

Impact of Global Culture on the UAE

Syed Sultan Mohiuddin

Abstract- This paper is aimed to evaluate the impact of global culture on the economy of UAE, it illustrates different aspects of globalization in accordance with UAE. Further this paper deals with the significance and limitation of the research. This research is qualitative while it gives a brief review of decision-making in organization. The present study will discuss risk recognition in decision making in different social environments. The goal of this research is to study multifaceted contrasts in risk recognition and how they influence risk taking and decision making in multicultural organizations in the UAE.

Index Term- Globalization, Decision Making, Multicultural Organizations, Social Components, Economic Growth, Risk Factors, Risk Recognition

1. INTRODUCTION

Globalization is the process of integration of nations in a global economic space. In other words, globalization is the emergence or strengthening of economic actors (mainly the various States and Multinational Companies), markets and regulations worldwide. Globalization applies not only economic field. Indeed, the cultural sphere tend to split, the word "culture" takes on two different meanings¹:

- i. Firstly, there are the production, circulation and consumption of cultural products (music, movies, TV shows)
- ii. Secondly, the spread of lifestyles, norms and values of the same company through standard goods.

Culture is the set of ways of thinking, doing, behaving in a group or society. It seems necessary to the individual who acquires by socialization.

It is manifested in the arts, religion, political structures, education, work organization, the brief courtesy in all aspects of social life. The combination of those two words evokes contemporary debates on globalization of culture as a single thought, the fate of minority cultures. Globalization is not only about the global economy. By connecting people and increasing interdependencies between regions, it has fostered the emergence of a global culture and the standardization of consumption patterns. But faced with this form of standardization of the world, have developed resistance.

The world hesitates and between uniformity and diversity, and it is ultimately the cultural heterogeneity that seems to dominate. Rapid globalization has changed the way business is done. Improved telecommunication

systems and faster methods of travel have made the world a smaller place, where changes in one location can quickly have an impact far and wide. Hence, in this much-focused globalized world, sound and fast decision making is essential for business prosperity².

Globalization has likewise changed the nature of organizations and the way in which they conduct meetings, which may comprise individuals enlisted from diverse nationalities and societies. An issue that poses difficulties for business organizations today is how to best access the capabilities of these different people and minimize any unfavorable influence of experiences that shape their practices. In the United Arab Emirates (UAE), there is an absence of research opportunities on monetary and social changes. Given recent increases in the size and number of multinational enterprises (MNEs) in the Middle East, the circumstances and difficulties confronting MNEs in the region are an important issue. The aim of this research is to further our understanding of the settings for overseeing MNEs in the Middle East and shed light on the distinctive administration methodologies utilised by MNEs³.

The research rationale is based on the fact that there remains a deficiency of information on this important region. In their study of MNEs, Pettigrew (2000) state that a few sections of the globe have stayed detached. Issued its monetary and political significance, the most glaring oversight is the Middle East. UAE is a multicultural country with people from more than 200 nations living and working there. The way gatherings investigate business issues and location they have

¹ Zolait, Ali Hussein Saleh – 2013, Technology Diffusion and Adoption: Global Complexity, British Catalogue. P. 77-88.

² Triandis, H. C., & Triandis, L. M. (1962). A cross-cultural study of social distance. *Psychological Monographs: General and Applied*, 76(21), 1.

³ Nisbett, R. E., & Masuda, T. (2003). Culture and point of view. *Proceedings of the National Academy of Sciences*, 100(19), 11163-11170

organizations with the foundation of their individuals and how they see certain business situations. Society is considered to have a significant influence on an individual's impression of risk, and thus controls their appetite for risk taking and their decision-making conduct⁴.

1.1 Statement of the Research Problem

A nation's social setting is critical in the work of a firm and contributes significantly to decision-making by organizations. Various studies focusing on society and risk consider that decision making by organizations does not take this issue into account. The present study will discuss risk recognition in decision making in different social environments. The goal of this research is to study multifaceted contrasts in risk recognition and how they influence risk taking and decision making in multicultural organizations in the UAE. The study considers the showcasing of business because advancing items, making it as an occupied with moving one is a troublesome assignment, and it is harder to remove it in differentiated refined spots. In UAE, individuals differ in their social foundations given the calling, work and so on. It's hard to advance or market items in such circumstances. As organizations are progressively becoming more global and the constituency of their meetings broadens, contrasting risk discernment is having progressively more significant effects on how decisions are made by these worldwide business organizations⁵.

As noted by Lamm (1971) that encouraging an assortment of social qualities in the work environment, organisations pay attention to the refinements between diverse social groups' state of mind and execution at work. Every attendee at an open meeting brings with them an individual foundation and social qualities, and may also have a unique impression of risk, which is reflected in the decisions made by the meeting. When diverse individuals with such distinctive risk recognitions meet to make decisions, what the group decides is ultimately moulded by how their different social foundations cooperate⁵.

1.2 Research Objectives

The purpose of this research is to study multifaceted contrasts in risk recognition and how they influence risk-taking and decision-making in multicultural organizations in UAE. The study will analyze how culture shapes the decisions of diverse

gatherings and levels in member organizations. In particular, the researcher aims to investigate the connections between society, hazard observations and the decision-making procedures of organizations in UAE⁶.

1.3 Research Questions

To guide this research, the following exploration inquiry is proposed: 'How does a multicultural meeting environment influence hazard in decision making in the setting of the UAE?' An individual's social foundation affects their conduct and the decisions they make, and how they react to particular situations. Therefore, to acquire an understanding of shifting socio-social, representative experiences and their effects are fundamental. Recognizing that different people may react in a different manner in a given circumstance, or may have a fluctuating perspective is critical in business administration. To address the research question, this study will consider the following sub-questions:

- i. What is the effect of society on people and gatherings in the organization?
- ii. What is the effect of hierarchical culture on risk observation and decision making?
- iii. How do multicultural meetings complicate decision making?

1.3 Significance of the Study

This study is important for hypothesis and practice. Previous research by Madaras, (1967) supports the requirement for inside and out subjective research on the central relationship between society, and risk observation and decision making⁷ several researchers have taken this recommendation forward. Their discoveries are especially significant in today's settings as organisations are becoming more socially mixed. Consequently, understanding and taking into account the effect of cultural diversity on risk discernment and decision making is essential for improving our comprehension of the effect of society on cooperative decision making⁷.

To address the requirement mentioned above for extra research, the current study, through an inside and out the subjective investigation, investigates and examines connections between society, hazard observations and decision making from multiple points

⁴ Pettigrew, S. (2000). Ethnography and grounded theory: a happy marriage? *Advances in Consumer Research*, Vol. 27, pp. 256-60.

⁵ Lamm, H., Schande, E., & Trommsdorff, G. (1971). Risky shift as a function of group members' value of risk and need for approval. *Journal of Personality and Social Psychology*, 20, 430-435.

⁶ Hsu, F.L. (1981) Psychosocial homeostasis and jen: Conceptual tools for advancing psychological anthropology. *American Anthropology*, Vol. 73, pp.23-44.

⁷ Madaras, G.R & Bem, D.J. (1967). Risk and conservatism in group decision-making.

of view⁸. Moreover, the study responds to the increasing requirement for extra knowledge in this immediate area of legal research. This study is significant because no comparable studies have been undertaken in the setting of UAE, which over the last two decades has become progressively more socially diverse—a social profile that is reflected in the workplace. Moreover, this study will make a critical contribution to the literature on this subject and improve aggregate comprehension of the difficulties caused by social impact posture in righteous life. Tradition is the transmission of cultural content through history from a founding event or an immemorial past tradition is universal and takes different forms in different countries, but a tradition is not always at the national level it can be family⁹.

The tradition is different from the usual. The custom is a history of regions of communities, traditions illustrate the history of peoples. French traditions are very rich: there is, in every region of the objects or products terroirs. This is a typical example of French cultural specificities. They are manufactured elsewhere and are known for some globally. They live in the local economy by producing and buying raw materials nearby. But this is double-edged. This kind of product is often more expensive than the market due to the low quantity of production to the market. Moreover, it is the large food companies that recover this market. You lose a little of the product of the usual soil. Local products, to be developed, are presented as food or luxury except share their taste.

1.4 Limitations of the Study

The implications of this contextual analysis are restricted to information gathering and investigation in one organization, in the showcasing business. In this way, the researcher backers alert in the speculation of the discoveries of different structures or different commercial ventures. This subjective study aims to examine the effect of workers' fluctuating social foundations on the decision-making processes and risk administration of organizations; it does not plan to determine if one society is superior to another in its decision making or risk management. Due to time constraints in planning and undertaking the study, the researcher could not choose a blended exploration outline. The sample size is restricted because the researcher was not able to interview more members in

the allotted time remaining following the development of the study¹⁰.

Further, the information that will be gathered may not reflect the accurate conclusion of the aggregate populace. Finally, the study was constrained to UAE. Indeed there is a recent phenomenon cultural globalization that promotes the standardization and homogenization of products. The latter leads to an acculturation but globalization has certain limitations on its cultural exports. Globalization involves direct and indirect contact between cultures of different countries. These contacts, by either direct encounters between individuals and groups, or by indirect objects and capital can lead to three types of reactions: assimilation, integration or so cultural denial. In the case of assimilation and integration, cultural globalization is seen as a benefit to civilization since they were able to adopt new customs. Globalization today enables the exchange of goods and services worldwide. Of own products to a specific culture can be sold anywhere. So everyone can have access to its own product even when traveling away from home. This cultural globalization is changing our morals by acculturation and even change profoundly. But each of our company has a strong identity and that globalization affects our cultural, our customs and our ways of thinking, culture and will only be changed by any flows¹¹.

2. DISCUSSION

An organization's way of life creates people and gatherings to help it adapt to its surroundings. Understanding how culture affects each in an organization can help the administration maintain hierarchical attributes that are important to a compelling aggregate exertion. An understanding of society and how to change its influence is an essential resource for supervisors attempting to accomplish key results that in many cases incorporate fluctuating views of decision making and risk administration. Detaches in the middle of activities and words will be obvious in multicultural meetings, especially during the time spent decision making in the business organization setting. There is a need to develop an understanding about how multicultural meetings sway decision making to gauge the potential for either supporting the influence of a particular culture or moderating its influence¹².

⁸ Rossman, G. B., & Rallis, S. F. (2003). *Learning in the field: An introduction to qualitative research* (2nd ed.). Thousand Oaks, CA: Sage.

⁹ Triandis, H.C. (1960). Cognitive similarity and communication in a dyed. *Human Relations*

¹⁰ Rust VD, Portnoi L & Bagley SS (2010), *High Education Policy and the Global Competition Phenomenon*, Palgrave Macmillan, NY

¹¹ Hofstede, Geert (1984). *Culture's Consequences: International Differences in Work-Related Values*. Beverly Hills: Sage Publications, 1984

¹² Markus, H.R. and Kitayama, S. (1991) *Culture and the self: Implications for cognition, emotion, and motivation*.

Various world areas are now linked by a transport network (especially air transport development) and communication (Internet, television ...). These networks are operated by large transnational companies, especially Western, who sell their products to consumers around the world. These products are first manufactured and standardized products. Corporate strategy, of creating consumer standards making it easier marketing their production has had effects on the development of cultural globalization. This phenomenon is accentuated with the marketing of cultural products (films, TV shows, art ...) or by purchasing internationally, by large groups, standardized entertainment complexes (Disneyland) newspapers, publishers.

This standardization of consumption patterns particularly affects the younger generations (e.g. abandonment in west Africa traditional clothing for the western designer clothes imported by flippers). It is also favored by population migration participating in cultural interaction (eg immigrant communities have retained some of their traditions while adopting those of the host country). Tourist migrations are characteristic of this because they enable people to discover new spaces while creating standardized tourist areas such as resorts, for example. In reality, we are witnessing the creation of a "global village" that promotes cultural globalization and the intermingling of cultures and many influences. The poles of cultural uniformity is not only Western countries¹⁷. UAE manga, the "telenovelas" Brazilian, the information in the Arab channel "Al Jazeera", the Indian film Bollywood have as much implanted worldwide as McDonald's or Coca Cola. The almost simultaneous transmission of information via TV, Internet and satellite and creates the illusion of a unified interconnected world and permanent interdependence¹³.

One of the most emblematic examples of this reality is probably the globalization of major sports events. When the Olympics were recreated by Baron Pierre de Coubertin in 1896, only 245 athletes and thousands of Greeks were able to attend. While in 2004, in Athens, 10,500 athletes from over 200 countries competed in front of more than 4 billion viewers. It's the same for football, the most publicized discipline of "Planet Sport" whose best players are known internationally and taken as an example by children of all countries²⁰. In this context, it is easy to understand the economic issues (advertisements of the large firms) but also political (Beijing Olympics) generated by major sporting events. The anti-globalization movement, born

in the 1990s, form international associations involving tens of thousands of members. They use globalization and communication tools are very active in the "global village". They put pressure on authorities and international bodies to denounce the "liberal globalization" and unified world. They want to propose another model of economic and social development and advocate for citizen action¹⁴.

2.1 Nationalism and Regionalism

This desire to preserve cultural pluralism also leads to the affirmation of local characteristics in response to the identity crisis generated by globalization, led by assertion of local identity protection groups born in the 1970s We are witnessing the promotion of regional languages and stories, local products, local culture, traditional techniques which appear as rich heritage to preserve the standardization brought by globalization. The cuisine is a good example. But this revival of regional and national cultures may also lead to violent movements such as Basque or Corsican separatists, characterized by a desire for community declines¹⁵.

By promoting cultural intermingling, globalization has allowed the emergence of multicultural and mixed societies, marked by numerous external cultural contributions. New forms of cultures and lifestyles have thus emerged. But multiculturalism is also the subject of fears and fears loss of traditional cultural identities. These fears sometimes create community recesses from ethnic and religious minorities struggling to integrate into the host country with sometimes radically different values. But fears can also be the result of original communities of the host countries rejecting the newcomers. We witness outbreaks of xenophobia (against Westerners in the Arab countries, for example) or nationalism (Eastern Europe). These tensions have resulted in extreme cases of ethnic conflict or attacks¹⁶.

3. CONCLUSION

The study concludes that the way of life and practices followed in a country have a substantial impact on its citizens. Fundamental risk taking and the decision-making procedures followed by representatives of an organization are influenced by its national culture¹⁷. For example, social components, traditions,

¹³ Ellingson, J (2009). Managing Risk with a Cultural Perspective, Risk Management; 56, 10; pg. 50-54.

¹⁴ Chiu, L.H. (1972) A cross-cultural comparison of cognitive styles in Chinese and American children. International Journal of Psychology. Vol 7, pp.235-242.

¹⁵ Carlson, J. A., & Davis, C. M. (1971). Cultural values and the risky shift. A cross cultural test in Uganda and the United States. Journal of Personality and Social Psychology, 20, 392-399

¹⁶ Brown, R. (1965). Social Psychology. New York: The Free Press

¹⁷ Carnegie-Mellon University. Journal of Experimental Social Psychology, Volume 4, Issue 3, July 1968, pp.350-365.

values, laws, religion, national character, regard for individuality, steadfastness and rights concerning property affect the decision making of an individual. Moreover, the moral contemplations of company representatives are profoundly influenced by the way of life in their country. How workers view a hazard, how they propose to address it, and the qualities they exhibit while making decisions on associated issues are all firmly dictated by the way of life with which they identify¹⁸.

REFERENCES

- [1] Zolait, Ali Hussein Saleh – 2013, Technology Diffusion and Adoption: Global Complexity, British Catalogue. P. 77-88.
- [2] Triandis, H. C., &Triandis, L. M. (1962). A cross-cultural study of social distance. *Psychological Monographs: General and Applied*, 76(21), 1.
- [3] Nisbett, R. E., & Masuda, T. (2003). Culture and point of view. *Proceedings of the National Academy of Sciences*, 100(19), 11163-11170
- [4] Pettigrew, S. (2000). Ethnography and grounded theory: a happy marriage? *Advances in Consumer Research*, Vol. 27, pp. 256-60.
- [5] Lamm, H., Schande, E., & Trommsdorff, G. (1971). Risky shift as a function of group members' value of risk and need for approval. *Journal of Personality and Social Psychology*, 20, 430-435.
- [6] Hsu, F.L. (1981) Psychosocial homeostasis and jen: Conceptual tools for advancing psychological anthropology. *American Anthropology*, Vol. 73, pp.23–44.
- [7] Madaras, G.R & Bem, D.J. (1967). Risk and conservatism in group decision-making.
- [8] Rossman, G. B., & Rallis, S. F. (2003). *Learning in the field: An introduction to qualitative research* (2nd ed.). Thousand Oaks, CA: Sage.
- [9] Triandis, H.C. (1960). Cognitive similarity and communication in a dyad. *Human Relations*
- [10] Rust VD, Portnoi L & Bagley SS (2010), *High Education Policy and the Global Competition Phenomenon*, Palgrave Macmillan, NY
- [11] Hofstede, Geert (1984). *Culture's Consequences: International Differences in Work-Related Values*. Beverly Hills: Sage Publications, 1984
- [12] Markus, H.R. and Kitayama, S. (1991) *Culture and the self: Implications for cognition, emotion, and motivation*.
- [13] Ellingson, J (2009). *Managing Risk with a Cultural Perspective*, *Risk Management*; 56, 10; pg. 50-54.
- [14] Chiu, L.H. (1972) A cross-cultural comparison of cognitive styles in Chinese and American children. *International Journal of Psychology*. Vol 7, pp.235–242.
- [15] Carlson, J. A., & Davis, C. M. (1971). Cultural values and the risky shift. A cross cultural test in Uganda and the United States. *Journal of Personality and Social Psychology*, 20, 392-399
- [16] Brown, R. (1965). *Social Psychology*. New York: The Free Press
- [17] Carnegie-Mellon University. *Journal of Experimental Social Psychology*, Volume 4, Issue 3, July 1968, pp.350-365.
- [18] Giddens, A.,(2000) *Runaway World: How Globalisation is Reshaping Our Lives*, London,

¹⁸ Giddens, A.,(2000) *Runaway World: How Globalisation is Reshaping Our Lives*, London