

Crossvergence and cultural tendencies: A longitudinal test of the Hong Kong, Taiwan and United States banking sectors

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Introduction

The aim of this paper is to provide an explanation with regard to cross-vergence as a concept and to provide an analysis on the claim that culture is not static and that the policies and practices of an organization have to consider the complex interaction which takes place between the values of different cultures (McGrath et al 2010).

Concept of Cross-vergence

According to the research study by Kelly et al, the cross-vergence is important. In accordance to the theory of cross-vergence, as the economic condition of countries will keep developing, interacting and evolving and this will give rise to a considerable impact on several cultures in the society leading towards creation of a separate unique personality (McGrath et al 2010). The blends present in the identity culture of past creations, cultural identity would developed for meeting the unique threats and for responding to the outside forces such as competition at the global level (MacNab 2000). A very good example has been quoted in the article with regard to cross-vergence referring generally to the Asians to be collectivist in nature without identifying clearly their particular concept or area.

Culture is not stable: Evidence Analysis

The studies quotes what has been suggested by Hofstede that if there was stability associated with culture then change with regard to value and position within the regions would be very little. The unstable culture and the most dynamic environment of culture offers such changes that lead to remarkable modifications. This modification cannot be sidelined and it becomes important to consider each and every aspect of the change brought in through culture in order to manage change in the appropriate manner. The concept of individualism is loosely knit and when these individuals collaborate then they form a cultural group with different feelings and thought processes (Kelley et al 2006). The unstable nature of culture is proved authentically in the study by examining the dimensions of culture between different countries such as U.S., Hong Kong and Taiwan. There were various conclusions that the study illustrates especially the ones being important to framework of management (McGrath et al 2010). However, the most prominent illustration in the study is the unstable nature of culture and the consideration of parameters leading towards positioning relatively the activity commercialization. In a pragmatic way, the research illustrated that policies of organizations and the practices within the organization have to result in maximum effectiveness through being updates especially in comparison to the realities of cross vergence and the culture being not static. Moreover, it

seems beneficial to accept the fact that different countries have different ways of working and when a company operates in a different country then the organization policies and the practices should be in accordance to the culture of the external environment (Luo et al 1996).

Conclusion

The study has taken up a clear hypothesis and clear study purpose. Using the claims and the arguments, this study has focused on cross vergence and the concept of culture being not static and highly dynamic. This paper provides a brief explanation of cross vergence with examples. Another essential element of this study lies in the significance given to cultural diversity (Huff et al, 2004). The target in this study was on countries such as China, Hong Kong and Taiwan with comparatively less cultural differences in order to understand the vastness of change and its considerable management.

References

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