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Advances in Advertising Research (Vol. VII) - George Christodoulides
2016-08-24

Focusing on a range of advertising formats, this book provides international state-of-the-art research inter alia on the fast evolving and increasingly complex advertising landscape that raises a number of challenges for advertisers. Further research is needed to guide choices regarding ad content and execution, media placement, social networks, and campaign effectiveness. *Advances in Advertising Research* are published by the European Advertising Academy (EAA). This volume is a selective collection of research presented at the 14th International Conference in Advertising (ICORIA), which was held in London (UK) in July 2015. The conference gathered more than 150 participants from various countries from nearly all continents, including Europe, North and South America, Asia, and Australia.

Researching Cultures of Learning - Lixian Jin 2013-01-02

This edited book examines cultures of learning from the perspectives of education, applied linguistics and language learning. The concept can be used to explore socio-cultural features of language learning and use contexts in educational institutions, and cultural practices of pedagogic

activities and classroom interaction.

Enhancing Organizational Performance - Committee on Techniques for the Enhancement of Human Performance 1997-04-16

Total quality management (TQM), reengineering, the workplace of the twenty-first century--the 1990s have brought a sense of urgency to organizations to change or face stagnation and decline, according to *Enhancing Organizational Performance*. Organizations are adopting popular management techniques, some scientific, some faddish, often without introducing them properly or adequately measuring the outcome. *Enhancing Organizational Performance* reviews the most popular current approaches to organizational change--total quality management, reengineering, and downsizing--in terms of how they affect organizations and people, how performance improvements can be measured, and what questions remain to be answered by researchers. The committee explores how theory, doctrine, accepted wisdom, and personal experience have all served as sources for organization design. Alternative organization structures such as teams, specialist networks, associations, and virtual organizations are examined. *Enhancing Organizational Performance* looks at the influence of the organization's

norms, values, and beliefs--its culture--on people and their performance, identifying cultural "levers" available to organization leaders. And what is leadership? The committee sorts through a wealth of research to identify behaviors and skills related to leadership effectiveness. The volume examines techniques for developing these skills and suggests new competencies that will become required with globalization and other trends. Mergers, networks, alliances, coalitions--organizations are increasingly turning to new intra- and inter-organizational structures. *Enhancing Organizational Performance* discusses how organizations cooperate to maximize outcomes. The committee explores the changing missions of the U.S. Army as a case study that has relevance to any organization. Noting that a musical greeting card contains more computing power than existed in the entire world before 1950, the committee addresses the impact of new technologies on performance. With examples, insights, and practical criteria, *Enhancing Organizational Performance* clarifies the nature of organizations and the prospects for performance improvement. This book will be important to corporate leaders, executives, and managers; faculty and students in organizational performance and the social sciences; business journalists; researchers; and interested individuals.

Cross-Cultural Communication - B. Hurn 2013-05-07

A comprehensive survey of the key areas of research in cross-cultural communication, based on the authors' experience in organizing and delivering courses for undergraduate and postgraduate students and in business training in the UK and overseas.

Motivation and Culture - Donald Munro 2014-06-11

Although a growing number of researchers emphasize the social and psychocultural aspects of motivation and motivation theory, few books have provided much coverage beyond well-tread studies of physiological and biological factors and theories. *Motivation and Culture* brings together eighteen writers with a variety of academic backgrounds and cultural experiences to explore the way that culture impinges on motivation. Exploring topics such as personal values and motives, intercultural exchange in the workplace, the intrapsychic process and

the nexus between biology and culture, they formulate theories of motivation that can be applied in the modern multicultural world. Contributors include: Dona Lee Davis, Russell Geen, Joan Miller, John Paul Scott, William Wedenoja, Elisa J. Sobo and Stephen Wilson.

Culture's Consequences - Geert H. Hofstede 2001

'The publication of this second edition of *Culture's Consequences* marks an important moment in the field of cross-cultural studies. Hofstede's framework for understanding national differences has been one of the most influential and widely used frameworks in cross-cultural business studies, in the past ten years' - *Australian Journal of Management*

The Culture Map (INTL ED) - Erin Meyer 2016-01-05

An international business expert helps you understand and navigate cultural differences in this insightful and practical guide, perfect for both your work and personal life. Americans precede anything negative with three nice comments; French, Dutch, Israelis, and Germans get straight to the point; Latin Americans and Asians are steeped in hierarchy; Scandinavians think the best boss is just one of the crowd. It's no surprise that when they try and talk to each other, chaos breaks out. In *The Culture Map*, INSEAD professor Erin Meyer is your guide through this subtle, sometimes treacherous terrain in which people from starkly different backgrounds are expected to work harmoniously together. She provides a field-tested model for decoding how cultural differences impact international business, and combines a smart analytical framework with practical, actionable advice.

Organizational Culture and Leadership - Edgar H. Schein 2010-07-16

Regarded as one of the most influential management books of all time, this fourth edition of *Leadership and Organizational Culture* transforms the abstract concept of culture into a tool that can be used to better shape the dynamics of organization and change. This updated edition focuses on today's business realities. Edgar Schein draws on a wide range of contemporary research to redefine culture and demonstrate the crucial role leaders play in successfully applying the principles of culture to achieve their organizational goals.

Conceptual Modelling and Its Theoretical Foundations - Antje Düsterhöft

2012-02-08

This Festschrift, published in honor of Bernhard Thalheim on the occasion of his 60th birthday presents 20 articles by colleagues from all over the world with whom Bernhard Thalheim had cooperation in various respects; also included is a scientific biography contributed by the volume editors. The 20 contributions reflect the breadth and the depth of the work of Bernhard Thalheim in conceptual modeling and database theory during his scientific career spanning more than 35 years of active research. In particular, ten articles are focusing on topics like database dependency theory, object-oriented databases, triggers, abstract state machines, database and information systems design, web semantics, and business processes.

Cross-Cultural Analysis - Michael Minkov 2012-06-06

Cross-Cultural Analysis is the sequel to *Culture's Consequences*, the classic work published by Geert Hofstede, one of the most influential management thinkers in today's times. Hofstede's original work introduced a new research paradigm in cross-cultural analysis: studying cultural differences through nation-level dimensions (complex variables defined by intercorrelated items). This paradigm has been subsequently used by hundreds of prominent scholars all over the world and has produced solid results. This new text takes the next step: It critically examines in one comprehensive volume the current, prevalent approaches to cross-cultural analysis at the level of nations that have been developed since Hofstede's work, offering students and researchers the theoretical and practical advantages and potential pitfalls of each method. The book is structured into four distinct parts. Parts I and II focus on the main theoretical and statistical issues in cross-cultural analysis using Hofstede's approach and the different research methods now associated with it. Part II consists of presentations of all well-known (and some lesser known) large-scale cross-cultural studies since Hofstede's work that have explained cross-cultural variation in terms of dimensional models. Part III summarizes the main conclusions to be drawn from the presentations in Part II and I explains how the proposed models have contributed to our practical understanding of cross-cultural

diversity.

Effective Multicultural Teams: Theory and Practice - Claire B. Halverson
2008-06-06

Multicultural and multinational teams have become an important strategic and structural element of organizational work in our globalized world today. These teams are demonstrating their importance from the factory floors to the boardrooms of contemporary organizations. The emergence of multicultural teams is evident across a variety of organizations in the private, public, and civil society sectors. These developments have led to an increasing interest in the theory and practice of multicultural teams. Management educational and training programs are giving increasing attention to these developments. At the same time, there is emerging interest in research about and study of multicultural teams. This book emerged from our teaching, research, and consulting with multicultural and diverse teams in multiple sectors over the last several years. In particular, we have developed and refined our ideas about the concepts in this book from teaching an advanced course called *Effective Multicultural Teams* in the Graduate Program at the School for International Training (SIT) in Vermont. We have learned from the rich background of students who are from, and have worked in, six continents, and who are, or plan to be, working in the public, educational, not-for-profit, and for-profit sectors. Additionally, we have engaged with a variety of teams through our consulting and training, providing consultation to teams in a variety of sectors and continents as they struggled to become more effective.

Cultural Differences in a Globalizing World - Michael Minkov
2011-05-27

Explains the relationship between national culture and national differences in crucially important phenomena, such as speed of economic growth, murder rates, and educational achievement. This book also explains differences in suicide rates, road death tolls, female inequality, happiness, and a number of other phenomena.

The Culture of Military Organizations - Peter R. Mansoor 2019-10-17
Examines how military culture forms and changes, as well as its impact

on the effectiveness of military organizations.

APA Handbook of Men and Masculinities - Y. Joel Wong 2016

The psychology of men and masculinities is a broad, interdisciplinary field devoted to the study of how men's and boys' lives are shaped by biopsychosociocultural influences as well as the constellation of meanings associated with the male biological sex. The use of the term "masculinities" reflects the editors' belief that there are diverse meanings associated with being male that vary across time, situations, social groups, and cultures. In the past three decades, there has been an exponential growth in empirical psychological research on men and masculinities, although this emerging body of research has yet to be appropriately summarized, synthesized, and critically evaluated. This APA handbook addresses that lack with a strong focus on psychological science. It tackles the full spectrum of the theoretical, empirical, and practical, not only focusing on the extant literature in traditional areas of men and masculinities, but also highlighting new and emerging scholarship.> The handbook is divided into four sections. The first section addresses historical, conceptual, and methodological issues. Readers will be exposed to a wide range of theoretical perspectives on men and masculinities (e.g., biological, evolutionary, social norms, gender role conflict, social constructionist, and feminist) as well as methodological (quantitative and qualitative) approaches to studying men and masculinities. The second section examines specific populations of men with a strong focus on developmental, cultural, and sexual orientation diversity. The third section focuses on specific topics relevant to men's lives, such as careers, education, sexism, violence, and emotions. The fourth and final section addresses several application domains, including men's helping seeking patterns, physical health, mental health, and experience of psychotherapy. Each chapter investigates future directions, along with unresolved issues or emerging concerns.

What Makes Us Different and Similar - Michael Minkov 2007

Cultures and Organizations - Geert Hofstede 2003

Intercultural cooperation and its importance for survival. People of other countries, of another generation, social class, job or organization, often think and act in ways that puzzle us. To these people, of course, we are the ones who behave in a surprising manner. What separates them from us is the culture in which we grew up. 'Culture' in this sense is not the same as 'civilization'; it encompasses much more. Deeply-rooted and, therefore, often unconscious values lead us to consider as normal what others think abnormal, as polite what to others is rude, and as rational what others find irrational. Organizational cultures are a different phenomenon; they do not follow the same dimensions, are more manageable, and in fact offer an opportunity to bridge national cultures. Following twenty-five years of research into multinational companies, Geert Hofstede and Bob Garrett reveal the circumstances in which organizational cultures can be managed effectively, and outline ways of learning intercultural communication which are essential more essential than ever.

A Step from Heaven - An Na 2016-07-26

A young Korean girl and her family find it difficult to learn English and adjust to life in America.

Working Across Cultures - Martin J. Gannon 2001

The 71 exercises in this book can help you provide students and trainees with the practical experience and knowledge needed to succeed in real-world situations. Drawing from over 15 years of cross-cultural training experience, the author has assembled a diverse number of engaging exercises that can be quickly implemented with minimal effort. Self-administered questionnaires, case studies, culture-focused interviews, and pro and con debates are just a few of the wide range of activities you can use to enrich the classroom.

Culture and Organisation - Paul Hill 2012

A Manager's Guide to Virtual Teams - Yael Sara Zofi 2011

With an increasing number of employees working remotely, it is more difficult than ever to ensure that team members are working smoothly and productively. This books provides a roadmap for bridging the

logistical, cultural and communication gaps that can prevent any virtual team from reaching its full potential.

European Contributions to Organization Theory - Geert Hofstede 1976

The Game of Budget Control - G. H. Hofstede 2001

Tavistock Press was established as a co-operative venture between the Tavistock Institute and Routledge & Kegan Paul (RKP) in the 1950s to produce a series of major contributions across the social sciences. This volume is part of a 2001 reissue of a selection of those important works which have since gone out of print, or are difficult to locate. Published by Routledge, 112 volumes in total are being brought together under the name The International Behavioural and Social Sciences Library: Classics from the Tavistock Press. Reproduced here in facsimile, this volume was originally published in 1968 and is available individually. The collection is also available in a number of themed mini-sets of between 5 and 13 volumes, or as a complete collection.

Cultural Influences on Public-Private Partnerships in Global Governance - Adam B. Masters 2018-09-04

This book explores how professional and organisational cultures influence global public-private partnerships, which form a key element of global governance. Using case studies, the partnerships of three international government organisations – the International Telecommunication Union, Interpol and the International Centre for the Study of the Preservation and Restoration of Cultural Property – illustrate how partnerships are formed and operate in accordance with the accepted cultural beliefs and values associated with both profession and organisation. In brief, engineers create partnerships they are comfortable with, which are different in form and operation to those of police, which also differ from those of the conservator. This book will appeal to scholars of international relations, global governance, organisational studies and public administration. It also conveys lessons for professionals at the international level in international government organisations, business and civil society who engage in, or want to engage in global public-private partnerships.

Dialogue Interculturel, Bruxelles, 20 Et 21 Mars 2002 - European Commission 2002

Recoge : Programme of the conference. - Declaration of the scientific committee. - Conclusions of the scientific committee. - Opening session. - Introductory speech. - Message. - Opening speech. - Session 1 : conceptual framework. - Session 2 : Images of Europe in the world. - Session 3 : Inter-religious dialogue. - Session 4 : democracy and human rights. - Session 5 : globalisation and solidarity. - Session 6: the role of the European Union : a critical perspective. - Session 7 : closing session. - Speeches at the official dinner.

Organisational Culture for Information Managers - Gillian Oliver 2011-03-04

In today's digital environment the workplace is characterised by individuals creating information perhaps independently of formal systems, or establishing new systems without knowledge of information management requirements. This book explains and explores the concept of organisational culture, specifically within the domain of information management. It draws on the author's wide-ranging practical experience in different workplaces and uses research findings from cross-cultural studies of information management. Uses research findings from cross-cultural studies of information management Provides tools to develop practical and realistic solutions to real-world problems Draws on the author's wide-ranging practical experience in different workplaces.

Cultures and Organizations : Software for the Mind - Geert Hofstede 2004-09-12

The landmark study of cultural differences across 70 nations, *Cultures and Organizations* helps readers look at how they think—and how they fail to think—as members of groups. Based on decades of painstaking field research, this new edition features the latest scientific results published in Geert Hofstede's scholarly work *Culture's Consequences*, Second Edition. Original in thought and profoundly important, *Cultures and Organizations* offers vital knowledge and insight on issues that will shape the future of cultures and nations in a globalized world.

Uncommon Sense About Organizations - Geert Hofstede 1994

Geert Hofstede, author of the classic *Culture's Consequences*, brings together 17 articles and case studies in this book. The work is grouped around three main themes: the impact of jobs on people; power and control in organizations; and studies in training settings. Throughout, there is a concern with exploring and uncovering hidden organizational realities, whilst moving across the boundaries of psychology, sociology and anthropology.

When Cultures Collide - Richard D. Lewis 2018-12-18

The successful managers for the next century will be the culturally sensitive ones. You can gain competitive advantage from having strategies to deal with the cultural differences you will encounter in any international business setting. Richard Lewis provides a guide to working and communicating across cultures, and explains how your culture and language affect the ways in which you think and respond. This revised and expanded edition in paperback of Richard Lewis's book provides an ever more global and practical guide not just to understanding but also managing in different business cultures. New chapters on more than a dozen countries - from Iraq, Israel and Pakistan to Serbia, Columbia and Venezuela - vastly broaden the range.

Critical analysis of Hofstede's model of cultural dimensions -

Kristin Piepenburg 2011-03-31

Master's Thesis from the year 2011 in the subject Business economics - Business Management, Corporate Governance, grade: 1,0, Oxford Brookes University, language: English, abstract: Global markets are changing faster than ever and increasing international competition makes it necessary for managers to understand not only the domestic culture but also the host country's culture. Derived from globalisation, successful cross-cultural management is gaining in importance and its need for understanding of cultural differences becomes essential. Because of this it is argued that, with the increasing importance of a cross-cultural understanding, Hofstede's (1980) model of cultural dimensions gains proportional importance and attracts notice at the same time. His study is widely used in global operating organisations within trainings and workshops. The first step of effective cross-cultural

management is the awareness that cultural differences exist and domestic strategies might fail in host countries. Even though, Hofstede's (1980) cultural study is the most important one and widely known, there are many other cultural studies, which are only partly supporting his study. For each and every model of cultural identifications arouse praise and criticism and Hofstede was not spared by criticism. The main criticism refers to the methodology Hofstede used and many authors questioned its validity and reliability. Another major critique is that the nearly 40-years old survey findings are out-dated and not of any modern value anymore. Addressing the elaborated criticisms from the literature, a personal replication study within the two countries of Germany and the UK is undertaken in order to evaluate the validity, reliability and applicability in the 21st century. This study has developed own dimension scores for Masculinity/ Femininity (MAS) and Uncertainty Avoidance (UA) for Germany and the UK and compared and evaluated these with Hofstede's findings. The findings of this study vary from Hofstede's findings, as according to this study the UK is more masculine and has a higher Uncertainty Avoidance score than Germany. These findings do not support Hofstede's findings and further cultural research is recommended.

Cultures and Organizations: Software of the Mind, Third Edition - Geert Hofstede 2010-05-24

The revolutionary study of how the place where we grew up shapes the way we think, feel, and act-- with new dimensions and perspectives Based on research conducted in more than seventy countries over a forty-year span, *Cultures and Organizations* examines what drives people apart—when cooperation is so clearly in everyone's interest. With major new contributions from Michael Minkov's analysis of data from the World Values Survey, as well as an account of the evolution of cultures by Gert Jan Hofstede, this revised and expanded edition: Reveals the "moral circles" from which national societies are built and the unexamined rules by which people think, feel, and act Explores how national cultures differ in the areas of inequality, assertiveness versus modesty, and tolerance for ambiguity Explains how organizational cultures differ from national

cultures—and how they can be managed Analyzes stereotyping, differences in language, cultural roots of the 2008 economic crisis, and other intercultural dynamics

Culture's Consequences - Geert Hofstede 1984

In his bestselling book *Culture's Consequences*, Geert Hofstede proposed four dimensions on which the differences among national cultures can be understood: Individualism, Power Distance, Uncertainty Avoidance and Masculinity. This volume comprises the first in-depth discussion of the masculinity dimension and how it can help us to understand differences among cultures. The book begins with a general explanation of the masculinity dimension, and discusses how it illuminates broad features of different cultures. The following parts apply the dimension more specifically to gender (and gender identity), sexuality (and sexual behaviour) and religion, probably the most influential variable of all. Hofstede closes the book

Engineering Culture - Gideon Kunda 2009-08-21

A revised edition of the classic text on the sociology of management and organization.

The New Global Road Map - Pankaj Ghemawat 2018-05-01

What Globalization Now Means for Your Business Executives can no longer base their strategies on the assumption that globalization will continue to advance steadily. But how should they respond to the growing pressures against globalization? And what can businesses do to control their destinies in these times of uncertainty? In *The New Global Road Map*, Pankaj Ghemawat separates fact from fiction by giving readers a better understanding of the key trends affecting global business. He also explains how globalization levels around the world are changing, and where they are likely to go in the future. Using the most up-to-date data and analysis, Ghemawat dispels today's most dangerous myths and provides a clear view of the most critical issues facing policy makers in the years ahead. Building on this analysis, with examples from a diverse set of companies across industries and geographies, Ghemawat provides actionable frameworks and tools to help executives revise their strategies, restructure their global footprints, realign their organizations,

and rethink how they work with local governments and institutions. In our era of rising nationalism and increased skepticism about globalization's benefits, *The New Global Road Map* delivers the definitive guide on how to compete profitably across borders.

Culture's Software - Dorota Brzozowska 2015-09-10

When Geert Hofstede famously defined culture as collective programming of the mind, the definition broadly referred to culture as such, including all the layers in his "onion" model. The title of this volume, *Culture's Software*, represents a development of this original idea and was inspired by none other than Professor Hofstede himself. He used this phrase over thirty years later when lecturing to an international group of scholars gathered in Poland to debate the idea of cultural communication styles, which has, in recent years, been fruitfully discussed from a fresh perspective by scholars working within cognitive and cultural linguistics. The debate has given rise to this book, which will inspire further research into this fascinating subject.

Exploring Culture - Gert Jan Hofstede 2002-09-24

A masterpiece in intercultural training! *Exploring Culture* brings Geert Hofstede's five dimensions of national culture to life. Gert Jan Hofstede and his co-authors Paul Pedersen and Geert Hofstede introduce synthetic cultures, the ten "pure" cultural types derived from the extremes of the five dimensions. The result is a playful book of practice that is firmly rooted in theory. Part light, part serious, but always thought-provoking, this unique book approaches training through the three-part process of building awareness, knowledge, and skills. It leads the reader through the first two components with more than 75 activities, dialogues, stories, and incidents. The Synthetic Culture Laboratory and two full simulations fulfill the skill-building component. *Exploring Culture* is suitable for students, trainers, coaches and educators. It can be used for individual study or as a text, and it serves as an excellent partner to Geert Hofstede's popular *Cultures and Organizations*.

Masculinity and Femininity - Geert Hofstede 1998-05-13

Masculinity and Femininity is the first in-depth discussion of the masculinity dimension, and how it can help us to understand differences

amongst cultures. Geert Hofstede begins with a general explanation of the masculinity dimension, and discusses how it illuminates broad features of different cultures. Parts Two, Three and Four apply the dimension more specifically to gender (and gender identity), sexuality (and sexual behaviour), and religion, probably the most influential variable of all. The book closes with a synthesizing statement about cultural values as they are linked to sexuality, gender and religion. *Cultures and Organizations* - Geert H. Hofstede 1991-01-01

Cultural Dimensions: The Five-Dimensions-Model according to Geert Hofstede - Anja Dellner 2014-09-03

Seminar paper from the year 2009 in the subject Cultural Studies - Basics and Definitions, grade: 1,3, Dresden Technical University, language: English, abstract: Be it in the business world, as a traveller, trying to master a foreign language, or to teach it, nowadays we meet people of foreign cultures more frequently than this was the case just 50 or even 100 years ago. Even though linguistic difficulties are often surmountable through English as lingua franca, meeting people from cultures we are unfamiliar with bears the potential for many misunderstandings. These in turn quite often lead to lack of understanding, conflict, even political disaster, like in 2005 with the Danish caricature scandal involving the newspaper Jyllands Posten, when a fundamentalist Muslim cleric from Egypt living in Denmark felt offended and ridiculed in his religious beliefs by caricatures featuring Mohammed. The Islamic world thereby rallied to the case, and did not only react with outrage and boycott, but with violent attacks, in the course of which 140 people lost their lives and several hundred were injured. Milder reactions, like rejection and hidden resentment are, however, the more common outcomes due to intercultural

misunderstandings. How otherwise would there be stereotypes mostly carrying negative connotations, like the obedient Chinese, the superficial American, or the super-punctual German lacking humor? The Dutch anthropologist and cultural scientist Geert Hofstede suggests that the reason for such misunderstandings is a culturally divergent, often concealed moral concept with a direct impact on human actions and thinking. Hofstede has devoted himself to this issue and has developed a model based on a long-time study, elucidating peculiarities of and differences between national cultures in comparison. Thereby Hofstede classified national cultures according to five pillars, also called dimensions, which dependent on the nation vary markedly and in his study are set in relation to each other. The subject and the goal of this assignment is to present the main features of Hofstede's Model of the Five Dimensions of National Cultures. Following, the practical applicability of this model is briefly discussed.

Cross-cultural Management - Terence Jackson 1995

Transcultural management ; Management styles ; Intercultural communication.

Understanding Cross-cultural Management - Marie-Joëlle Browaeys 2019

Given the global nature of business today and the increasing diversity within the workforce of so many industries and organisations, a cross-cultural component in management education and training has become essential. This is the case for every type of business education, whether it be for aspiring graduates at the start of their careers or senior managers wishing to increase their effectiveness or employability in the international market. The 4th edition of *Understanding Cross-Cultural Management* has been adapted in line with the feedback from our many readers, and boasts new case study material based on recent research, as well as a stronger focus on Asian cultures, thereby providing more non-Western examples.