



## INT 220 Module Two Assignment Template

### Part One: Common Information for Each Country

Information	United States	India
Government Type	Federal republic and constitutional democracy.	A federal parliamentary constitutional republic
Commonly Spoken Languages	English.	Hindi, English.
Commonly Practiced Religions	Diverse, Christianity is predominant	Hinduism, Islam, Christianity, Sikhism.
How to Greet Men and Women	Firm handshake, eye contact	"Namaste" (universal), "Hello" (in English).
General Negotiating Styles	Results-oriented	Relationship-oriented
Accept Business Attire	Varies from business casual to formal	Formal suits for men; saree or business suits for women

- Identify three tips for doing business in the non-U.S. country you selected for your project.
  1. Avoid using your left hand for eating or passing items, as it's considered impure. Respect personal space and avoid physical contact, especially with the opposite gender.
  2. Punctuality varies; a flexible approach is often practiced while being on time is appreciated. Understanding the local perspective on time can enhance business relationships.
  3. Business meetings in India value relationship-building. Prepare for indirect communication and ensure patience during negotiations. Decisions may involve consultation with many stakeholders, reflecting a hierarchical approach.

### Part Two: Hofstede Model of National Culture

Cultural Dimension	United States	India
Power Distance Index (PDI)	40	77



<b>Individualism Versus Collectivism (IDV)</b>	60	24
<b>Masculinity Versus Femininity (MAS)</b>	62	56
<b>Uncertainty Avoidance Index (UAI)</b>	46	40
<b>Long-term orientation Versus Short-Term Normative Orientation (LTO)</b>	50	51
<b>Indulgence Versus Restraint (IVR)</b>	68	26

### **Part Three: Conclusions**

Conclude how doing business in your selected country will differ from doing business in the United States.

- Identify any significant differences in scores between the two countries.

Significant Differences in Scores

Power Distance: India (77) vs. US (40)

Individualism: US (60) vs. India (24)

Long-term Orientation: India (51) vs. US (50)

Indulgence: US (68) vs. India (26)

- Conclude the significance of the significant differences in scores.

Significance of Large Differences

Power Distance: It is higher in India, indicating a greater acceptance of hierarchical order without justification. In the US, a lower score suggests a preference for equality and questioning authority.



**Individualism vs. Collectivism:** The US is highly individualistic, focusing on personal achievements and freedom. India leans towards collectivism, emphasizing family and group loyalty.

**Long-term Orientation:** India's higher score points to a more pragmatic approach, valuing tradition, saving, and perseverance. The US's lower score reflects a focus on short-term results and achievements.

**Indulgence vs. Restraint:** The higher indulgence score in the US suggests a society that allows relatively free gratification of basic human drives related to enjoying life and having fun. India's restraint score indicates a culture that suppresses gratification of needs and regulates it by social norms.

- List conclusions on the differences in business between your two countries based on cultural dimension scores.

#### Conclusions on Business Differences

**Hierarchy and Decision-Making:** In India, businesses may have a more hierarchical structure with centralized decision-making, while in the US, companies might favor flatter structures and encourage employee empowerment.

**Team Dynamics:** In the US, individual achievements and initiatives are highly valued, whereas in India, the emphasis might be on team harmony and *consensus*.

**Business Strategy and Planning:** Indian businesses might focus on long-term sustainability and adaptability, respecting traditional practices. US businesses may prioritize short-term gains and innovation.

**Work-Life Balance:** US companies may promote a more indulgent workplace emphasizing work-life balance, personal time, and leisure activities. Indian workplaces might lean towards restraint, with a stronger emphasis on work ethics and discipline.