



JOHOR CORPORATION: A STUDY ON
COLLECTIVISM AND DECISION MAKING

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ABSTRACT

In the era of globalization, understanding of cultural differences in decision making becomes increasingly important not just for personal interest but also for designing effective international management program for one organizational. Hence, the purpose of this study is to explore the relationship between collectivism and decision making which the collectivism dimension is one of the Greet Hofstede's cultural frameworks. Thus, this study will give benefit not just to the researcher but also to the other people who have desires to have knowledge related to this study.

To gather information from respondents which are among employees in Johor Corporation, the questionnaire was distributed to 50 respondents with 28 questions have been asking in the questionnaire. The list of questions consists of 4 parts which are vertical and horizontal dimension, decision making and demographic. After the data have been collected, the software of SPSS version 15 was conducted the result. Therefore, the result indicates the relationship among variables.

CHAPTER 1:

INTRODUCTION

1.0 Introduction

Referring to Ghosh (2004), stated that individualism-collectivism cultural dimension has been used to describes, explain and predict differences in attitude, values, behaviors, cognition, communication, attribution and self-concept of one people. People low in collectivism cultural occasionally identify individualist while people who high in collectivism is describe collectivist.

The research study will focus on cross-cultural psychology research which examines the relationship between the collectivism cultural dimensions among employees in Johor Corporation which consists of vertical collectivism cultural and horizontal collectivism cultural as independent variable and decision making as dependent variable.

The report comprises the background of the study which focuses on the relationship between collectivism and decision making at organizational named Johor Corporation, PERSADA. In the problem statement, there are some problems regarding from previous research. Then in the research objective, there are consists of 2 (two) which explained about the purpose of the study regarding collectivism cultural dimensions while for research question, there are also 2(two) question regarding the relationship between collectivism dimensions and decision making. In the research hypotheses, there are also