



**THE RELATIONSHIP BETWEEN HOFSTEDE'S CULTURAL DIMENSION
TOWARDS WORKING CULTURE**

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**Submitted in Partial Fulfilment of the Requirement for the Bachelor of
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BACHELOR OF BUSINESS ADMINISTRATION WITH
HONOURS (INTERNATIONAL BUSINESS)
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MALACCA CITY CAMPUS

DECLARATION OF ORIGINAL WORK



BACHELOR OF BUSINESS ADMINISTRATIONS (HONS) IN

INTERNATIONAL BUSINESS

FACULTY OF BUSINESS MANAGEMENT

UNIVERSITI TEKNOLOGI MARA

KAMPUS BANDARAYA MELAKA

“DECLARATION OF ORIGINAL WORK”

I, Mohamad Shadeeq Bin Sharun (I/C Number: 9204118-10-5347)

Hereby, declare that:

- This work had not previously been accepted in substance for any degree, locally or overseas and is not being concurrently submitted for this degree or any other degrees.
- This project paper is the result of our independent work and investigation, except where otherwise stated.
- This project paper is the result of my independent work and investigation, except where information have been specifically acknowledged.

LETTER OF TRANSMITTAL

20th October 2014

The Head of Program,
Bachelor of Business Administration
(Hons) in International Business,
Faculty of Business Management,
Universiti Teknologi Mara,
Kampus Bandaraya Melaka
75300, Melaka.

Dear Sir/Madam,

SUBMISSION OF PROJECT PAPER

Attached is the project paper title “**The Relationship between Hofstede’s Cultural Dimension towards Working Culture**” to fulfil the requirement as needed by the Faculty of Business Management, Universiti Teknologi Mara, Kampus Bandaraya Melaka. Thank you.

Yours sincerely,

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Mohamad Shadeeq Bin Sharun

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ABSTRACT

This research will focus on one of the factors that lead to working culture which is Hofstede's Cultural Dimension. The study is conducted in Cohu, Inc. which located at Krubong, Melaka, Malaysia. The study done is to obtain as much information for better understanding the relationship between masculinity, power distance, uncertainty avoidance, and individualism with working culture.

In order to completing this research, the hypothesis was been constructed and focused on the objective to determine whether there has significant relationship between those independent variable and working culture. For this research, workers from Cohu, Inc. were chosen as respondents. Questionnaire had been distributed to 100 workers. The data was

obtained from the primary data of the questionnaire. All data collected through the questionnaires were analyzed systematically by Statistical Package for Social Science (SPSS).