



A study on Opinion of Entrepreneurs towards Hofstede's Cultural Dimension in Surat City

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Abstract:

Culture has an immense impact on entrepreneurial success. This study attempted to identify the opinion of entrepreneurs of Surat towards Hofstede Cultural dimension model. This study focuses on power distance, masculinity vs. femininity, uncertainty avoidance, individualism vs. Collectivism and Long term vs. short term orientation. One sample t-test and cross tabulation is used for analysing the data.

Keywords: Entrepreneurs, Hofstede cultural dimensions