

# **How culture affects doing business: Case study of China and U.S.A**

**CZECH UNIVERSITY OF LIFE SCIENCES PRAGUE  
DEPARTMENT OF ECONOMICS  
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# Objective of diploma thesis

- Objective of this diploma thesis is to compare Chinese business culture and U.S.A. business culture according to five Hofstede's dimensions of national cultures, Trompenaars seven dimensions of culture and ten major areas of business life from the personal cultural profile, and then to find out in which aspects these cultures differ and coincide

# Methodology

- Methods used in this diploma thesis are descriptive method and comparative method

# Theoretical part of diploma thesis

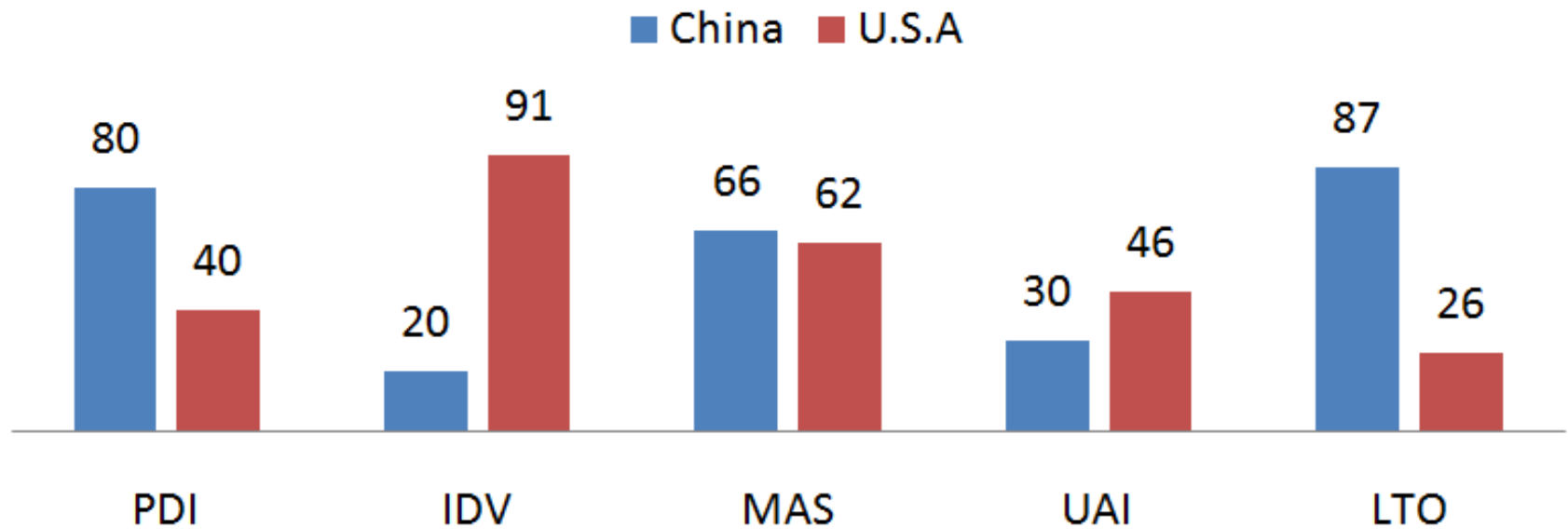
- In the theoretical part of thesis I introduced the notion of culture , Hofstede's cultural dimensions theory, Trompenaars seven dimensions and ten major areas of a business life from the personal cultural profile

# Practical part of diploma thesis

- In practical part of thesis Chinese and U.S.A cultures are compared **with 5 Hofstede's dimensions of national cultures, seven Trompenaars dimensions and 10 major areas of a business life from the personal cultural profile**

# Comparison of Hofstede's dimensions of Cina and U.S.A

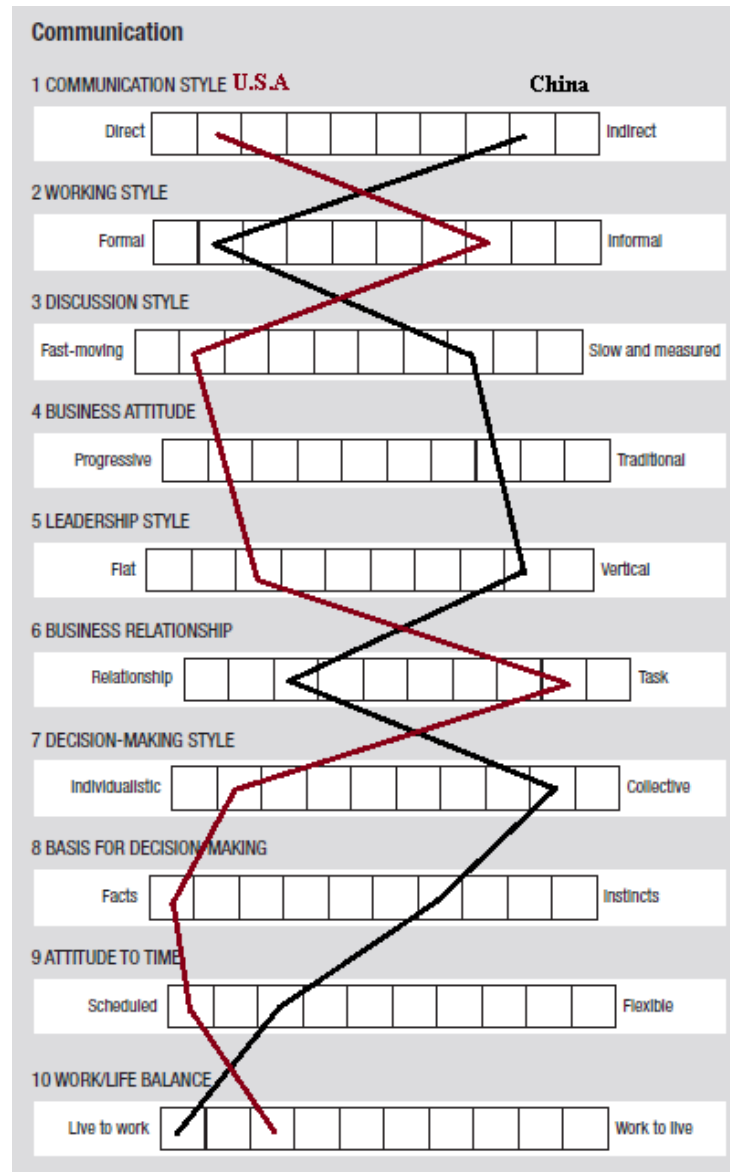
## Dimensions scores of China and U.S.A



# Trompenaars dimensions of China and U.S.A

<b>Dimensions</b>	<b>China</b>	<b>U.S.A</b>
<b>Universalism versus particularism</b>	Particularist	Universalist
<b>Individualism versus collectivism</b>	Collectivist	Individualistic
<b>From specific versus diffuse</b>	Diffuse	Specific
<b>Neutral versus affective</b>	Neutral society	Mildly affective
<b>Achievement versus ascription</b>	Ascription-orientated	Achievement-oriented
<b>Time orientation &amp; sequential time versus synchronous time</b>	Synchronous times oriented culture with long-term time horizon and where past, present and future have the same importance	Sequential time oriented culture with short-term time horizon and future orientation.
<b>Internal-external control</b>	External-control	Internal-control

# Comparison between personal cultural profiles of China and U.S.A





# Conclusion of diploma thesis

- According to five Hofstede's dimensions of national cultures China and U.S.A have very close results in 2 dimensions and they differ in 3 dimensions
- If we evaluate China and U.S.A according to seven Trompenaars dimensions we would find that they differ in all 7 dimensions
- According to the results from cultural profiles of China and U.S.A these two countries have similarities in 2 areas of business life and they differ in 8 areas of business life

# Conclusion of diploma thesis

- The results of this diploma thesis clearly shows that Chinese business culture and U.S.A business culture don't have many similar characteristics
- The business between these two cultures is affected by big cross-cultural differences
- Chinese who want to do business with Americans or Americans who want to do business with Chinese have to study very carefully all the differences between their cultures so they don't get into an uncomfortable situations.

Thank you for your attention