Culture and International Business

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Please note that this is a preliminary list;
an updated list will be available at the beginning of the course.

1. Introduction: How to think about complex systems like Culture and Society?
2. What is culture?
3. Cognition and the evolution of culture.
4. The industrial revolution and the culture of the West.
5. Industrial organization, cybernetics and the institutionalization of cognitive capacities.
6. The cultural framework of industrial dynamics.
7. Culture, innovation and business dynamics.
8. Culture and business organizational behaviour.
9. Conclusion and debate.

Reading-list.

1. Introduction: How to think about complex systems like Culture and Society?


Supplementary literature:

Interview with Heinz von Foerster. (Video, German language).
Staubman, Helmuth, “The Affective Structure of the Social World: Repairing a Blind Spot in
2. **What is culture?**


Supplementary literature:


3. **Cognition and the evolution of culture.**

Kronenfeld, David B, “Culture as Distributed Cognition.” Department of Anthropology, University of California, Riverside, November, 1999.
Evers, Colin W. "Culture, Cognitive Pluralism and Rationality." Educational Philosophy and

Supplementary resources:

Gabora, Liane, “Ideas is not Replicators but Mind are.” Biology and Philosophy, 19 (1), 2004. pp.127-143.

4. The industrial revolution and the culture of the West.

Mokyr, Joel, “Why was the Industrial Revolution, a European Phenomenon?” Department of Economics and History, Northwestern University, Fall 2002.

Supplement readings:


5. Industrial organization, cybernetics and the institutionalization of cognitive capacities.


Supplement readings:

5. The cultural framework of industrial dynamics.


Van Oudenhoven, J.P. “Do Organizations Reflect National Cultures? A 10-Nation Study.”


Supplementary literature:


6. Culture, innovation and business dynamics.


Kreiser, Patrick, Louis Marino and K. Mark Weaver, “Correlates of Entrepreneurship: The Impact of National Culture on Risk-Taking and Proactiveness in SMEs.”


1993. pp.59-73
Murray, Fiona, “Innovation as overlapping scientific and technological trajectories: exploring tissue engineering.” MIT Sloan School of Management, no date.
Freeman, Alan, "Culture, Creativity and Innovation in the Internet Age." MPRA/ Birkbeck College, May 23, 2008.

Supplementary literature:


8. Culture and business organizational behaviour.

Jones, G.K. & H.J. Davis, "Implications of National Culture on the Location of global R&D,"
Kogut, Bruce and Singh, Harbir, “The Effect of National Culture on the Choice of Entry Mode,”
Li, Ji, Lam, Kevin and Qian, Gongming, “Does Culture Affect Behavior and Performance of Firms?

Supplementary literature:


9. Conclusion and debate.