Cross Cultural Management

Country Spotlight
Uzbekistan

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Agenda

• Country Overview
• Customs & Tradition
• Cultural Analysis
• Basic Manners
• Business Opportunities
• Q&A
1. Country overview
Uzbekistan Demography

- **Ethnicity**
  - Uzbek: 80%
  - Russian: 5%
  - Tajik: 5%
  - Kazakh: 3%
  - Karakalpak: 2%
  - Tatar: 2%
  - Other: 3%

- **Religion**
  - Islam: 88%
  - Christian: 9%

- **Currency**
  - 1 sum = 100 tiyin.
  - 1.00 JPY = 21.5112 UZS

Tashkent
Located between Amu Darya and Syr Darya rivers the Aral Sea, and the slopes of the Tien Shan Mountains

Border countries: Afghanistan, Kazakhstan, Kyrgyzstan, Tajikistan, Turkmenistan

CLIMATE: Continental
Hot Summers (40°C)
Cool Winters (-23°C to -40°C)
Arid, 100-200 millimeters of rain
**Uzbekistan Economy**

Largest consumer market in central Asia with population of about 27 million

GDP: $104.7 billion (PPP, 2012 est.)

GDP Growth: 8.2% (Real, 2012 est.) Stable economic environment

Literacy Rate: 96.9%
<table>
<thead>
<tr>
<th>Time Period</th>
<th>Event</th>
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<tbody>
<tr>
<td>500-300 B.C.</td>
<td>Early History</td>
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<td>700-800 A.D.</td>
<td>The Early Islamic Period</td>
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<td>900-1200</td>
<td>The Turkification of Mawarannahr</td>
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<td>1200-1380</td>
<td>The Mongol Period</td>
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<td>1380-1510</td>
<td>The Rule of Timur</td>
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<td>1510-1870</td>
<td>The Uzbek Period</td>
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<td>1877</td>
<td>Arrival of the Russians</td>
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<td>1867-1900</td>
<td>The Russian Conquest</td>
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<td>1900</td>
<td>Entering the Twentieth Century</td>
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<td>1900-1930</td>
<td>The Jadidists and Basmachis</td>
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<td>1929-1953</td>
<td>The Stalinist Period</td>
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<td>1953-1982</td>
<td>Russification and Resistance</td>
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<td>1, 1991</td>
<td>Independence</td>
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TRADITIONAL DRESS

CHAPAN

TOPPI

KHAN-ATLAS
2. Customs & Traditions
Festivals - NAVRUZ

• Every year on March 21;

  More than 3000 years;

  Sumalak - preparation of ingredients take 2 days,
  Cooking process 24 hours;
Don’t forget

- March, 8th – International Women's Day
Wedding Ceremony

- Number of guests vary from 200 - 600 persons
Bargaining Bazaar
Respect older people
Chayhana

• Teahouse for social interaction
Cuisine
Pilaf

• More than 40 types of pilaf depending on region.
• We have saying:

  *If I have to die - let it be from pilaf*

There are many legends about origin of pilaf.

Interesting one:

  *Alexander Macedonian (329—327 BC) was treated pilaf in Samarkand*
Alcohol

VODKA is most popular
Hospitality

• The guest worth more than father
Hospitality

• Video
Gift giving

- If you will receive a knife as a gift, give symbolic amount of money
3. Analysis of Culture
1. Cultural Dimension of Geert Hofstede

2. Time Orientation
   Thought for past, present, and future

3. Types of Communication
   High-context VS Low-context

4. Organizational Culture
Cultural Dimension of Geert Hofstede

**Traits of Uzbekistan**

- Power Distance: High
- Individualism: Moderate, relatively collective
- Masculine: Very High
- Uncertainty Avoidance: Very High
- Long-term orientation: Very High

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<tr>
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<th>Uzbekistan</th>
<th>Japan</th>
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**Time Orientation**

*Present Orientation*

The Uzbekistan focus the most on Present. Past, Present and Future are slightly connected.
Types of Communication

**High Context Culture**

The Uzbekistan belong to High Context Culture. Understanding for non-verbal communication is important to build relationship.
Organizational Culture

**Eiffel Tower Culture**

- Tends to focus more on “hierarchy” rather than “equity” in society
- Consider the coordination to the people in a higher rank.
- Emphasize on orientation to task.
How to behave in organization?

• Subordinates should obey their boss, because the role of the boss is to instruct them.
• A boss tends to be respected because of its position, not its knowledge or skills.
4. Basic Manners
Greetings

Assalom aleykum

Waalaykum assalom
Greetings between Genders

MALE

FEMALE
Shaking Hands

• Which hand to use?
• In what order?
PERSONAL SPACE & TOUCHING
QUIZ 1: Personal Space
How close is close?

A

B

C
PERSONAL SPACE & TOUCHING

Answer; C
You are invited to a house party which starts from 7 pm., what time should you show up?

A. 6.45 pm.
B. 7.00 pm.
C. 7.15 pm.
D. 7.30 pm.

ANSWER : D
DOs

PLEASE DRESS MODESTLY

YES

NO
DON’Ts
Appearance Matters!
Personal Networks Matter!
5. BUSINESS OPPORTUNITIES
What kinds of natural resources are available in Uzbekistan?

1. Natural Gas
2. Uranium
3. Gold
4. Copper
Muruntau gold deposit

http://www.oxusgold.co.uk/

http://www.mining-technology.com/

http://wikimapia.org/
Natural Gas

Natural gas is provided through pipeline to Russia and China.
Motivation

• Growing and potential market at 7% or higher growth rate
• Rich natural resource
• Improved IT infrastructure
• High literacy rate & abundant skillful workforce
Education – Foreign Universities

- Management Development Institute of Singapore
- Westminster Tashkent University (UK)
- Turin polytechnic university (Italy)
THANK YOU