

## *A personal word of gratitude*

To Prof. Dr. Geert Hofstede,

The consortium is proud to carry the name of Professor Dr. Geert Hofstede, pioneer and international leading scientist in the field of international communication.

By developing the concept of dimensions of culture Professor Hofstede gave us words to describe how culture defines the world we live in. In the video below he explains his views.

The dimensions of culture are:

Individualism – Collectivism  
Masculinity – Femininity  
Power distance  
Uncertainty avoidance  
Long term – Short term orientation  
Indulgence – Restraint

The impact that this framework has had for professionals and academics alike is evident everywhere the discussion focuses on the influence of culture and the international environment. I have yet to attend a conference where Professor Hofstede's framework was not used as benchmark for this discussion. We may agree, disagree, adjust and amend, but our point of reference is Hofstede's Dimensions of Culture.

The power of the framework is its combination of simplicity and richness of application. When first introduced to the concept of dimensions of culture, people immediately recognize their own underlying values. In the intercultural classroom this always seems to lead to passionate discussions. Words are there to describe what was – until then – felt but not understood. A first step is taken into becoming a more effective intercultural competent professional.

Professor Hofstede has stated: "Culture is more often a source of conflict than of synergy. Cultural differences are a nuisance at best and often a disaster".

The consortium has chosen the turbulent intercultural environment as its stomping grounds, in search of the synergy and aware of the conflict. We have chosen Professor Hofstede's work as a point of departure and source of inspiration.

We would like to thank Professor Hofstede for his work and are grateful for his contribution to the field of International Communication.

For the consortium members,

  
Iekje Smit

Chair of the Geert Hofstede Consortium