

# THE ROLE OF CULTURE ON INTERNATIONAL BUSINESS



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# CONCEPTS OF CULTURE AND ETHNICITY

- ✘ Culture – a set of values, beliefs & traditions that are held by a specific social group and handed down from generation to generation
- ✘ Dominant group – the group within the culture that has the authority to control the value system.
- ✘ Minority group – usually has some physical or cultural characteristic that identifies the people within it as different

# CULTURAL AND ETHNIC INFLUENCES ON ENTERING ANOTHER COUNTRY

- ✘ Gender Roles – It is important to know who is the dominant figure in a family
- ✘ Language and Communication – Some customer may not be able to speak the English Language
- ✘ Socio-economic conditions



# CHARACTERISTICS

- ✘ Japanese people never look deeply to your eyes
- ✘ In some Arabic culture, women cannot go outside without a man
- ✘ Religious Muslims dont drink alcohol and drugs (Never try to serve)



# IF YOU WANT TO MAKE AN INTERNATIONAL AGREEMENT *(TRICKS) OR (HINTS)*

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- ✘ Germany; You must be timely
- ✘ France; You must wear an official dress (suit up)
- ✘ Italy; While at a business dinner, keep talking about Italian food
- ✘ Russia; While negotiation if they doing hand contact or touch your shoulders, they start to trust you
- ✘ Saudi Arabia; During the greetings kiss three time (never, ever try to kiss a woman)

ONLY IN CHINA



ONLY IN HAWAII





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ONLY IN INDONESIA





**ONLY IN THAILAND**

only in Turkey

Merci!

Arigato!

THANK YOU

Teşekkürler!

¡Gracias!

Dhanyavaad!

Air Conditioning Serviceman