

THE CULTURAL DIMENSIONS OF HOFSTEDE IN THE MEXICAN FOOTWEAR MANUFACTURING COMPANY VOGATTI

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ABSTRACT

Studies of national and organizational culture have a long tradition within the fields of academic research. The objective of the present study is to describe the cultural aspects that characterize a specific Mexican footwear manufacturing company, based on the cultural model of Geert Hofstede that describes the cultural profile of an organization or a country by the following 6 different cultural dimensions: power distance, individualism-collectivism, masculinity-femininity, uncertainty avoidance, long term – short term orientation and indulgence-restraint. Detailed information of the company's workers were collected applying a questionnaire based on the Likert scale, which was subsequently processed with SPSS and MS Excel data analysis programs. The present descriptive study contributes to the updating of the characteristics of the Mexican culture and shows partially divergent results in comparison to the results for the Mexican culture of the Hofstede model. This means, compared to Hofstede the present study can confirm for the research object the same tendencies in the dimensions power distance, uncertainty avoidance and indulgence-restraint. However, in the dimensions individualism - collectivism, masculinity - femininity and long term - short term orientation the results for the group of workers of the Mexican company are contrary to the results of Hofstede for the Mexican culture.

Keywords: National culture, organizational culture, Hofstede model.

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