



Call for Application

Master Thesis at the Institute of Management and Economics

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„American Business Culture and Management Styles: An all-encompassing overview“

In order to be successful in international business applications, the knowledge of characteristics of the certain business culture is mandatory. In this context Hofstede's cultural dimension research is highly popular and well established to characterize different (business) cultures. The German culture is known to be much different from the American culture in selected cultural dimensions; for example, while "long-term orientation" is high in the German culture, the American culture yields a relative low level of "long-term orientation". These cultural characteristics are prevalent in both private and business contexts. Hence, knowing the cultural nuances of a particular country prevents pitfalls both in private as well as in business situations.

For Germany, the USA is currently the most important economic partner. An understanding of American business culture and knowledge of an American management style are therefore enormously important for successful business relations. It is particularly important to recognize and implement successful entrepreneurial activities within the cultural environment. For example, in the American business world, the first name is always used for addressing. However, don't let this confidentiality deceive you: Even if you are allowed to address your CEO by his first name, it does not mean that he is your buddy.

The present master thesis should highlight the American business culture and should elaborate the American management style. On the one hand, a special focus may be set on American business etiquette and its differences to European/German or Asian business styles. On the other hand, evolutions in American business culture over time may be addressed. In sum, the master thesis should strive for an all-encompassing overview on the American business practices and should illustratively highlight best-practices and pitfalls due to cultural particularities.

References:

- Bakhtari, H. (1995) Cultural Effects on Management Style: A Comparative Study of American and Middle Eastern Management Styles, *International Studies of Management & Organization*, 25 (3), 97-118
- Ermasova, N. (2021) Cross-cultural issues in business ethics: A review and research agenda, *International Journal of Cross Cultural Management* 21(1) 95-121
- Schmidt, P.L. (2012) *Understanding American and German Business Cultures*, Meridian World Press; 6th edition
- Sprenger, E. (2022) *Tips To Develop Business Cultures: The Differences Between German And American*, Independently published
- Steward-Allen, A.; Denslow, L. (2019) *Working with Americans: How to Build Profitable Business Relationships*, Routledge; 2nd edition

Target group:

Students of study program

- Technische BWL
- Wirtschaftsingenieurwesen

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