

International business

Business



Cultural Diversity Cultural Diversity Cultural diversity is the quality and magnitude of different or diverse cultures, unlike the monoculture, that is marked with homogenization of cultures. Additionally, cultural diversity can also be used to describe the concept of different cultures respecting each others differences. In this case, a given region holds a variety of human being from different cultures and societies. This means that individual from different cultural backgrounds, religion, language and the way of life in general coexist with each other in mutual cultural respect.

Cultural diversity is significant in the current business environment. In this case, entrepreneurs are able to assess and identify businesses opportunity by evaluating different cultural requirements. As such, a close scrutiny of a specific culture will reveal the types of business opportunities that are viable in that particular area. Therefore, cultural diversity has its indispensable place in the heart of businesses. Furthermore, it is noteworthy that while businesses become big until they break cultural barriers, other regions suffer cultural infringement. This implies that globalization adversely affect cultural diversity.

According to Kanuka (2008, p. 117), globalization has lead to the loss of individualism and identity of a given group of people. In this case, many societies have blamed globalization for encouraging the Western ideal of individualism. As such, some cultural aspects are regarded as inferior to others. In this case, globalization has promoted a homogeneous set of beliefs and values. Moreover, the dominant population or culture overwhelms others and as such, globalization. Kanuka (2008, p. 124) also argues that e-learning and technologies perpetuate colonization by designing prospectus that reflects the cognitive styles of the dominant culture.

Reference

Kanuka, T. (2009). Globalization and its effect on common people.(pg 115-124) Toronto: Canadian Scholars Press.