

Russians in Business: An Analytical Study of Culture, Governance and Behavior

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ABSTRACT.

Comparison of American and Japanese governance led to the study of culture and its role in management of organizations.

Pascale (1978) showed that Japanese firms expressed a supportive type of management with collective unions and is not characterized by mobility in business environment between companies. Such differences lead to difficulties in similar practices creating for the work of personnel outside of Japanese culture. In the following, the influence of culture is shown in various aspects - as basis for European states existence (Glatz, 1993), the factor influencing the training (Tomasello, Kruger, Ratner, 1993), trust developing (Doney, Cannon, Mullen, 1998), labor relations (Black, 2005), human resources management (Gerhart, Fang, 2005), unified science of the culture evolution (Mesoud, Whiten, Laland, 2006), the depth of connection between national culture and organizational culture (Gerhart, 2008), deep roots and nation development (Jackson, 2009).

In recent studies, the national culture is associated with the modeling of effective work (Halkos, Tzeremes, 2013), creation of a new product (Eisend, Evanschitzky, Gilliland, 2015), satisfaction (El Din, El Ghetany, 2016), national prosperity (Timmerman, 2016), human development (Gamlath, 2017), gender inequality and the success of women in small and medium businesses (Naidu, Chand, 2017), organizational norms, helping behavior and emotional regulation (Smith, 2017), ethical issues (Chen, Gotti, Kang, Wolfe, 2018).

Over a number of years, the trend in science has been growing, connected with the understanding of national culture and the intersection of cultures in international business (Gabaccia, 2004; Welch, 2010; Khan, Khan, 2015; L'opez-Duarte, Vidal-Su'arez, Gonz'alez-D'iaz, 2016; Dordević, 2016; Calboli, Wee Loon, 2017). This is due to the globalization of business and internationalization of organizations and social systems. However, business culture in Russia, including in organizations, was studied fragmentarily. Therefore, the purpose of this article is to present the first holistic study of Russian business culture in connection with its cultural and governance development.

Keywords: behavior, national culture, behavior in business, governance, mental differences, Russians in business, psychology in organizations, organizational culture