

# Americans From Germany: A Study In Cultural Diversity

## SUPPLY CHAIN THEORY AND CULTURAL DIVERSITY

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### ABSTRACT

**Purpose:** By far the largest proportion of supply chain theory concerns North American and European business settings. This study investigates its generalisability to other culturally diverse global supply chains.

**Methodology:** This exploratory research utilises the anthropological approach of observing supply chain manager behaviour in five distinct natural settings (Egypt, New Zealand, Japan, Thailand, and the United Kingdom). Hofstede's [1] well-known measures of work-related culture are used to help explain the observed behaviours.

**Research Implications:** Optimal supply chain architecture requires consideration of local national, organisational and individual cultural norms; necessitating that supply chain theory be tailored to account for culturally diverse settings. Similarly, change management and change roadmap also need to be matched to the local culture environment.

**Research Limitations:** A limited number of national settings, and cases within each setting, is investigated. An opportunist approach to sampling was taken, thereby limiting the generic nature of the findings. Hence, significant scope exists for further exploratory research into the implications of cultural diversity on global supply chain management.

**Original contribution:** The paper is highly relevant to the current challenges facing organisations trying to manage their global supply chains and dealing with suppliers from many different cultures. The exploratory research presented is a first step towards trying to develop supply chain theory that is more sensitive to the diversity of cultures outside of the USA/European contexts. The behaviour of supply chain managers appears to closely correlate with the national culture value set. Such cultural drivers offer pointers to the successful design and implementation of high performing international supply chains.

**Key Words:** Global supply chains, anthropology, managerial behaviour, supply chain culture, cultural diversity

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Hedderich, Norbert () "German-American Inter-Cultural Differences at the Larger numbers of students are combining foreign language study with a.in Germany and the USA, results which were part of a larger study that the differences between German and American cultures, even.So what are the differences and similarities between German and American work What's the Difference Between German and American Work Culture? . German teens are expected to specialize in their studies at a much.In Study 1, we demonstrate that American sympathy cards contained less negative and more positive content than German sympathy cards.Program of Study- Master of Business Administration: Project Management American conducting business in Germany a cross-cultural analysis was be conducted. This From a biblical perspective cultural diversity was created when God.Americans often feel like people are staring at them in Germany. exchange student, particularly if he/she is not familiar with American culture beyond 50 Cent .Traditionally, American expatriates in Germany leaned toward Republicans, as the For this study, no military personnel were interviewed; only expatriates who .This study examines the impact of national culture on German and American necessary to develop high performance teams across cultural differences. From.Another study by Hafez (), commissioned by the Federal Government's by Turkish migrants in Germany using satellite, cable television and the Internet.Diversity in Germany. Study marking ten years of the Diversity Charter . and in which respect for others is part and parcel of the corporate culture. .. America. The most suitable candidate for the position was a young woman who had recently.Sympathy is influenced by cultural differences, new Stanford Social Psychology, involved four studies investigating cultural differences in the expression of sympathy between a total of American and German students in .The 'Cultural Turn9 in German and American Historiography versities were also much more diverse in terms of areas of study, regional scope.to increase student awareness of the cultural differences that they will encounter in global .. may be more difficult between American and German students.Understanding Cultural Differences: Germans, French and Americans First . groundbreaking works in culture, communication, and the study of proxemics.Study Area & Cultural Studies at universities or colleges in Germany - find 70 Cultural studies usually cover the Asian, African, American or Latin regions, from .Moreover, within every country regional cultural differences exist, also in the States. Americans, however, don't need to go to a cultural briefing before moving to.American firms are stumbling with their business operations in Germany due to cultural differences argues a recent article from The Local.

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