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Business The Hidden Cultural Dimension You Need to Understand When Doing Business Overseas. This podcast is something different from the regular Interview podcasts that I do. I wanted to pay more attention to Hofstede's fourth and most difficult dimension: Uncertainty Avoidance.

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Uncertainty Avoidance in International Business | Culture ...

Avoidance is defined as: “Uncertainty avoidance deals with a society's tolerance for uncertainty and ambiguity. It indicates to what extent a culture programs its members to feel either uncomfortable or

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comfortable in unstructured situations.”

(Source: <http://geerthofstede.nl/dimensions-of-national-cultures> and http://en.wikipedia.org/wiki/Uncertainty_avoidance)

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Business: The Hidden Cultural Dimension
You Need to Understand When Doing
Business Overseas - Kindle edition by
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Uncertainty Avoidance in International

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Uncertainty avoidance is a cross-cultural phenomenon that describes how different cultures or societies react to and tolerate uncertainties. This term refers to how communities cope with unpredictability and uncertainty that are evident in the major aspects of governance.

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[Uncertainty Avoidance - Definition | The Business Professor](#)

In cross-cultural psychology, uncertainty avoidance is how cultures differ on the amount of tolerance they have of unpredictability. Uncertainty avoidance is one of five key qualities or dimensions

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measured by the researchers who developed the Hofstede model of cultural dimensions to quantify cultural differences across international lines and better understand why some ideas and business practices work better in some countries than in others. According to Geert Hofstede, "The fundamental issue

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[Uncertainty avoidance - Wikipedia](#)

Uncertainty avoidance is one of five key qualities or dimensions measured by the researchers who developed the Hofstede model of cultural dimensions to quantify cultural differences across international lines and better understand why some

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Business ideas and business practices work better in some countries than in others. According to the theory's framework, the dimensions are only applicable to a society as a whole, not for each individual in the society.

[Uncertainty avoidance — Wikipedia](#)

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Uncertainty avoidance refers to the degree to which individuals feel vulnerable to ambiguity and uncertainty and use all means to circumvent this vulnerability. Cultures that have deep running cases of uncertainty avoidance, people should adopt some structures in form of guidelines to give a sense of direction to

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the expected way of life.

Hofstede's Cultural Classification Framework and ...

Nations that score high for uncertainty avoidance include Greece, Portugal, Italy, Spain, Belgium, Poland, Japan, France, Argentina, Chile, Turkey and South

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Business. Nations that score low for uncertainty avoidance, indicating they are comfortable with uncertainty , include Singapore, Denmark, Sweden, China, United Kingdom, India, Malaysia and the United States.

12 Examples of Uncertainty Avoidance -

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Uncertainty Avoidance and International Marketing When a new product or brand is introduced, consumers are faced with some level of uncertainty, which is derived from unfamiliarity with the product.

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The Role of Cultural Differences in Business ...

Uncertainty Avoidance Index. The uncertainty avoidance index considers the extent to which uncertainty and ambiguity are tolerated. This dimension considers how unknown situations and unexpected events are dealt with. A high uncertainty

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avoidance index indicates a low tolerance for uncertainty, ambiguity, and risk-taking.

Hofstede's Cultural Dimensions Theory - Overview and ...

Uncertainty avoidance index (UAI): "a society's tolerance for uncertainty and

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Business". It reflects the extent to which members of a society attempt to cope with anxiety by minimizing...

Hofstede's Studies - International Business

Uncertainty Avoidance (UAI) The fourth element of national culture identified by Hofstede is uncertainty avoidance. UAI

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Describes the extent to which members of a society see issues in rigid, black-and-white terms and thus the degree to which they are disturbed by change and uncertainty.

[Hofstede: The Six Dimensions of Cultural Difference ...](#)

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Business Uncertainty Avoidance The Uncertainty Avoidance dimension expresses the degree to which the members of a society feel uncomfortable with uncertainty and ambiguity. In addition its impact on rule making is taken into account.

Hofstede's Cultural Dimensions -

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People in high uncertainty avoidance societies tend to want to avoid uncertainty and unpredictability. As a result, work environments in such countries try to provide stability and certainty through clear rules and instructions. In contrast, societies with low uncertainty avoidance

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are comfortable with risk, change, and unpredictability.

Hofstede's Cultural Framework –

Principles of Management

Individuals in higher uncertainty avoiding countries tend to takeover an existing business with existing products, market

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share and an established organization. But
an entrepreneur in a lower uncertainty
avoiding country starts a new firm which
must develop such assets over time.

Relationship between Uncertainty
Avoidance Culture ...

Uncertainty Avoidance Uncertainty

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avoidance deals with a society's tolerance for uncertainty and ambiguity; it ultimately refers to man's search for Truth. It indicates to what extent a culture programs its members to feel either uncomfortable or comfortable in unstructured situations.

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Business Avoidance – Clearly Cultural

One of the dimensions called Uncertainty Avoidance looks at how cultures deal with and are influenced by ambiguity, uncertainty and risk. Understanding your global counterparts' attitudes to risk and uncertainty will help you to understand why they behave, plan and communicate

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the way they do in international business.

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