Oded Shenkar (Ohio State University)

"The New Cultural Geography: Correlates and Manifestations of Cultural Clusters"

Abstract

The presentation will cover a three-layer, nested map of cultural clusters based on similarity and similarity in work-related attitudes; the predictors of cluster formation, such as language and religion; and the repercussions of the clusters in terms of organizational and managerial behavior. Exploratory thoughts related to the intersection, or "friction" across various cluster combinations will also be shared.