

CULTURAL SENSITIVITY: CROSS CULTURAL COMMUNICATION, COLLABORATION

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RAJ KOOTHRAPPALI

"Please, don't send me back to India, it's so crowded! It's like the whole country is one endless Comic-Con, except everybody's wearing the same costume. Indian guy!"

LEARNING OBJECTIVES

ACQUIRING CULTURAL COMPETENCE

- Understanding “Culture”
- Why collaborate & co-exist?
- Stereotypes and Categories
- Organisational Culture & Cross Cultural teams
- Some personal stories/experiences from here and there...



WHY IS LOCAL IMPORTANT?



THE STEREOTYPE: I AM AN ASIAN TOO.

[HTTPS://WWW.YOUTUBE.COM/WATCH?V=UWY6CR1FWI8](https://www.youtube.com/watch?v=UWY6CR1FWI8)



WHAT IS CULTURE?



YOUR RESPONSE

08.07.2016 - BACHELORS IS CLASS - LEONARDO-CAMPUS



WHAT DOES BEING GERMAN MEAN TO YOU?



CULTURE



- It includes groups we are 'born' into:
 - Gender, Race, Nationality, Religion
- It also includes groups that influence our identity:
 - Age, social and economic status, disability
- Every individual is a part of different cultures
 - People from one culture can have different beliefs
- Culture influences:
 - Behavior, beliefs, values, attitude

CULTURAL RELATIVITY

5 MINUTE EXERCISE: PUTTING YOURSELF IN THE OTHERS SHOES

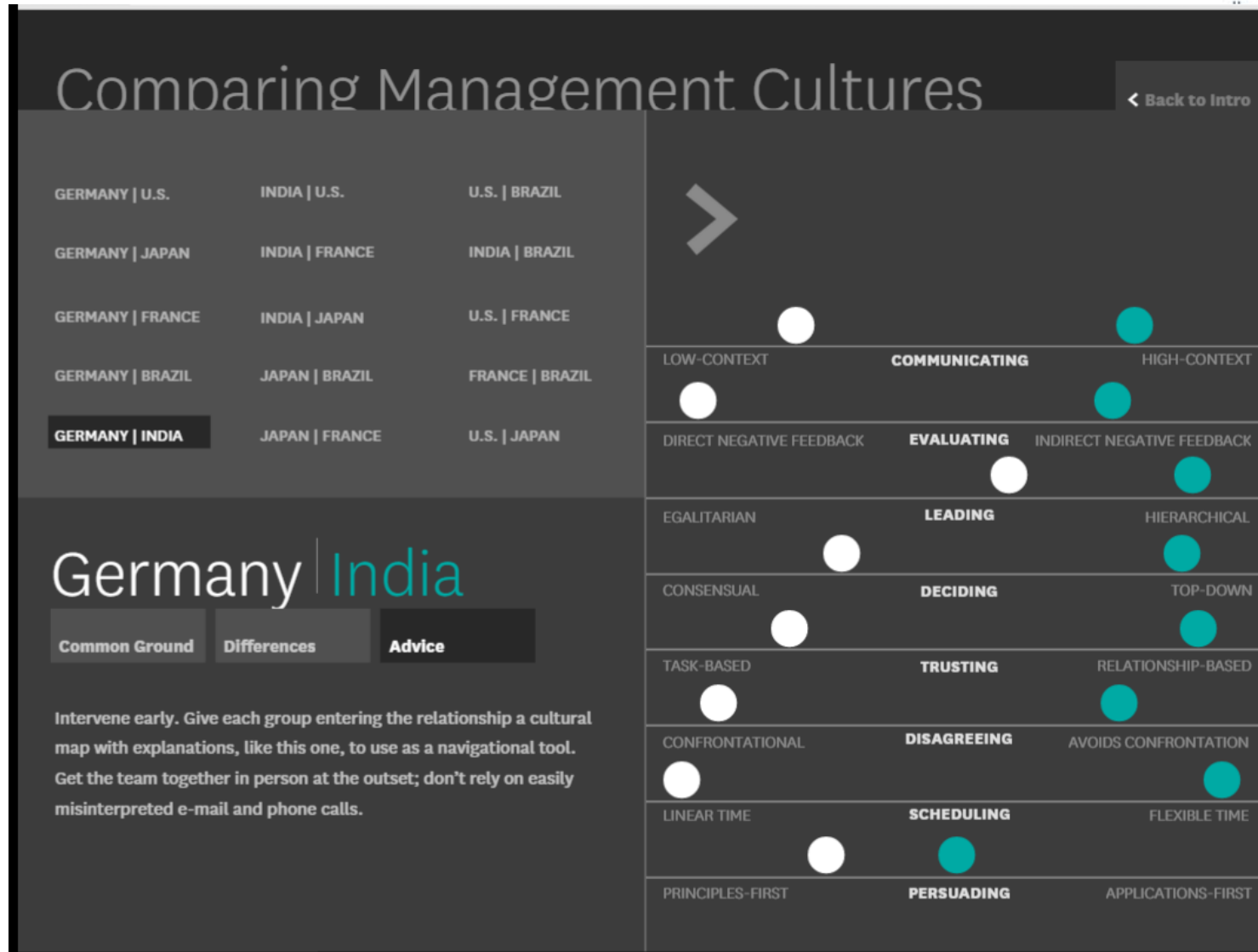


- Take a piece of paper and choose a partner
- Look at the partner for 30 seconds, make eye contact, no talking:
- Each one answer this question about your partner:
- I had good/bad thoughts when I was looking at the person because?



CULTURAL RELATIVITY





Source: https://hbr.org/resources/html/infographics/2014/05/R1405K-Meyer/May_MY_Meyer_v2.html

ORGANISATIONAL CULTURE

HOW TO PERFORM BETTER IN A MULTI-CULTURAL TEAM



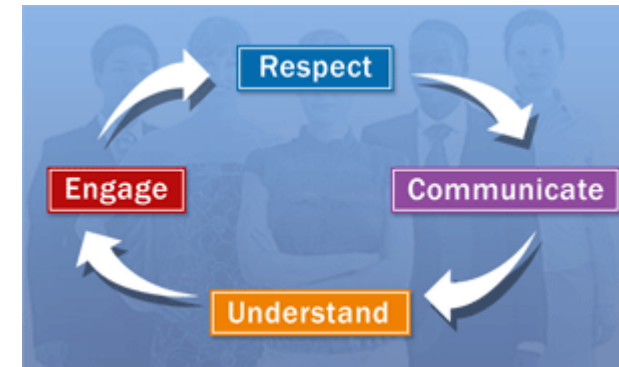
Source: http://research-methodology.net/wp-content/uploads/2012/10/branded_organisational_culture.jpg

- Ways of working - “compromised working culture”
- Understanding the “other”
- Categorising people is bad - stereotypes are intellectually prohibitive

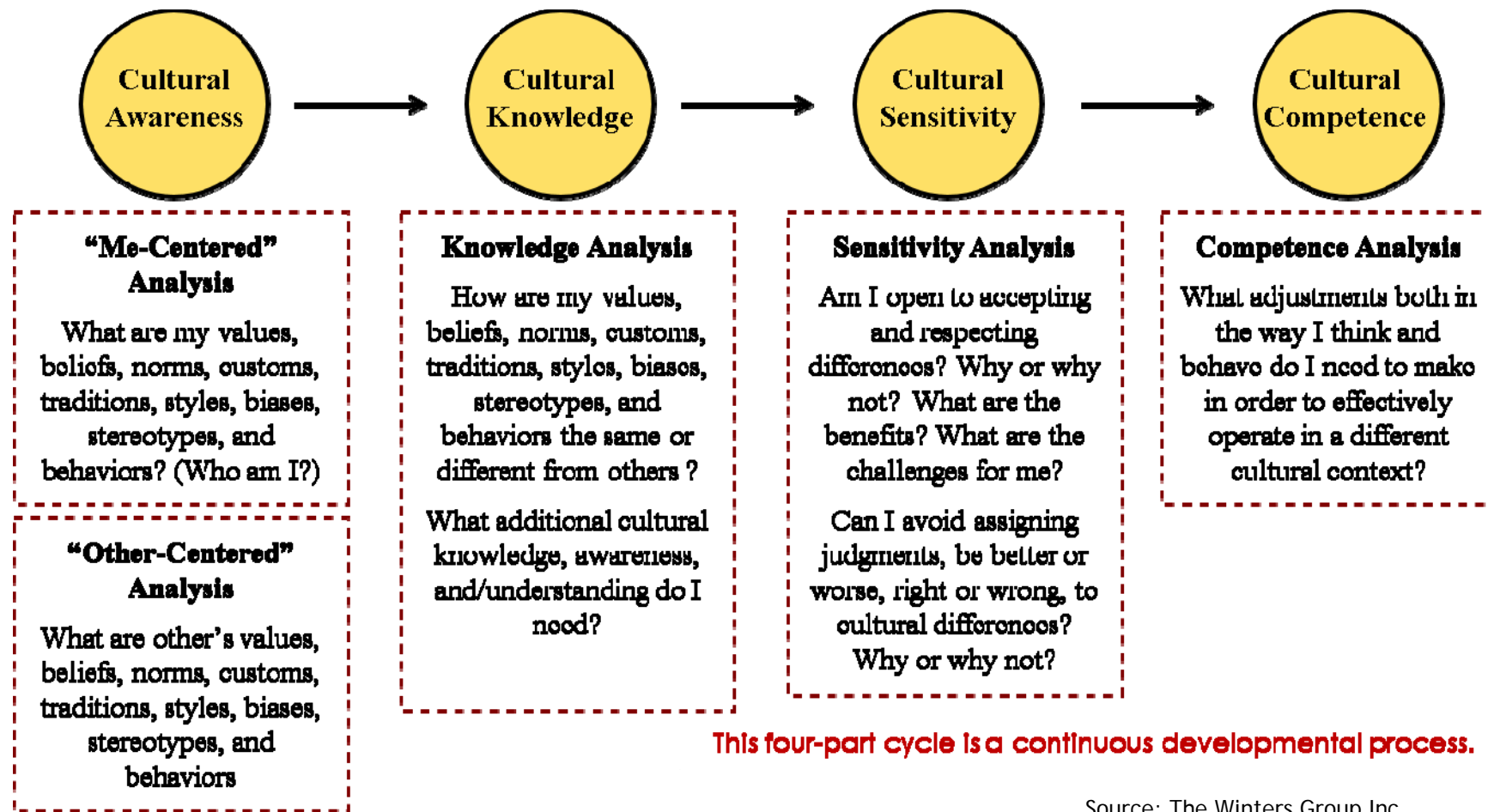
CULTURE COMPETENCE IN TEAMS



1. Verbalize non-verbal communications and use cues
2. Give time and attention to your communication style
3. Be self-aware & recognize differences
4. Accommodate the teams' behavior
5. 'fun', 'teamwork', 'energy' are expressed differently
6. Be honest and verify your interpretations



THEREFORE...



Source: The Winters Group Inc.

**MAYBE IF WE TELL PEOPLE THE BRAIN
IS AN APP, THEY'LL START USING IT.**



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