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RELIGION AS A CULTURAL DIMENSION IN HOFSTEDE'S MODEL: ENHANCING INTERCULTURAL UNDERSTANDING

Abstract:

Geert Hofstede's cultural dimensions framework has significantly advanced our understanding of cultural differences and their impact on communication and behavior. However, religion, a critical component of many cultures, is not explicitly included in Hofstede's model. This article explores the integration of religion as a cultural dimension within Hofstede's framework. By examining the role of religion in shaping cultural values, beliefs, and behaviors, the paper aims to enhance the model's applicability and relevance in a globalized world. Case study and theoretical insights demonstrate how incorporating religion can provide a more comprehensive understanding of intercultural communication and cooperation.

Keywords:

religion, diversity, intercultural understanding, Hofstede's model