

Abstract

The master thesis is focusing on Hofstede's cultural dimensions in Prague, Bratislava and Vienna. There were 174 students who filled-in the questionnaire called "Value survey 1994". The aim of this work is to verify results of Hofstede's cultural dimensions and discuss obstacles of his methodology. One of the challenges is to create a comparable sample of respondents. Their characteristics should be as similar as possible except for nationality. The sample of 160 students was tested by Kruskal-Wallis test and groups were not significantly different. The interesting finding was the age of students. Although students in Austria enter university when they are 18, it is one year earlier than in Czechia and Slovakia, the student were same age. The results were little bit different from Hofstede's values because of university surrounding/environment. As this model is obsolete, today's cross-cultural researches are using cluster analysis which compares countries from made up graph of values which tend to group based on cross-national differences. Hofstede's model was used because of his availability and simplicity. In addition, this work is trying to utilize Hofstede's model in Social Geography. However, this work found cross-cultural research very useful for characterizing countries with possible use in explanation of some demographic trends and social-economic principles.

Key words: culture, Hofstede's cultural dimensions, VSM-94, second years students of geography