

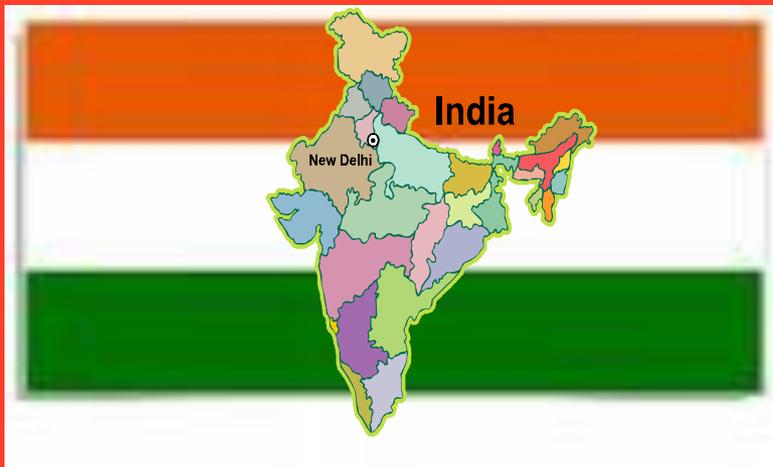
**LAPIN AMK**<sup>7</sup>

Lapland University of Applied Sciences

# Teresa Chen

Ethnic Chinese born and raised in India

Living and working in Finland for past 29 years



# Coping with cross-cultural peculiarities

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[www.laplanduas.fi](http://www.laplanduas.fi)

# Prediction

Anand Subramaniam

[Cross Culture – East & West \(slideshare.net\)](http://slideshare.net)

- Europe 19th century
- America 20th century
- Asia 21th century

According to Goldman Sach by 2050 the largest economies will come from Asia (in the order: China, USA, India, Japan)

# Cultural Iceberg

[1. Intercultural Competence \(velay.greta.fr\)](http://velay.greta.fr)



# East & West

Anand Subramaniam

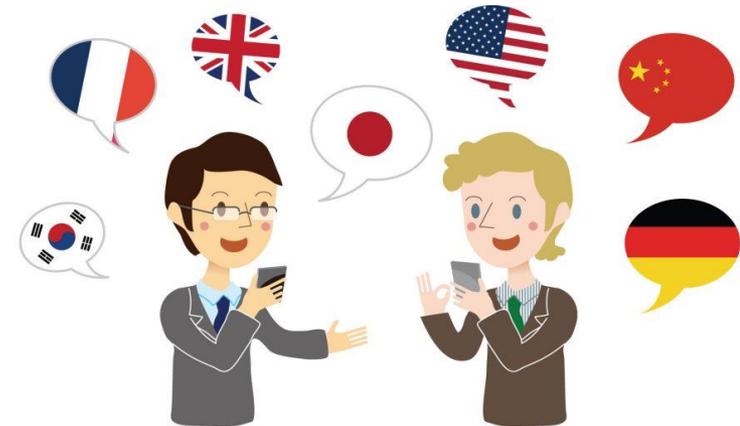
[Cross Culture – East & West \(slideshare.net\)](http://slideshare.net)

- "Don't rock the boat"
- "Go with the flow"
- "You take what life gives you"
- "We're in this together"
- "Go for your life"
- "God helps those who help themselves"
- "If at first you don't succeed, try again"
- "Winner takes all"

# Experiences

Expressing dissatisfaction

Reacting to query

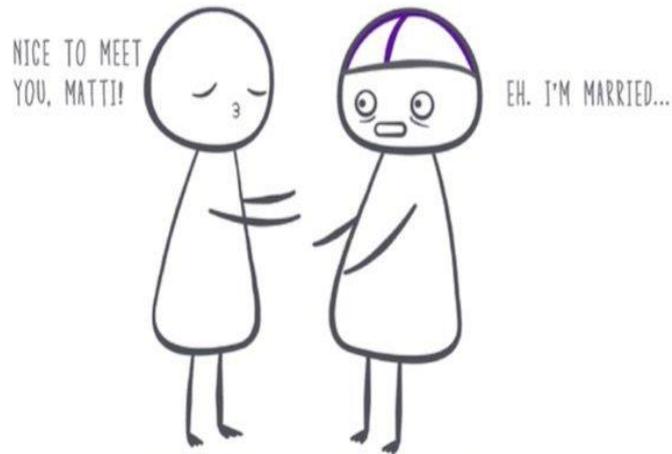


[5 Ways to Avoid Cross-Cultural Communication Pitfalls | MeetingsNet](#)

[Cross cultural communication in MNCs - PageUp \(pageuppeople.com\)](#)

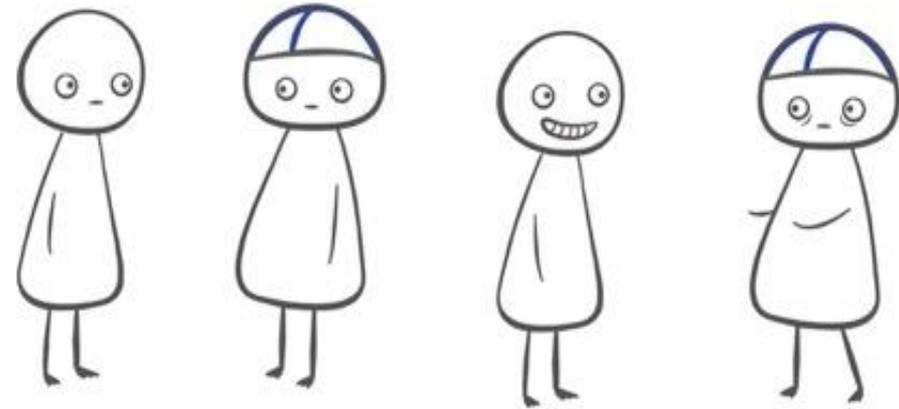
# Finnish-Nightmares-hugging.jpg (800×585) (tamk.fi)

TUAS students



WHEN SOMEONE YOU DON'T KNOW VERY WELL TRIES TO GREET YOU BY KISSING OR HUGGING.

## FINNISH NIGHTMARES



WHEN A STRANGER LOOKS YOU IN THE EYES

AND SMILES

# For your interests ....

- Gert Hofstede – cultural dimensions
- [Country Comparison - Hofstede Insights \(hofstede-insights.com\)](http://hofstede-insights.com)
- Fons Trompenaars – cultural dimensions
- [The Seven Dimensions of Culture - from MindTools.com](http://MindTools.com)
- Edward Hall – cultural contexts
- [High and Low Context \(culture-at-work.com\)](http://culture-at-work.com)

# THE NORTHERN FACTOR

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