carry out.

Suggested Concept of Self Demographic Ranking

Individualist

- **United States**
- **United Kingdom, France, Germany**
- **Russia, India, Spain**
- **Japan**
- **Southern Asia, China**

Collectivist

- ***Hall* differentiates *high context* and *low context* cultures.**
- **People from *high context* cultures obtain information from personal information network. They discuss the matter with friends, business acquaintances and relatives.**

- People from *low context cultures* seek information about decisions and deals from a research base. They place much emphasis on the use of reading, reports, databases and information sources.

Kazakhstani cultural variables

- **Collectivism**
- **High power distance**
- **Relatively high uncertainty avoidance**
- **Masculinity**
- **High context**

High Context - Low Context Ranking

- **Japanese**
- **Chinese**
- **Italian, Spanish, Portuguese, French**
- **Latin Americans**
- **Arabs, Africans**
- **Indians and other Indian sub-continent**
- **Koreans, South East Asians**
- **Central Europeans**
- **Slavs**
- **Scandinavians, Finns**
- **North Americans (US and Canada)**
- **New Zealanders, (white) South Africans**
- **Germans, Swiss, Austrians**

- **By traditional culture attributions we mean cultural values of Kazakh people that have been inherited from their ancestors. These include respect for age and hierarchy, orientation towards groups or clans, the preservation of “face”, the importance of relationships, connections and kinship.**

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- Thank you!