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THE PSYCHOLOGICAL ASPECTS OF CROSS-CULTURAL DIFFERENCES IN ORGANIZATIONAL CULTURE

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Abstract

Today, Kazakhstan represents a multicultural republic of 120 ethnic groups. Through the diverse political, economic, and ethnic diversity within the region, foreign companies produce only one of many inter-patented ventures, producing up to 90% of the area's gross product. The purpose of the research is to review the cross-cultural characteristics and influences within the Kazakhstan Astana Bank. This was done through an interview of 50 employees of the Bank belonging to various ethnic groups: Kazakhs, Russians, Koreans, Uighur, Arabics, etc. To perform this research, specific methodological tools were developed, including Schwartz's questionnaire on assessment of organizational values developed by Hofstede (1980, 1983). Theoretical and methodological basis of our study was the concept of human resource management as articulated by the Russian psychologist Rozin (1961). Also, the works of Russian scientists like Myzander (1961), Kabanenko (1962), Rozin (1966), Sivitski (1968), etc. was reviewed. We also analyzed the works of Kazakhstan scientists like Izbakipova, Amangambetova (2014). These authors define human resource management as one of the most important spheres in the life of an organization as it can enhance its effectiveness. Management of human resources is viewed in the wide context of economy, statistics, psychology, and philosophy. This study focuses on the importance of the concept of a national character of organizational culture introduced by Lamoreaux and Hickson (1980) as well as the basic parameters of production values in a multinational corporation (Mazomeno, 2011).

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1. Introduction



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Globalization has had a large impact on the growth of international economic relations. Through increasing the number of companies working across the international environment, new ways of communication, models of organizing work processes, and arrangements have been developed. International business interactions not only have advantages of business but impose many challenges from which it is nearly impossible to distinguish. Age, gender, professional religion, national individual, etc.

Globalization demands firms identify and understand of differences among groups in cross-cultural aspects. When specific differences between cultures are not understood, negative effects can result that can completely deteriorate or even destroy an organization. Thus, studies, management and overall personnel control techniques should be built across cultures, organizations.

As a rule of thumb, the culture is different, able to compare and contrast, and communication between representatives of different cultures. The firm's management strategy to cope in the cross-cultural environment aspect and accordingly create an organizational structure. This strategy can be used to control and coordinate the cross-cultural relationship within the firm. Such a structure can supervise the firm's internal differences of cultures, develop policies and procedures for personnel control while not interfering with the culture and traditions of the various ethnic groups because within the firm's personnel.

In Kazakhstan, the management system, which has been implemented especially for cross-cultural environment, is now the subject of discussion and close attention, caused by an increasing level of gross product by 40%.

2. Problem Statement

According to Avtarganbetova (2014), the management system in Kazakhstan has implemented specific approaches to the cross-cultural environment. The increasing number of international companies and ventures operating in the Republic, being driven the attention and discussion of cross-cultural field.

Today we are facing the problem of cross-cultural environment of international business, solving this problem can create conditions for effective work within multi-cultural organizations. To achieve an effective and productive multi-cultural business, which values on the language and culture differences can be developed and integrated into the firm's management system.

3. Research Questions

Many of the research methods of industrial/organizational psychology have weaknesses in the context of cross-cultural research (Matsunaga, 2011; Triandis, 2010). The field of organizational psychology developed with the growth of business and management science. As such, the field understanding organizations and most organizational-related programs, concepts from sociology and anthropology began to influence the field. This reflects the variety of the research of cross-cultural