



# Gujarat Technological University

(Accredited with A+ Grade by NAAC)

## Graduate school of Management Studies

### Report on Expert Session on CROSS CULTURE DIMENSIONS

1) Title of Event: CROSS CULTURE DIMENSIONS

2) Type of Event: Expert Session

3) Date, Time and Venue of the Event:

Date: 08/08/2024

Time: 12.15 PM to 01.30 PM

4) Description of Event (Objective/Rationale to organize the event)

The rationale behind organizing this expert session on Cross-Cultural Dimensions stems from the growing importance of cultural competence in the modern business landscape. As organizations expand their operations globally, they encounter a diverse range of cultural practices, values, and communication styles. These cultural differences can significantly impact how businesses operate, how teams collaborate, and how leaders manage their teams.

The rationale behind the session was to address the growing need for cultural competence in today's interconnected world. As organizations expand globally, they encounter diverse cultural practices that impact communication, collaboration, and management. The session provided insights into major cultural dimensions, such as individualism vs. collectivism and power distance, offering practical strategies for effective cross-cultural communication and leadership.



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By promoting cultural awareness, the session aimed to equip participants with the skills needed to manage culturally diverse teams, foster inclusivity, and support globalization efforts, ultimately leading to more harmonious and effective organizational practices.

5) number of Participants: 50

6) Geotag Photographs of the Event





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## 7) Brochure or Flyer of the Event



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The poster is a blue graphic with a white and yellow border. At the top left is the Gujarat Technological University logo. To its right, the text reads "Gujarat Technological University School of Management Studies" in white and yellow. Below this, it says "(Accredited with A+ Grade by NAAC)". A yellow banner contains the text "Expert Session on". Below the banner, "CROSS CULTURAL DIMENSIONS" is written in large white and yellow letters. A circular portrait of Dr. Jill E. Blondin is on the right. Below the portrait, her name and title are listed: "DR. JILL E. BLONDIN, Associate Vice Provost for Global Initiatives, Virginia Commonwealth University (VCU), USA". A handwritten-style note says "with Eminent Speaker". At the bottom left, event details are listed: "08/08/2024", "ACHARYA CHANAKYA HALL", and "12:15 PM to 1:30 PM". At the bottom center, the location is given: "Locate us @ : GTU SMS, Academic Block-4, GTU Campus, Visat Gandhinagar Highway, Chandkheda, Ahmedabad Gujarat". At the bottom right, social media icons for WhatsApp, LinkedIn, YouTube, Facebook, and Instagram are shown, followed by "@GTUSMS".

## 8) Feedback of the Event

The session on Cross-Cultural Dimensions was highly insightful, offering valuable perspectives on managing cultural diversity in the workplace. The expert's practical strategies and clear explanations enhanced students understanding of global business dynamics. It was a well-structured, engaging session that provided actionable takeaways for effective cross-cultural communication and leadership

### Name of the Coordinator of the Event:

Dr Priyanka Bhatt