

VILLAGE CULTURAL VALUES (VCV): A FOCUS OF AMPARA COASTAL DISTRICT (ACD) IN SRI LANKA

M. B. M .Ismail

*Department of Management, Faculty of Management and Commerce,
South Eastern University of Sri Lanka, Olivil*

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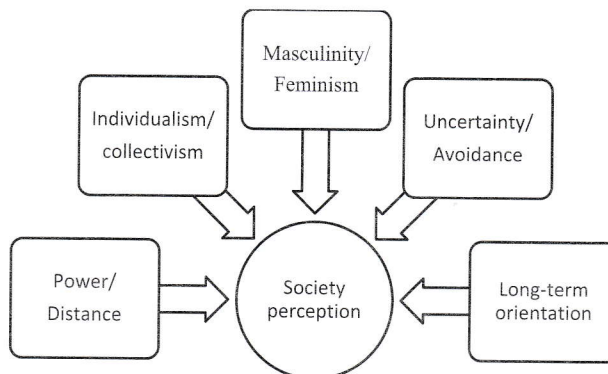
Introduction

Hofstede (1982) analysis is a country- wide study. While this is valid for many countries, it does not hold in the countries where there are strong subcultures that are based on ethnicity of origin or geography. In Sri Lanka, for instance, there are mainly five ethnic societies such as Singhalese, Tamils, Muslims, Christians, Burgers, and others. Each society has different set of norms compared to each other. Chao and Tian (2011); Greckhamer (2011); Flora and Birtch (2007) have studied and used Hofstede (1982) cultural dimensions. However, previous research has investigated culture on the basis of cross- cultural dimension and cross- organizational cultural dimensions within such cross- culture. There is no research in terms of cross- village cultural dimensions as far as the reference done by researcher. Therefore, this research is expected fulfill the existing literature in the areas of culture in Ampara coastal district. Researcher raises "what cultural dimensions of Hofstede (1982) can be suitable in Ampara coastal district of Eastern Province?" as a research question. So as to answer to the above research question, this research purports at determining cultural dimensions of Hofstede (1982) in Ampara coastal district.

Methodology

Researcher uses Hofstede (1982) five cultural dimensions along with literature review so as to develop a research framework as mentioned below. Researcher believes that Hofstede (1982) five dimensions can have impact on society perception of Ampara coastal district. It is depicted in figure 1.

Figure 1. Adopted research framework



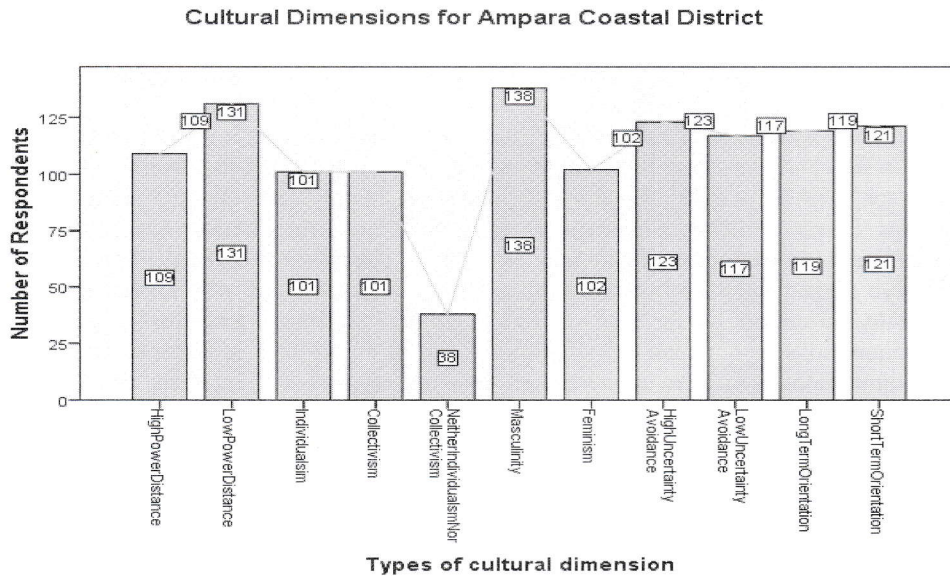
(Source: Adopted from Hofstede, 1982)

Population consists of 197470 villagers, researcher selected 240 villagers as respondents. Primary data collection method is used using questionnaire. Questionnaire consisted of personal profile and Hofstede (1982) five dimensions. Bar and pie charts are used to present data whereas descriptive statistics are used to analyze data.

Discussion and Conclusion

It can be found that Hofstede (1982) five cultural dimensions such as power distance, individualism, masculinity, uncertainty avoidance and time orientation are applicable to Ampara Coastal District (ACD) in Sri Lanka. It is depicted in figure 2.

Figure 2. Cultural dimensions for Ampara Coastal District



It can be concluded that people prefer many leaders and open- room discussion. People also prefer few leaders and closed- room discussion. People prefer low power distance (LPD) than high power distance (HPD). Equal number of people debate for individual reasons and for common benefits. Individualism and collectivism of people are same. People prefer masculinity rather than feminism. People are comparatively high in uncertainty avoidance. People are approximately long- term oriented. Previous results of research in this nature assist to come to concrete conclusions. Ismail and Gunapalan (2012) found that similar findings in corporate culture in Srilankan state sector by a special focus on Divisional Secretariats in Ampara District.

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