

# PAKISTAN

## *Cross-cultural management*

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# PAKISTAN

Pakistan



6th Largest Population



Country's overview



Hofstede Framework



Trompenaar Framework



Dos and Don'ts



Success and Failure

3

Main Religion: Islam



96.4%  
ISLAM

3.6%  
Others

4

CURRENCY  
Pakistani Rupee (PKR)



14% of the population  
use financial services

5

10 LANGUAGES  
Official : Urdu



Country's  
overview



Hofstede  
Framework



Trompenaar  
Framework



Dos and  
Don'ts



Success and  
Failure

# Power Distance

## Hierarchical Culture




Makes decisions and doesn't listen for suggestions or ideas




Don't have the ability to interfere with decisions making

  
Country's  
overview

  
Hofstede  
Framework

  
Trompenaar  
Framework

  
Dos and  
Don'ts

  
Success and  
Failure

# Individualism

## Collectivistic Society




Strong believe on **group cohesiveness** and their expectation towards **loyalty** is high in grouping context

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Country's  
overview

  
Hofstede  
Framework

  
Hofstede  
Framework

  
Dos and  
Don'ts

  
Success and  
Failure

# Uncertainty avoidance


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Framework

  
Dos and  
Don'ts

  
Success and  
Failure

# Ascription Oriented Culture



## Achievement vs. Ascription

**Achievement** - culture in which people are accorded status based on how well they perform their functions


**Ascription** - culture in which status is attributed based on who or what a person is

For example, status may be accorded on the basis of age, gender, or social connections



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# Polychronic Oriented Culture

Wide variation in time to enforce a contract



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# Some Facts...

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# DID YOU KNOW?



**1** Pakistan ranks as the **4th** most intelligent people across the world.

**2** Pakistan's national anthem ranks **first** in the top ten national anthems of the world .



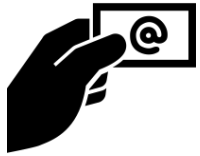
**3** Pakistan means “**Land of the pure**”.

**4** Pakistan has **the only fertile desert in the world** – the Tharparkar desert – located in Sindh province





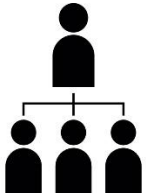
DO...



Accept **business cards** with the **right hand** or **both** of them.



Be **punctual** for **meetings**.




Respect the **hierarchy**.



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Hofstede  
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Dos and  
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Failure

# DON'T...




 Feel uncomfortable with **proximity**.

 Be **surprised** if the meeting is **cancelled** at the last minute.

 Maintain constant **eye contact**.

  
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overview

  
Hofstede  
Framework

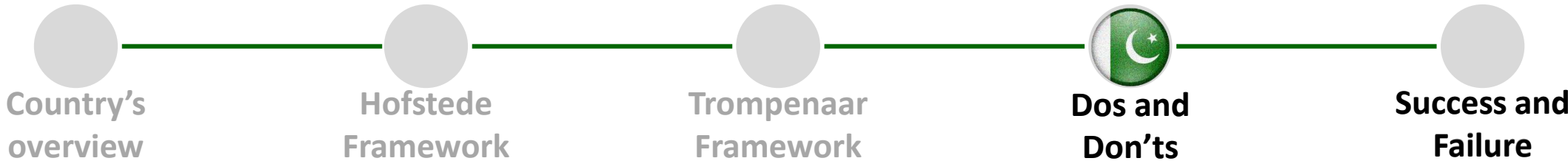
  
Trompenaar  
Framework

  
Dos and  
Don'ts

  
Success and  
Failure

# Success Case

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# Failure Case



Country's overview

Hofstede Framework

Trompenaar Framework

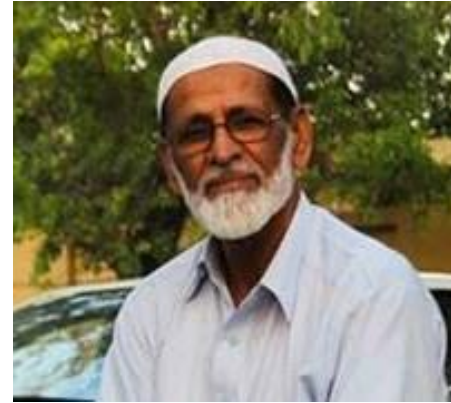
Dos and Don'ts

Success and Failure



# Failure Case

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Country's  
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Framework

Trompenaar  
Framework

Dos and  
Don'ts

  
Success and  
Failure



**Thank you very much!**  
Any questions?

# Appendix

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- <https://www.slideshare.net/mobile/soul3dout/brand-failures-in-pakistan-services>
- <https://en.m.wikipedia.org/wiki/Pakistan>
- <https://www.google.fr/amp/slideplayer.com/amp/3744382/>
- <https://www.google.fr/amp/s/matadornetwork.com/trips/what-not-to-do-in-pakistan/amp>
- <https://geert-hofstede.com/pakistan.html>
- <http://thefactfile.org/pakistan-facts/>
- <http://www.commisceo-global.com/country-guides/pakistan-guide#C5>
- <http://www.webchutney.pk/20-amazing-facts-about-pakistan-you-should-be-proud-of/>
- <http://www.thenational.ae/opinion/comment/overseas-workers-play-a-large-role-in-pakistans-success-story>
- <http://thefactfile.org/pakistan-facts/>
- <https://www.cia.gov/library/publications/the-world-factbook/geos/pk.html>
- [https://en.wikipedia.org/wiki/Culture\\_of\\_Pakistan](https://en.wikipedia.org/wiki/Culture_of_Pakistan)