

The Revised Minkov-Hofstede Model of Culture and Individual Cultural Components

DATE 27 March 2023 (Monday)
TIME 10:00 am - 11:30 am (Hong Kong Time)
(GMT 2:00 am - 4:30 am)
MODE Hybrid
VENUE GH405 and Online
SPEAKER:



Michael Minkov, Ph.D.

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Varna University of Management, Bulgaria
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Moderator:
Prof. Sylvia Xiaohua Chen
Discussant:
Prof. Michael Harris Bond

Michael Minkov is a professor of social anthropology at Varna University of Management, Bulgaria. He has a Master's degree in linguistics from the University of Sofia, Bulgaria, and a PhD in social anthropology from the same university.

In his early academic career, Minkov specialized in early Old English and Old Norse and translated texts in those languages into French and Bulgarian, published in Belgium and Bulgaria. In the 1990s, he wrote the first grammar of Bulgarian Romani (the Indic language of the Bulgarian Roma or Gypsies), published by the *Journal of the Gypsy Lore Society* in the United States.

After studying, working, and living in diverse societies (Tunisia, Norway, the Faroe Islands, the United Kingdom, the United States, and Slovenia) Minkov acquired a strong interest in cultures and studied classic anthropology at the New Bulgarian University in Sofia and contributed to the foundation of the first department of anthropology in Bulgaria. In the 1990s, Minkov became a follower of Hofstede's paradigm. Minkov and Hofstede wrote eight articles and two books together, including the latest edition of "Cultures and Organizations; Software of the Mind" (McGraw-Hill, 2010), where they explain how Minkov contributed to the expansion and refinement of Hofstede's model.

In 2014-2017, Minkov headed several large-scale research projects for the United Kingdom multinational MediaCom, the government of Kazakhstan, and the National Economic Development Agency of the Philippines. The new data enabled Minkov to propose a thorough revision of Hofstede's model, reducing it to just two dimensions.

Currently, Minkov is working on an individual-level variant of the revised Minkov-Hofstede model and its relation to the Big Five personality traits, building a bridge between comparative culturology and personality psychology.

Abstract

Hofstede's model of cultural dimensions has dominated the cross-cultural field for four decades. However, replication studies of that model exposed serious issues with all of the dimensions. Minkov's presentation explains a revised Minkov-Hofstede model, published in journals of anthropology and cross-cultural management. It consists of just two dimensions of national culture: individualism-collectivism and flexibility-monumentalism (formerly "Confucian dynamism" or "long-term orientation, a dimension discovered by Michael Bond). Recently, Agner Fog demonstrated that all replicable dimensions of culture converge into a two-dimensional model that is essentially the same as that of Minkov-Hofstede. The model is the best predictor of dozens of national indicators, including rule of law, transportation and industrial fatalities, political and economic freedom, gender equality, educational achievement, violent crime, family structure, and many business-related variables. Among other phenomena, the model explains the educational and economic success of East Asia.

Recently, Minkov and associates published an individual-level six-dimensional Minkov-Hofstede model of self-construals. Minkov's presentation will show how these six dimensions relate to the Big Five personality factors. Exploratory analyses (principal components, hierarchical clustering, multidimensional scaling, and network analysis), as well as a confirmatory factor analysis, suggest that the Minkov-Hofstede and Big Five constructs are best modeled as 11 non-orthogonal dimensions that yield four second-order components forming a complex yet logical network. Further, two main groups of components are discernible - ego motivations versus societal motivations - consistent with Digman's and DeYoung's Big Two groups and with Schwartz's two-main personal value groups.



 **Online registration:**

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