

**Hofstede's Five Cultural Dimensions** are a framework used to compare national cultures and understand how values influence behavior in organizations and society.

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## 1. Power Distance Index (PDI)

- Measures how much **inequality and hierarchy** are accepted in a society.
- **High PDI:** People accept unequal power distribution (e.g., strict hierarchies, authority respected).
- **Low PDI:** People expect equality and question authority.

**Example:**

Malaysia (high) vs. Denmark (low)

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## 2. Individualism vs. Collectivism (IDV)

- Describes whether people prioritize **individual goals** or **group goals**.
- **Individualistic cultures:** Emphasis on personal freedom and achievement.
- **Collectivist cultures:** Emphasis on family, loyalty, and group harmony.

**Example:**

USA (individualistic) vs. China (collectivist)

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## 3. Masculinity vs. Femininity (MAS)

- Refers to the distribution of **achievement vs. care-oriented values**.
- **Masculine cultures:** Competition, success, ambition.
- **Feminine cultures:** Cooperation, quality of life, caring for others.

**Example:**

Japan (masculine) vs. Sweden (feminine)

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#### **4. Uncertainty Avoidance Index (UAI)**

- Measures how comfortable a culture is with **uncertainty and ambiguity**.
- **High UAI:** Strong rules, planning, resistance to change.
- **Low UAI:** More relaxed, open to new ideas and risks.

**Example:**

Greece (high) vs. Singapore (low)

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#### **5. Long-Term Orientation vs. Short-Term Orientation (LTO)**

- Focuses on how societies view **time and tradition**.
- **Long-term oriented cultures:** Persistence, saving, adapting for the future.
- **Short-term oriented cultures:** Respect for tradition, quick results.

**Example:**

China (long-term) vs. USA (short-term)

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