

## **Cultural and Intercultural Dimensions**

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According to Professor Geert Hofstede, 2013, culture is the unseen and unscripted rules that govern and guide people in different groups. Furthermore, in his research on cultural and intercultural expectations, he found some values which can be applied in comparing different cultures (Value Dimension of Culture n.d.). For instance, the level of individualism in Argentina is higher than in Brazil, and one will expect them to behave more attentively towards individual needs rather than interrelated needs (Compare Countries n.d.). In terms of power, Argentina is less hierarchical than Brazil, which is egalitarian. Argentina values power and hierarchical prowess rather than an equality in societal responsibilities. Both countries seem to be comfortable with rules and norms, depicting tight structured cultures. Brazil tends to hold on to relational aspects within the society as opposed to Argentina, which is a task-oriented society. Brazil values interpersonal relationships, while Argentina focuses on the main task at hand regardless of who is handling it. Lastly, Argentina is more assertive and ambitious than Brazil at the masculinity level. Brazil is gentle and diverse, while Argentina is focused on achievements.

Professor Hofstede compares national and organizational cultures to weather and climate (Jan, 2020). Thus, organizational culture is more recognizable and impactful to peoples' lives. In contrast, on the contrary, national culture is obscure and treated as a normal aspect with less impact on our lives.

Hofstede's country analysis is sumptuous and rich in cultural understanding. After analyzing the two countries, I have gained significant knowledge and a thirst for more. My future reaches pertaining to culture will be heavily reliant on the website. His work is best in intercultural understanding and adopting firsthand knowledge.

As Hofstede illustrates it, the attributes of distinguishing cultures depict the cultural competencies of the distinguished culture. According to SHRM, organizations globally are advised to embrace the aforementioned aspect, especially in leadership, as it enables “intercultural competence”. Organizational leaders are believed to be competent when they deal with diverse employees, while culturally diverse employees tend to be more focused since they depict high rates of self-awareness and assertion (SHRM, n.d.). An organization with a high level of “cultural competence” depicts a swift flow of activities and production; thus, success is guaranteed.

## Works Cited

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