Anthropology Spotlight Lecture Series
Applying Anthropology to Real World Problems

features

Dr. John Bing

Dr. John Bing is founder and Chairman of ITAP International, a consulting firm with global operations. His consulting experience spans the Americas, Europe and Africa and the pharmaceutical, consumer product, information technology industries and United Nations Agencies. He designed the original version of ITAP International’s Team Process Questionnaire family of consulting instruments and developed a new version of the Culture in the Workplace Questionnaire, originally created by Geert Hofstede.

The field of cross-cultural research and practice has come into its own over the past fifty years, with the work of Geert Hofstede as the exemplar. His extensive published work on dimensions of culture has not been without controversy, but his methodology has prevailed and yielded practical approaches to comparing national cultures that have opened new approaches to learning. This lecture will review his methodological approaches and a practical application of his methodology.

The Case for Comparative Quantitative Measures of Cultures:
The Many Dimensions of Geert Hofstede

Monday, April 10, 2017
Mather Memorial, Room 201
4:15 - 5:30 pm
Refreshments provided

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