

ANALYSIS OF AMERICAN AND MEXICAN CULTURE ON HOFSTEDE DIMENSIONS

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ABSTRACT

The cultural fabric plays a vital role in the productivity and efficiency of any organization. Hofstede in his study explained the effect of national culture at workplace. Considering the significance of culture in shaping work attitude and behavior, the paper studies American and Mexican culture using secondary sources like Research papers, Online blogs, articles etc. Both countries culture is analyzed on the four main national cultural dimensions as propagated by Hofstede.

KEY WORDS-American Culture, Cultural Dimensions, Culture, Mexican Culture, National Culture.

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