

New Dimensions in National Cultural Research
Professor Geert Hofstede, Tilburg University

Abstract

This talk will focus on new material to be published in the 3rd edition of his major work, *Cultures and Organisations: Software of the Mind*, which will appear with McGraw-Hill U.S.A. in May. It includes new aspects of long- versus short-term orientation (and scores for over 90 countries based on recent surveys) and an entirely new dimension: indulgence versus restraint, focusing on happiness and life control. Also, Professor Hofstede introduces a Darwinian explanation of the evolution of cultures, explaining the variety of cultures found in today's world.

Speaker bio

Professor Hofstede is a pioneer in the study of how values in the workplace are influenced by national culture. From 1967 to 1973, while working at IBM as a psychologist, he collected and analysed data from over 100,000 individuals from forty countries. From those results, and later additions, Hofstede developed a model that identifies five primary dimensions to differentiate cultures: power distance, collectivism vs. individualism, masculinity vs. femininity, uncertainty avoidance and long-term outlook. This work has had a huge influence on research and practice in international human resource management and in international business more generally, and Professor Hofstede is one of the most highly cited authors in the social sciences.