

NEBOJŠA JANIĆIJEVIĆ
Faculty of Economics, University of Belgrade, Serbia

CULTURAL CONVERGENCE OR DIVERGENCE?

Abstract:

The paper explores implications of implementation of contemporary market economy and company management in countries with significantly different national cultures comparing to those in which they emerged. In such countries a dilemma occurs: should national culture be adjusted to economic system and management or should just the opposite be done? The consequence in the first option is the process of convergence, while the consequence in the second option is the process of divergence of national cultures. The paper suggests that Serbia should choose and implement the strategy of crossvergence, that is, to simultaneously adjust the system of market economy and management on the one hand, and national culture on the other. The paper also analyses the roles that the Government, company managers and, especially, academic researchers and teachers should play in the process of crossvergence.

Keywords:

national culture, management, managers, research, education

JEL Classification: M10, M14