Examining the Perspectives of Faculties of Grant-In-Aid Arts & Commerce Colleges of Ahmedabad City Relating to Culture & Factors Significantly Influencing the Culture

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Abstract

The influences of the religious, family, educational and social systems of a society on the business system comprise the cultural dimension of our picture. Because cultural attitudes vary so much among countries, it is harder to find general patterns here than for the economic dimension. The French and the Germans, for example, though their economic levels are similar, are culturally quite different. The researcher in this research paper tries to examine the criterias which significantly affects the culture of a given country. The research effort therefore concentrates on analysis of the opinions of the learned fraternity of any country, i.e. the Faculties of Grant-In-Aid Arts & Commerce Colleges of Ahmedabad City with respect to the criterias which have significant influence on the culture of a nation.

Key Words: Attitude, Beliefs, Culture, Grant-In-Aid Colleges, Ahmedabad City

Introduction

A good basic definition of concept of culture is that it is a set of traditional beliefs and values that are transmitted and shared in a given society. Culture is also the total way of life and thinking pattern that are passed from generation to generation. Culture means many things to many people because the concept encompasses norms, values, customs, art and mores. Culture prescribes the kinds of behaviour considered acceptable in the society. Smoking, for example, was once socially acceptable behaviour, but now it has become socially undesirable and medically unhealthy. Social drinking is also looked down upon in society especially in developing countries like India. Cultural pride and prejudice make many nations reject foreign ideas and important products. But the reverse may also be true and a perception of greatness attributed to another culture may lead to eager acceptance of things reflecting the

culture. For example, Japanese are proud of their culture and economic achievements and prefer to buy Japanese goods. On the other hand, the words 'Made in America' marked on a product communicate quality and sophistication to people in many developing countries. However it can be said that culture is significantly influenced by Attitude and Beliefs, Attitude towards time, Attitude towards work and leisure, and attitude towards achievement.

Literature Review

The review of the available literature which describes about the culture is carried out by the researcher. The literature reviews focuses on four criterias which have a significant impact on the culture in any given society. These criterias are attitudes and beliefs, attitude towards time, attitude towards work and leisure as well as attitude towards achievements.

Attitudes and Beliefs

Hofstede, Geert (1996) opined that in every society, there are norms of behaviour based on attitudes, values and beliefs that constitute a part of its culture. These vary from country to country. The set of attitudes and beliefs of a culture will influence nearly all aspects of human behaviour, providing guidelines and organisation to a society and its individuals. Identifying the attitudes and beliefs of a society and how they differ from one's own culture will help the business person to more easily understand the behaviour of people.

Attitudes towards Time

Hampden-Turner, Charles & Trompenaars, Fons (1997) said that everywhere in the world people use time to communicate with each other. In international business, attitudes towards time are displayed in behaviour regarding punctuality, responses to business communication, responses to deadlines, and the amount of time that is spent waiting in an outer office for an appointment. For example, while Americans are known to be punctual, few other cultures give the same importance to being on time as Americans.

Tarakeshwar, Nalini et.al. (2003) perceived that in terms of business communications, Japanese companies may not respond immediately to an offer from a foreign company but a foreign company may see it as a rejection of the offer or disinterest which may simply be the lengthy time the Japanese companies take to review the details of the deal. In fact, the Americans emphasis on speed and deadline is often used against them in foreign business dealings where local business managers have their own schedules.

Attitude towards Work and Leisure

Kumar, Rajesh (2004) stated that most people in industrial societies work many more hours than is necessary to satisfy their basic needs for food, clothing and shelter. Their attitudes towards work and leisure are indicative of their views towards wealth and material gains. These attitudes affect the types, qualities and numbers of individuals who pursue entrepreneurial and management careers as well.

Attitude towards Achievement

Raghav, Gaiha (2008) said that Cultural differences in the general attitudes towards work are also accompanied by significant national differences in achievement motivation. In some cultures, particularly those with high stratified and hierarchical societies, there is a tendency to avoid personal responsibility and to work according to precise instructions received from supervisors that are followed by the latter. In many societies, especially where social security is low and jobs are prized, there is a tendency to avoid taking risks and little innovation in work or production processes.

Research Objective

To know the perspectives of Lecturers taking the lectures in the Commerce & Arts College across Ahmedabad City by examining their perceptions as to the criterias which significantly affect the culture in a given society.

Research Methodology

The sampling process has been used for the study. The samples of the population (lecturers have been selected). The convenience sampling method has been used in the research. The sample size is of 100. The samples include the Lecturers taking the lectures in the Commerce & Arts College across Ahmedabad City. For the research work the primary data have been used. The primary data have been collected from Lecturers of grant-in-aid commerce as well as art colleges involved in undergraduate programmes located in Ahmedabad area in Gujarat state. For research purpose relating to the topic for collection of data from respondents the instruments used includes telephone, internet, questionnaire, interview, and mail. Survey and observation methods have been used for data collection in this research work. The topic of the research work is a theoretical topic and there is no need to have experiments.

Research Analysis

It describes the calculation of the respondent's perception through ideal and least score. Ideal scores are calculated by multiplying the number of respondents in each category with (+3) and the product with total number of criterias. Least score is calculated by multiplying the number of respondents in each category with (-1) and the product with the number of criterias in the questionnaire.

Table 1: Ideal and Least score of Respondents

Category	Equation	Ideal Score	Equation	Least Score
Lecturers taking the lectures in the Commerce & Arts College across Ahmedabad City	100*3*4	1200	100 * -1* 4	-400

Results and Interpretation

Table No. 2 Responses of the Respondents

No.	Criterias which affect the culture	Completely Agree	Agree	Neutral	Disagree	Completely Disagree	Total score
		+3	+2	+1	0	-1	
1	Attitudes and Beliefs	36	49	10	03	02	214
2	Attitudes towards Time	35	54	06	03	02	217
3	Attitude towards Work and Leisure	23	65	12	00	00	211
4	Attitude towards Achievement	23	60	06	07	04	191

Source: Survey

Table No. 3 Aggregate score

No.	Criterias which affect the culture	Total score
1	Attitudes and Beliefs	214
2	Attitudes towards Time	217
3	Attitude towards Work and Leisure	211
4	Attitude towards Achievement	191
Total Score		+833
Least Score		-400
Ideal Score		+1200

Source: Survey

Interpretation

In present case the total score of the respondents is 833. The ideal score of the same is 1200. The percentage of the ideal score generated from the responses given by the respondents is 69.42. However in no case the total score comes near to the least score. This reflects that culture is influenced by Attitude and Beliefs, Attitude towards time, Attitude towards work and leisure, and attitude towards achievement. Further the on the basis of score given by the respondents out of the four criterias which affect the culture, attitude towards the time is most significant parameter which affects the

culture whereas attitude towards achievement is the least significant criteria which affects the culture in a given society.

Conclusion

Thus on the basis of the above study the researcher concludes that Culture is the sum total of knowledge, arts, beliefs, laws, morals, customs and other abilities and habits gained by people as part of society. The art and other signs or demonstrations of human customs, civilisation and the way of life of a specific society or group is all included in culture. Moreover Attitude and beliefs, Attitude towards time, Attitude towards work and leisure as well as Attitude towards achievement helps in understanding the culture of the given society in a significant manner.

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