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HOFSTEDE'S CULTURAL DIMENSIONS AND TECHNOLOGY TRANSFER

MASTER OF BUSINESS ADMINSTRATION

IN

MANAGEMENT OF TECHNOLOGY

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HOFSTEDE'S CULTURAL DIMENSIONS AND TECHNOLOGY TRANSFER

By

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The Dissertation was submitted to the Department of Management of Technology of the University of Moratuwa in partial fulfillment of the requirement for the Degree of Master of Business Administration.

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December 2004

Declaration

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Dr: Vathsala Wikramasinhe

Supervisor

Executive Summary

This research based on case study of two subsidiaries of MAS Holdings of Sri Lanka. The idea is to find a relationship between Hofstede's cultural dimensions and components of Technology at the above-mentioned two companies' Manufacturing technology transfer processes.

Data collection was done by circulating a questionnaire among all the people involved in manufacturing technology transfer processes of both companies. The collected data was analyzed using ANOVA and regression methods.

ANOVA Analysis shows that there is a significant relationship between Individualism and all technology components other than Technoware. Regression analysis shows positive linear relationships in between Humanware & Individualism and Inforware & Individualism.

When the data is further analyzed using individual statements, several interesting relationships could be found. Power Distance shows significant relationships with humanware back up Inforware (hbi). Individualism shows significant relationships with Technoware statements 2 & 3, Support Humanware statements 1 & 2, Technoware maintenance Inforware (tmi), Orgaware back up Inforware (obi), and Orgaware enhancing Inforware (oei). If technology components were used as the factor to analysis data in AVOVA method, following relationships were found. Technoware shows significant relationships with statement three of individualism and statement three of masculinity. Also Orgaware shows a significant relationship with the statement two of Uncertainty Avoidance.

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List of Abbreviations

ANOVA – Analysis of Variances

hbi - Humanware back-up Inforware

hfi - Humanware foundation Inforware

HIS - Humanware-Specific Inforware

I.e. – That is

JV – Joint venture

LI – Linear Intimo Pvt Ltd

M&A's – Mergers and Acquisitions

obi - Orgaware back-up Inforware

oei - Orgaware enhancing Inforware

OSI - Orgaware-Specific Inforware

SBU – Strategic Business Units

SL – Sri Lanka

tai - Technoware attribute Inforware

tdi - Technoware design Inforware

TJLK – Textured Jersey Lanka Pvt Ltd

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tmi - Technoware maintenance Inforware

toi - Technoware operating Inforware

tpi - Technoware performance-enhancing Inforware

TSI - Technoware Specific Inforware

TT – Technology Transfer

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