

A DISCUSSION OF A CULTURAL MODEL IN CONSIDERATION FOR MANAGING IN A NETWORKED ECONOMY

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Abstract:

Geert Hofstede's work on national culture and its characteristic dimensions have been the subject to discussion and debate since its inception in the late 1970's. While his notion may not be all encompassing and methodologically generalizable, it has been repeatedly revisited and discussed by scholars and academics throughout the world. Why is this notion subject to so much discussion and debate when it has been so scrutinized and criticized? The answer is bound by our individual irrefutable bounding by cultural rationality. It is from this perspective that this paper reexamines Hofstede's cultural model focusing on inherent yet critical cultural sub determinants and its culturally determined bounded rationality. A model is developed based on a culturally bound moral program. Cultural bias is an important factor in a global networked economy and is proposed as a consideration for managerial decision making.

Keywords: Hofstede, cultural model, global management, cultural dimensions, cultural bounded rationality, social environments, moral social circles, mental programs