

Czech republic country analysis



Social and cultural factors that may influence establishing a textile industry in the Czech Republic According to Geert Hofstede values in business are influenced by intercultural differences that can be measured using four dimensions: power distance, individuality, uncertainty avoidance and masculinity (“ Hofstede’s Cultural Dimensions” 1).

(1) Power distance is concerned with the degree to which people in a particular society are equal or unequal. (2) Individuality measures the extent to which a society reinforces individual or collective achievement and interpersonal relationships. (3) Uncertainty avoidance focuses on the level of acceptance for uncertainty and ambiguity within a particular society. (4) Masculinity pertains to the degree to which a society supports the traditional masculine work role model of male achievement, control, and power (“ Hofstede’s Cultural Dimensions” 1, 2, 3, 4).

Using “ Intercultural Business Communication” tool we compare the United States to the Czech Republic and discover the following:

(1) Czech has a slightly lower power distance index in comparison to the US. This means that in the Czech Republic managers treat their subordinates with respect, entrust them with vital work and may even socialize with their subordinates. This is supported by the fact that the Czech has a well-educated population (“ Czech Republic” 2).

(2) The US individualism score is substantially greater than the Czech’s. In the Czech Republic the social unit is more important than the individual. Therefore when running a business there one has to remember that conformity is not only expected but is also perceived positively. In line with this it is important to note that most Czech’s end business early on Fridays for shopping or traveling to their country cottages for the weekend.

(3) The US has a fairly greater masculinity score than Czech. This means that in Czech Republic men and women are given equal opportunities and positions. This would definitely affect the staff recruitment policy for a business moving from the US to Czech. With less masculinity, the Czech culture prioritizes family relationships and quality of life over work. People work to live which implies flexible working hours and longer vacations than their counterparts in the United States.

This could be a disadvantage to opening a textile factory because the workforce may not be as willing to work round the clock to meet the often demanding short lead times characteristic of successful apparel retailers.

(4) The Czech has a substantially greater uncertainty avoidance score than the US. According to Hofstede this is reflective of a society with a deep and long cultural history and a largely homogeneous population. The high uncertainty avoidance also implies that Czech's are averse to taking business risks and/or accepting new ideas.

This attribute would make innovation difficult to support if the textile business is located in the Czech Republic.

Conclusion

Textile companies generally require a workforce that can work for long hours to enable them achieve the short lead times that fashion dictates. The Czech's who "work to live" will not be ready to accept such working conditions. To make matters worse the society is largely homogeneous which implies that it would be difficult to find an adequate workforce from people of a different cultural background in the country.

Works Cited

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