
Navigating Cultural Shifts: Globalization's Impact on Society and Business

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This paper aims to analyze significant cultural shifts and their impact on business and management. First, the paper explains the interpretative approach and justifies its adoption. Subsequently, it identifies and analyzes prominent cultural transformations linked with globalization. Lastly, it discusses the implications for business and management. The analysis reveals that globalization-induced cultural shifts encompass convergence, divergence, hybridization, clashes of cultures/civilizations, diversity, multiculturalism, time-space compression, temporal acceleration, short-termism, risk, insecurity, and uncertainty. In the end, the social implications are discussed and avenues for further research are pointed out.

Keywords: Culture, Cross-Cultural Research, Cultural Transformations, Globalization, Multiculturalism

Biography:

Dr. Yeganeh is a professor of international management at Winona State University in Minnesota. His research focuses on international business and cross-cultural management. He is the author of six books and more than sixty journal papers. His research has appeared in various journals such as Journal of International Management, International Journal of Human Resource Management, International Journal of Cross-Cultural Management, International Journal of Conflict Management, Critical Perspectives on International Business, International Journal of Sociology and Social Policy, International Journal of Organizational Analysis, International Journal of Commerce and Management, European Business Review, Personnel Review, The Journal of East-West Business, Competitiveness Review, Journal of International Consumer Marketing, Society and Business Review, Gender in Management, International Journal of Development Issues, and Journal of Strategy and Management.