Preface

Life was never meant to be difficult, we just make it that way so that it fits into societies and our indoctrinated concept of what things should be like. - Steven Redhead

Nationalism is undoubtedly on the rise in the second decade of the 21st century. One poignant example can be found in the current strife in the Ukraine between the national government forces and pro-Russian separatists. Within that conflict, there have even been two self-proclaimed areas called the Lugansk People’s Republic (LPR) and the Donetsk People’s Republic (DPR) in the eastern part of the Ukraine. Of course, the Russian annexation of the Crimea serves as an additional example of nationalistic events which are unfolding elsewhere in the world. Such examples include the division of the former Sudan in Africa, the multinational claim over the Spratly Islands in the South China Sea (which has been the cause of violent turmoil recently), and the Arab Spring during this decade.

These events raise two very critical questions for the reader to consider:

1. Can these conflicts and their resulting situations provide truly sustainable new states over the long-term given the effects of contemporary globalism on national economies and prosperity everywhere?
2. What have been the real “root causes” of these nationalistic fervors?

We attempt to provide some answers to these questions in this book, if not at the very least provide some serious “food-for-thought” for future study. We believe the concept of Cultural Indoctrination (CI) is the real foundation of nationalism, and this new field is covered in the following pages. The reader should note we are aware of the contested terminology regarding the term indoctrination.

Chapter 1 is an extensive case study examining the culture of development and the developmental capacity of states with Korea as the focus of the chapter. This chapter particularly focuses on the defining characteristics of a developmental state. In addition to the three characteristics recognized in the literature (relative autonomy, capacity, and embeddedness), four others are identified which are essential for a state to become developmental and remain so. These are legitimacy of the state, integration of the society, socio-political stability, and motivation for economic development. The Korean developmental state is taken as a case study and investigated under this new light.

Chapter 2 is a case study on Singapore showing that social controls can help newly developing countries in creating political stability and social cohesion that allows for rapid economic development. However, the side effects of such measures lead to the creation of a compliant society that lacks creativity and innovation, is risk averse in entrepreneurial activity, and is prone to talent depletion. This chapter attempts to answer the question: “Can culture be modified to advance economic growth?”
Chapter 3 explores the claim that the continuous globalisation of the media industry is leading unrelentingly towards a hegemony of global cultural homogeneity. Through a discussion of the phenomenon that is globalisation, and the theoretical background against which the cultural effects of the global media might be studied, the chapter critically examines the role of global commercial broadcasting in the creation of a so-called global culture and in the engendering of global cultural convergence. The past three decades have witnessed an explosion in the size and number of Transnational Corporations (TNCs), while advances in science and technology have revolutionised the way in which people around the world think, work, collaborate, and share information. The expansive growth in the size and number of TNCs and the rapid proliferation of the Internet and its associated technologies has led in recent times to profound changes in the global mass media industry.

Chapter 4 discusses the impact of cultural intelligence (CQ) on global business. CQ is a four-dimensional construct that helps one to understand how the individual cultural beliefs and values, influence motivations and behaviors. CQ is related to the three aspects of intercultural effectiveness that include cultural judgment and decision making, cultural adaptation, and task performance. CQ plays an important role in the areas of global leadership, achievement of managers, global strategic alliances, cross-cultural communications, negotiations, multinational teams, culturally-diverse domestic teams, overseas work assignments, global business competencies, and organizational effectiveness in the global marketplace. CQ is also relevant in establishing global identity in culturally diverse virtual teams.

Chapter 5 explores Japanese cultural traditions and their effect on international business. This chapter is based on a broad research that aimed to explain the Japanese way of acting in international business through their cultural values and to show that these Japanese-specific cultural values come from their philosophical and religious traditions. Therefore, it focuses on the unique characteristics of Japan’s cultural values, social norms, and business customs. This chapter focuses on two aspects. The first is to present the specific cultural values coming from Japanese cultural traditions, more specifically the Japanese philosophical and cultural traditions. The second is to examine the influence of cultural values in the Japanese international business and emphasize the importance of understanding them in depth for doing business successfully in Japan.

Chapter 6 covers the potential and pitfalls of ethnic marketing in the financial services industry in Belgium. The chapter integrates and mirrors ethnic marketing literature and recent debates in geography about financial inclusion to discuss the obvious tensions that further financialization of economically weaker and culturally marginalized groups in society brings along. In doing so, the authors identify key societal trends at the interface of ethnic marketing and the propagation of “alternative” forms of finance and conclude with suggestions for an interdisciplinary research agenda.

Chapter 7 discusses the role of Information and Communication Technologies (ICTs) in expatriates’ secondary socialization into new consumption environments. On the basis of a qualitative study of a question and answer platform directed at expatriates in Brussels, this chapter differentiates between market orientation and socialization practices online. It shows how processes of market simplification, market guidance, and market manipulation co-exist both in expatriates’ orientation and socialization in the new consumption context. The findings of this study lead firstly to discussing the consequences of those online interactions for nationalism, where digital tools may in fact reduce expatriates’ cosmopolitanism. Secondly, the study shows how the collaborative knowledge construction on those platforms creates new forms of market adaptation.
Preface

Chapter 8 analyzes the history of technology and its founding purposes. The evolution of technology resulted in the creation and development of assistive technology. The impact of interactivity of human-computer interfaces on independence, employment, and organizations is analyzed and addressed in relations to disabilities. The utilization of assistive technology in the disabled community, as well as in relations to the independence of the disabled, are covered via the paradigms of assistive technology trainer and job developer for the disabled in the USA: the capital of technology and capital of assistive technology.

Chapter 9 analyzes the regional specificity of Russia in creation and support of creativity within social and economic development, using the Global Entrepreneurship Monitor, Impact Report, and the G20 Entrepreneurship Barometer. Using data from Inglehart’s World Values Survey, the analysis of cultural assignments in the decision making in Russia will continue compared to diverse European practices. It will be a valuable basis for further exploration of collision between global economic systems, demands for creativity and innovation, internal Russian institutional and societal resources for support/rejection of innovation, and culturally indoctrinated behavioral patterns of young researchers and intellectual entrepreneurs, articulated as drivers of the new economy.

Chapter 10 investigates creativity with institutionalization by examining cooperatives in Finland as an alternative way to start a creative business. Typically, creativity and institutionalism are not closely related. People associate cooperatives with institutionalism because of their collective manifestations in history, such as agricultural or financial cooperatives. Often cooperatives consist of several entrepreneurs working under the same “umbrella” organization. In introducing Finnish cases, the planners and designers of creative industries have established cooperatives successfully, which were created for sustainable paths and to provide youthful entrepreneurs with business possibilities and modest profitability. Contemporary neo-cooperatives allow cooperatives to focus on their main area of creating and innovating new business. Creativity cannot flow without time or will to secure large investments and financing, or if the marketing and brand-building are problematic and the decision making slow. Additionally, cooperatives could provide a suitable arena for innovative and creative business.

Chapter 11 examines the role of gender and water within the Indian context. This chapter examines the welfare implication of wage revisions for two Indian unorganized sector female workers with opposite preference patterns for income and leisure in a drought-prone zone. The female workers here face gender-based wage gap and the inconveniences caused by water shortage adversely affect their effective incomes since females are the major users of water in the family. This chapter also makes a couple of recommendations for policymakers and legislators. It experiments with alternative utility functions in a neoclassical, microeconomic behavioural model framework.

Chapter 12 investigates the religious social movements and economic welfare in Turkey. In all societies, there have been some movements which highlight social, political, economic, ideological, or moral problems or aim at partial or complete change. This chapter discusses the new meanings attributed to the concept of social movements in the postmodern era. A theoretical framework is proposed to understand the nature of social movements since the 1960s and to demonstrate their differences from classical movements. Turkey provides a particularly rich context with high potential for social movements, both with secular and religious aspirations. Religious social movements have shown quite a tense relationship with the state throughout the history of the republic; yet, they have gained power and prosperity through evolving liberal economic policies since the 1980s. Therefore, resource mobilization and new social movement paradigms are used to explain Turkey’s religious social movements today.
Chapter 13 provides a theoretical framework for cultural indoctrination. The purpose of this chapter is to examine the potential influence of Cultural Indoctrination (CI) on organizations today in an era of global hypercompetition. It is axiomatic that one of the fundamental realities of contemporary globalism is that organizations today must be able to function successfully across cultural (and national) boundaries to sustain a competitive advantage and remain profitable over time. Achieving this goal requires management to appreciate and understand the key factors affecting global business today. This chapter examines the following factors involved in cultural indoctrination: Child Development, Cultural Intelligence, Education, Institutionalization, Nationalism and Patriotism, Religion, Self-Efficacy, Social Capital, and Values Orientation Theory (VOT). It is from these factors that a conceptual model is developed for potential future application in management theory and practice.

Chapter 14 completes the book by introducing the role of cultural dynamics in the digital age, thus explaining the theoretical and practical concepts of organizational culture, cultural values and belief systems, material culture and artifacts, language and communication systems, cultural interpenetration, deterritorialization, cultural pluralism, and hybridization; the categorization of cultural dimensions; and the application of cultural dynamics in the modern business world. Cultural influences are changing dramatically as cultures are no longer dependent on local resources to formulate their characteristic tastes, preferences, and behavior and are increasingly linked across vast geographic distances by modern communication media. Membership in a culture adapts to new cultural contexts while transporting elements of one culture to another. As membership in a culture becomes increasingly transitional, unique elements are less clearly demarcated or distinctive. Understanding the role of cultural dynamics in the digital age will significantly enhance the organizational performance and achieve business goals in the global business environments.

Albert Einstein (n.d.) once said that “Nationalism is an infantile disease. It is the measles of mankind.” Considering that statement and the theme of this book, the reader should understand how the world can no longer continue the status quo regarding interaction both individually and nationally in order to be sustainable in this century. One merely needs to read newspaper or television news headlines today for support of this statement.

Bryan Christiansen
PryMarke, LLC, USA

Joyce Koeman
University of Leuven, Belgium

REFERENCE