

# Development, Sustainability & Culture (WM0942TU): work group 2a

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# Today

- You have read:
  - Kroesen Chs 1, 6 & 7
  - Kroesen 3 page summary Ubuntu paper
- Very short repetition of teaching and readings
- Discussion & plenary reporting Ubuntu Company
- Discussion & plenary reporting Cultural Analysis

# Teachings & Readings

- What are main insights from the lecture & the literature?

# Teachings & Readings (2)

- Mention & explain (the) six important parameters for business culture
- Explain the historical background of at least three cultural dimensions (Kroesen: Planetary Responsibilities)

# **Six important parameters for business cultures**

- 1. Collectivism– individualism**
- 2. Hierarchy – egalitarianism**
- 3. Uncertainty avoidance – voluntarism**
- 4. Synchronic – sequential**
- 5. Status by position/tradition – status by achievement/labor**
- 6. Particularist – universalist**
- (7. Diffuse – Specific)**

# Six important parameters for business cultures

1. **Collectivism** (in-group) – **individualism** (singled out): either the group or individual is more important.
2. **Hierarchy** (power distance) – **egalitarianism** (dialogue): decisions are taken top-down or more bottom up.
3. **Uncertainty avoidance** (tradition, fatalism) – **voluntarism** (initiative): difficult to get out of one's comfort zone (losing face) or individual judgment (and risk, or rewards)
4. **Synchronic** (everything at once) – **sequential** (planning)
5. **Status by position/tradition** – **status by achievement/labor**
6. **Particularist** (gated networks) – **universalist** (equal access, law enforcement): get something done via friends/relations or via rules and procedures

# Case the Ubuntu company

Where do you recognize the six parameters mentioned in this case?

# Cultural Analysis

1. Take your own project: how can you expect that the six parameters mentioned will affect the functioning of your project and the impact of your contribution to it?
2. How can you anticipate on/prepare for that in your project design?

NB: This replaces earlier Cultural Analysis format.



# Assignments

- This Friday:
  - submit Cultural Analysis
  - two feedbacks on the Institutional Analysis
- Before next week workgroup, read
  - Hansen: Strategic Response
  - Hyden: Institutions in Africa
  - Sardan: Corruption in Africa
- Next week Friday: two feedbacks on Cultural Analysis