



2021.5.25

Qualitative Research in

Whether cultural distance (difference) will bring
effect for international companies' business in China

X u y a L i

Content

01

Topic Discuss

02

**Comparing Various
Methods**

03

Case Study Design

04

**Validity, Reliability and
Ethics**

Topic Discuss

Research background, Research Questions, Research scale and Research area

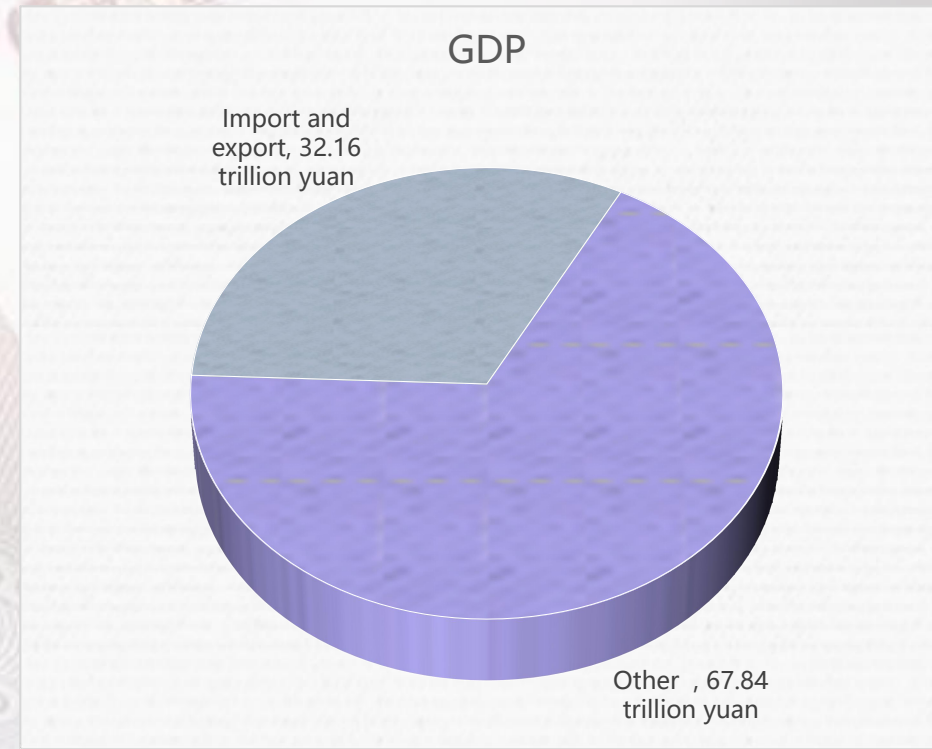


Research Background

China GDP 2020

According to the Gov,cn (2021):

- 1, Chinese Gross Domestic Product (GDP) exceeded 100 trillion yuan
- 2, Total goods imports and exports reached 32.16 trillion yuan, which account for a third of the total GDP



Research Background

MNEs in China with cultural distance



Coca-cola

Name in China(Li, 2007),
China become the third
largest market for Coca-cola
(Sina Finance, 2021)



TOYOTA

Land cruiser Prado
advertisement with stone lion
(Sinclair, 2008)
Magzine and Toyota show
apologize (Sohu, 2017)



Mattel

Flagship close it;s activity in
Shanghai. (BBC news, 2011)
Back to China (Yu, 2013),
same in Japan

DOLCE & GABBANA

Dolice&Gabbana

Chopsticks
advertisments with
cultural discrimination
(FT, 2018)
Showing apologize in
Chinese (Yotube,
2018)

Research Background

Result



For Chinese IB market

Attraction decrease (many factors),
which may bring a bad influence
for GDP

MNEs (especially new MNEs)

May losing their real benefit
because of not think high of culture
distance influence.

Research Questions

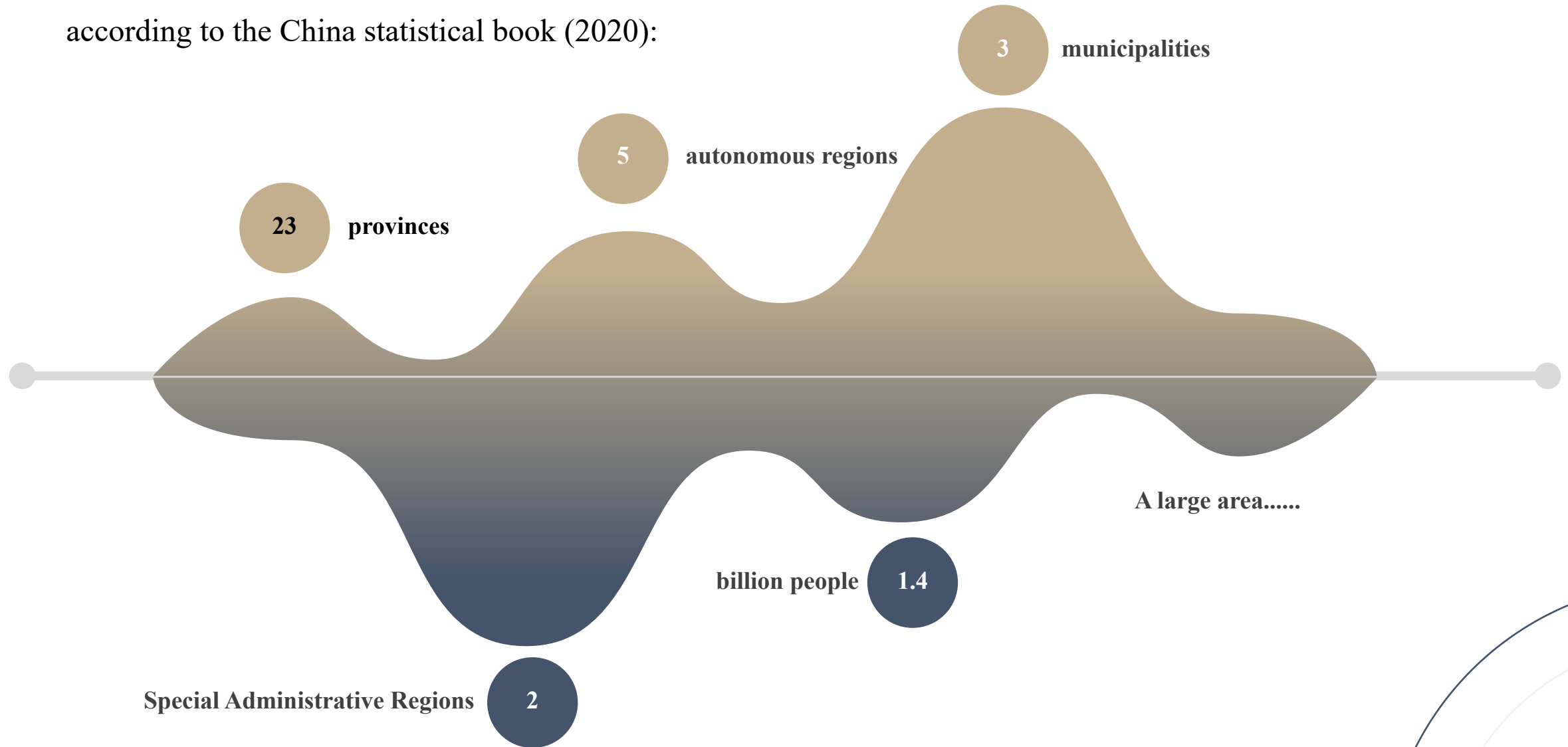
Whether cultural distance bring
a influence?

How cultrual distance bring a
influence ?

How to improve it to support a
win-win environment?

Research scale

according to the China statistical book (2020):



Research scale

**Research area
in one province**
(may change the name
of topic ?)

What the distance between (difference) will bring different effects in international cooperation business in China



Research area

Culture

Spencer-Oatey (2012)

it is difficult to have a common definition of culture

Hofstede (1991)

culture can be defined as one description or one effect for different behaviour



Schein (1990)

people in different organizations attach a different meaning to it

Popescu (2019)

culture is still being reconsidered because it covers multiple implications

Everyone will have their own thinking for culture. therefore, analyze for culture is not easy to be shown in a numerical indices (quantitative method)

Compare Qualitative Methods

Ethnography, Grounded Theory,
Narrative Research, Case Study



Ethnography

Advantages

understand local culture and society (Chamber, 2000)

enhance understanding for local culture and bring a base for next research

Challenges

access (Pankey-Videla, 2012)

how to keep this access (Duke, 2002; Reeves, 2010)

approach an international MNE = bring benefit to them?

- no benefit lead no cooperation

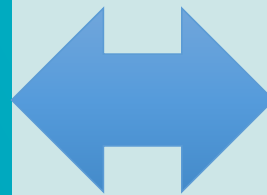
Ground Theory

Advantages

To explore and interpret intercultural experiences,
with it's strong relationship between data
collection and theory (Corbin and Strauss, 2014)
characteristics for seeking for building complexity

(Flick, 2018)

new theory of cultural dsitance in complex
envrionment



Challenges

whether the researcher can set aside a pre-existing
theory and find a new theory ? especially (Bulmer,
1979)

for me = Hofstede theory ?

Time consuming (Bell et al., 2018)

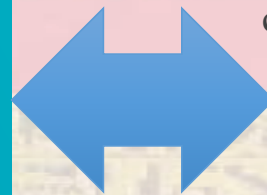
Narrative Research

Advantages

Focusing on individuals (Polkinghorne, 1995)
Focus on one MNE's manager story, combine Hofstede's five cultural distances to explore a new perspective.

Challenges

collecting participants' large and sufficient information
and clearly know participants' experience (Creswell and Poth, 2016; Pinnegar and Daynes 2006)
whether obtain enough information? personal privacy?
(MNE) manager corporate information?



Case Study

Advantages

Characteristics of particular and complex nature of case (Stake, 1995)

find a particular perspective (Tight, 2010)

helping research questions: whether influence?

why happened? how to improve?

Challenges

one or multiple cases in this research? (Creswell and Poth, 2016)

whether to pick one or multiple cases in my research.



Choice: Case Study



Collier, 2011

possibility of descriptive richness



Creswell and Poth, 2016

deep understanding of the case



Levy, 2008; George and Bennett, 2005

a useful method for creating hypotheses, generating a theory



Mahoney, 2010

appropriate for formulating a concept



Bennett and Elman, 2006

Comparing to other methods, fully explain causal mechanisms



Moreover

I already obtain some case, which can be used in the future...

Case Study Design

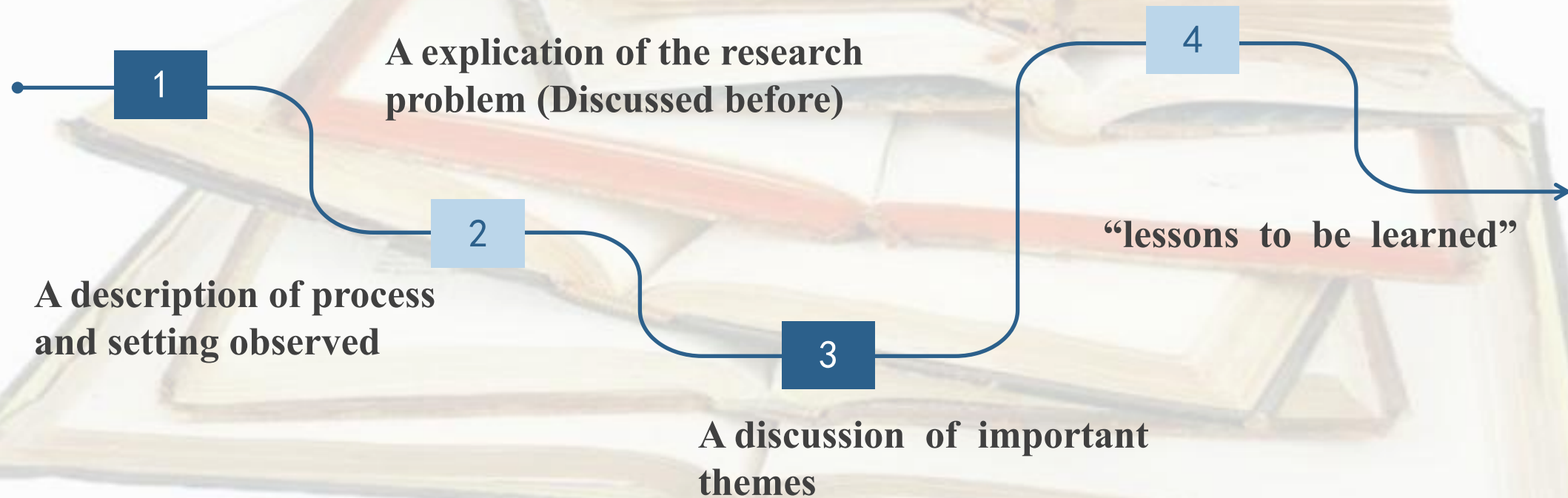
Substance case report, case
background, case analysis,
Hofstede



Substance case report

According to Stake (1995), Lincoln and Guba (1985), Asmussen and Creswell (1995):

Study gunman incident design and follow format of substance:



Case Background

Case Choice: Dolice Gabana Chopsticks advertisment



Advertisement

Chopsticks
advertisemen
contribute to a
suspect of culture
disrcimination (FT,
2018)



Product remmoved

Chinese e-commerical
site removed product.
(Shih, 2018)



Cancel Show

“The Great show”
in has been
canceled, because
Chinses stars
refused to join
(Handley, 2018)

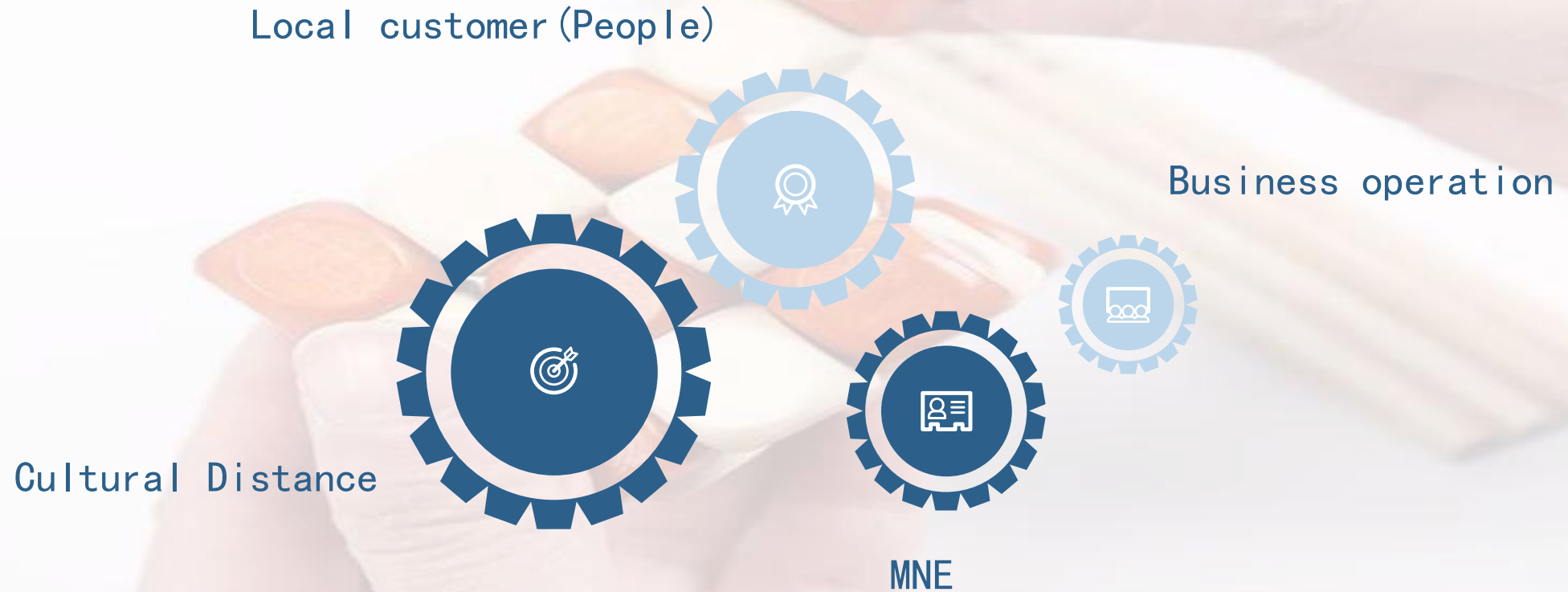


Apologize

Creators show their
apologize on Yotube
(Yotube, 2018)

Case analyze

Theme



Case Analyze

Data Collecction (triangulation)



Interview

**Interview one by one,
or fouds group.**



Content analysis

**Data about sales,
whether sales keep
stable or changed?**



Observation

Case Analyze

How to improve? (Build a plan to improve situation)

Suggestion from
participant



Collect from content
analysis

Hofstede

Hofstede cultural dimensions theory

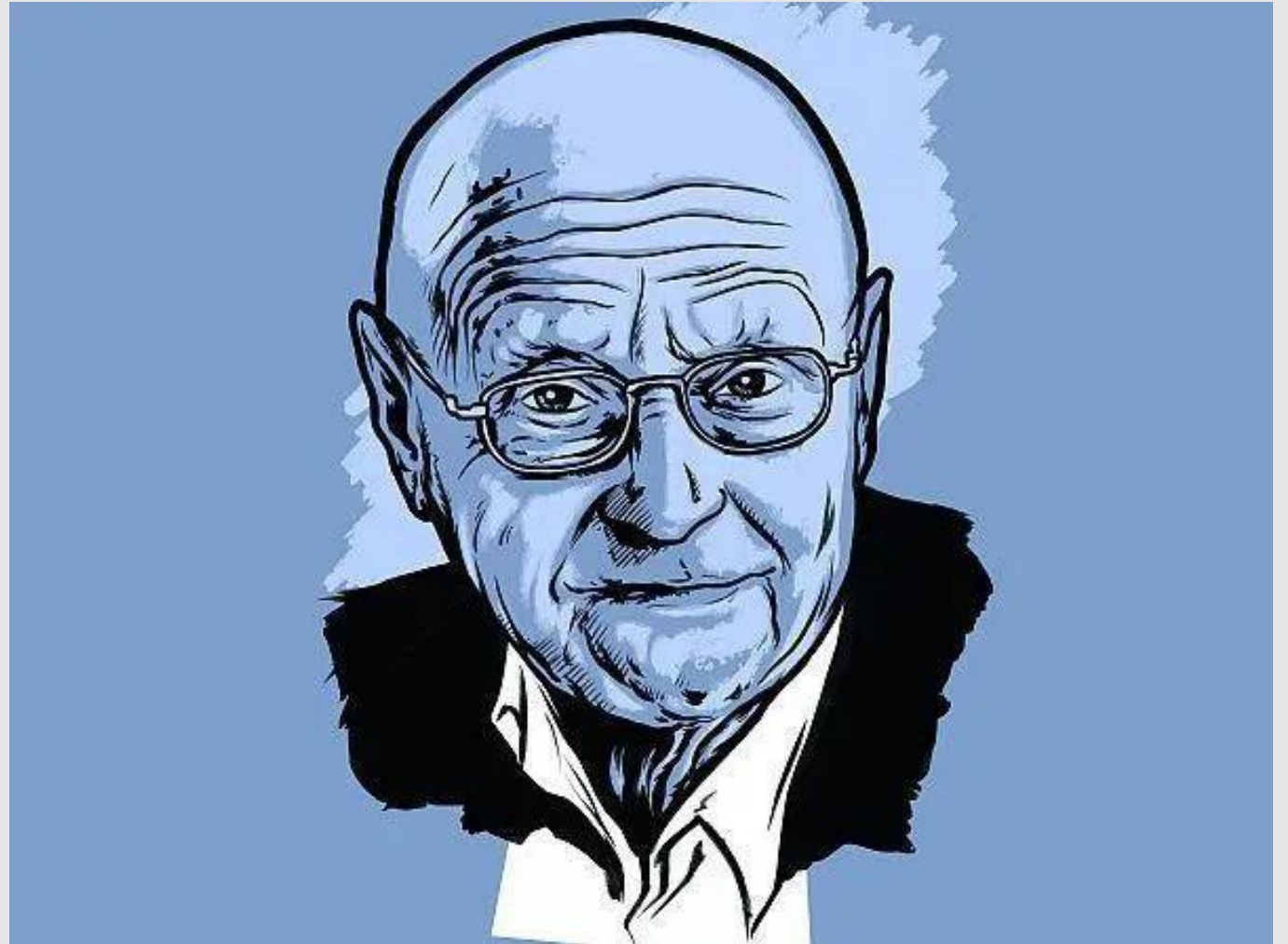
Hofstede's result for culture may not be accurate to be used at present (McSweeney, 2002)

according to Harzing's "Publish or perish" citation index, there are over 54,000 citations of his work. In addition, Hofstede's influence in IB cannot be denied (Tung and Verbeke, 2010).

Hofstede's work has already been used and supported in the international business area (Soares et al., 2007; Kang and Mastin, 2008; Chudzikowsk et al., 2011).

For me, Dimension of Individualism vs Collectivism may be more fit into this research for now .

Other five diemnsion? Long-term versus Short-term.



Validity, Reliability and Ethics



Validity

What will help:

- 1, triangulation (Denzin, 2017);
- 2, 'substance case report' from Guba and Lincoln (1985) help to improve: dependability, confirmability and transferability in this research ;
- 3, Member Checking: Let participant to critically analyze and comment on the result.

What I need to attention:

- 1, whether one case (analyze and data) in this research can show the complexity?

Reliability

What will help:

retest with same data by different method, whether data close to last result ?

What I need to attention:

Objective in the research, not only topic theme is close to subjective, but people also close to subjective.

Ethics

According to Pink (2001):

photographic images will not bring privacy problem for participants

How could I balance between trust of recording to privacy question?

Photography? Note? Voice record!



Ethics

According to University Ethic form, to seek approval from the University Research Committee:

From Section A to G everthing is import

1	Has the research activity received approval in principle?				
1	Does the research activity involve collaborators outside of the University?	YES	☐	NO	☐
2	12	Research activity outside of the UK If research activity will take place overseas, you are responsible for ensuring that local ethical considerations are complied with and that the relevant permissions are sought. Specify any local guidelines (e.g. from local professional associations/learned societies/universities) that exist and			
3	Risks to participants (uns dox should expand as you type)				
6	Risks to investigator For example: personal safety, physical harm, emotional distress, risk of accusation of...				
7	University/institutional risks For example: adverse publicity, financial loss, data protection				
	Risk to University:		How will you mitigate the Risk to University:		

Approval; Clear of participants; risk for University, investigator and Participants; Data storage.



Bibliography:

Asmussen, K. J., & Creswell, J. W. (1995). Campus response to a student gunman. The Journal of Higher Education, 66(5), 575-591.

Babbie, E. R. (2020). The practice of social research. Wadsworth: Cengage learning.

Banafa, A. (2015). Small data vs. big data: Back to the basics. [online] Datafoq.

Available at: <https://datafoq.com/read/small-data-vs-big-data-back-to-the-basic/706>

[Accessed 7th May 2021]

BBC News (2011). Mattel shuts flagship Shanghai Barbie concept store. [Online].

Available at: <http://www.bbc.co.uk/news/business-12670950>. [Accessed 7th May 2021].

BBC News (2021). 'Racist' D&G ad: Chinese model says campaign almost ruined career. [Online].

Available at: <https://www.bbc.co.uk/news/world-asia-china-46968750> [Accessed 7th May 2021].

Bell, E., Bryman, A., & Harley, B. (2018). Business research methods. Oxford: Oxford university press.

Bryman, A. (2003). Quantity and quality in social research (Vol. 18). London and New York: Routledge.

Bryman, A. (2016). Social research methods. Oxford: Oxford university press.

Bulmer, M. (1979). Concepts in the analysis of qualitative data. The Sociological Review, 27(4), 651-677.

Chambers, E. (2000). Applied ethnography. Handbook of qualitative research, 2, 851-869.





Bibliography (continue):

Chase, S. (2005). Chapter 25: Narrative inquiry. The Sage Handbook of Qualitative Research (3rd edition). Thousand Oaks: Sage, 651-679.

Chudzikowski, K., Fink, G., Mayrhofer, W., & Migliore, L. A. (2011). Relation between big five personality traits and Hofstede's cultural dimensions. Cross Cultural Management: An International Journal. <https://doi.org/10.1108/ccm.2011.13618caa.002>.

Clandinin, D. J. (Ed.). (2006). Handbook of narrative inquiry: Mapping a methodology. Thousand Oaks, CA: Sage Publications. <https://doi.org/10.4135/9781452226552>.

Cicourel, A. V. (1982). Interviews, surveys, and the problem of ecological validity. The American Sociologist, 11-20.

Collier, D. (2011). Understanding process tracing. PS: Political Science & Politics, 44(4), 823-830.

Corbin, J., & Strauss, A. (2014). Basics of qualitative research: Techniques and procedures for developing grounded theory. Los Angeles, CA: Sage publications.

Creswell, J. W. (2002). Educational research: Planning, conducting, and evaluating quantitative. Upper Saddle River, NJ: Prentice Hall.

Creswell, J. W., & Poth, C. N. (2016). Qualitative inquiry and research design: Choosing among five approaches. Thousand Oaks, CA: Sage publications.

Daiute, C., & Lightfoot, C. (2004). Theory and craft in narrative inquiry. Narrative analysis: Studying the development of individuals in society, 7-18.





Bibliography (continue):

Denzin, N. K. (2017). Sociological methods: A sourcebook. New York: Routledge.

Duke, K. (2002). Getting beyond the 'official line': Reflections on dilemmas of access, knowledge and power in researching policy networks. Journal of Social Policy, 31- 39.

Feldman, A., Altrichter, H., Posch, P., & Somekh, B. (2018). Teachers investigate their work. An introduction to action research across the professions. New York: Routledge.

Flick, U. (2018). An introduction to qualitative research. Thousand Oaks, CA: Sage.

FTchinese (2018). Why 'In honor of China' is screwed up?. [online]. Available at:

<http://www.ftchinese.com/story/001080350?full=y&archive> [Accessed 7th May 2021.]

Gans, H. J. (1962). The Urban Villagers. New York: Free Press.

George, A. L., & Bennett, A. (2005). Case studies and theory development in the social sciences. Cambridge, Massachusetts: MIT Press.

Given, L. M. (Ed.). (2008). The Sage encyclopedia of qualitative research methods. Thousand Oaks, CA: Sage publications.

Glaser, B., & Strauss, A. (1967). The Discovery of Grounded Theory. Chicago: Aldine.

GOV.CN (2021). China's GDP has exceeded 100 trillion yuan. [online] GOV.CN.

Available at: http://www.gov.cn/xinwen/2021-01/19/content_5580906.htm [Accessed 8 May 2021].





Bibliography (continue):

Handly, L. (2018). Dolce and Gabbana reportedly cancels Shanghai fashion show after racism accusations.[online] CNBC. Available at: <https://www.cnbc.com/2018/11/20/dolce-and-gabbana-accused-of-racism-in-chinese-chopsticks-ads.html> [Accessed 7th May 2021.]

Helble, M., & Shepherd, B. (2017). Win-win: how international trade can help meet the sustainable development goals. Asian Development Bank Institute.

Hofstede, G. (1984). Cultural dimensions in management and planning. Asia Pacific journal of management, 1(2), 81-99.

Hofstede, G. (1991). Cultures and Organizations. Software of the Mind. London: McGraw Hill. Culture's Consequences. Comparing Values, Behaviors, Institutions, and Organizations Across Nations.

Kang, D. S., & Mastin, T. (2008). How cultural difference affects international tourism public relations websites: A comparative analysis using Hofstede's cultural dimensions. Public relations review, 34(1), 54-56.

Levy, J. S. (2008). Case studies: Types, designs, and logics of inference. Conflict management and peace science, 25(1), 1-18.

Li Guangdou. (2007). Who translated Coca Cola. celebrities' biographies, 57.

Lincoln, Y. S., & Guba, E. G. (1985). Establishing trustworthiness. Naturalistic inquiry, 289(331), 289-327.

Lindlof, T. R., & Taylor, B. C. (2017). Qualitative communication research methods. Thousand Oaks, CA: Sage publications.





Bibliography (continue):

Lyons, P., & Doueck, H. J. (2010). The dissertation: From beginning to end. Oxford: Oxford University Press.

Mahoney, J. (2010). After KKV: The new methodology of qualitative research. World Pol., 62(1), 120-147.

McSweeney, B. (2002). Hofstede's model of national cultural differences and their consequences: A triumph of faith-a failure of analysis. Human relations, 55(1), pp.89-118.

Plankey-Videla, N. (2012). Informed consent as process: Problematizing informed consent in organizational ethnographies. Qualitative Sociology, 35(1), 1-21.

Opdenakker, R. (2006). Advantages and disadvantages of four interview techniques in qualitative research. In Forum qualitative sozialforschung/forum: Qualitative social research (Vol. 7, No. 4).

Pink, S. (2001). More visualising, more methodologies: on video, reflexivity and qualitative research. The sociological review, 49(4), 586-599.

Polkinghorne, D. E. (1995). Narrative configuration in qualitative analysis. International journal of qualitative studies in education, 8(1), 5-23.

Popescu, D. (2019). Culture as factor of economic development. Revista Economică, 7. 117-123.

Punch, K. F. (2013). Introduction to social research: Quantitative and qualitative approaches. Thousand Oaks, CA: Sage.





Bibliography (continue):

Punch, M. (1994). Politics and Ethics in Qualitative Research, in N. K. Denzin and Y. S. Lincoln (eds), Handbook of Qualitative Research. Thousand Oaks, CA: Sage. 139-164.

Racino, J. A. (1999). Policy, program evaluation, and research in disability: community support for all. New York, London, Oxford: Psychology Press.

Ran, S. (2010). Chinese translation of Coca Cola: Analysis and enlightenment. Asian Culture and History, 2(2), 108-115.

Reeves, C. L. (2010). A difficult negotiation: Fieldwork relations with gatekeepers. Qualitative research, 10(3), 315-331.

Robert, C., & Biklen, K. S. (1982). Qualitative research for education: An introduction to theory and methods. Boston: Allyn and Bacon.

**Schein, E. H. (1990). Organizational culture. American Psychologist, 45(2), 109–119.
<https://doi.org/10.1037/0003-066X.45.2.109>**

Schonfeld, I. S., & Mazzola, J. J. (2013). Strengths and limitations of qualitative approaches to research in occupational health psychology. In R.R. Sinclair, Wang, M and Tetrick, L. eds., Research Methods in Occupational Health Psychology. Measurement, Design and Data Analysis. Routledge, pp. 268-289.

Shih, G. (2018). Chinese campaign to boycott Dolce & Gabbana mounts as co-founders issue apology.[Online]. The Washington Post. Available at: https://www.washingtonpost.com/world/chinese-campaign-to-boycott-dolce-and-gabbana-mounts-as-co-founders-issue-apology/2018/11/23/2ff1e69e-ef07-11e8-9236-bb94154151d2_story.html?noredirect=on [Accessed 7th May 2021.]





Bibliography (continue):

Sinclair, J. (2008). Globalization and the advertising industry in China. Chinese Journal of Communication, 1(1), 77-90.

Soares, A. M., Farhangmehr, M., & Shoham, A. (2007). Hofstede's dimensions of culture in international marketing studies. Journal of business research, 60(3), 277-284.

Stake, R. E. (1995). The art of case study research. Thousand Oaks, CA: Sage.

Stats Gov Cn. (2020). 'China statistical yearbook. [online] Stats Gov Cn. Available at: <http://www.stats.gov.cn/tjsj/ndsj/2020/indexch.htm> [Accessed 8 May 2021].

Spencer-Oatey, H. (2012) What is culture? A compilation of quotations. GlobalPAD Core Concepts. Available at GlobalPAD Open House <http://www2.warwick.ac.uk/fac/soc/al/globalpad/interculturalskills/>.

Tight, M. (2010). The curious case of case study: a viewpoint. International journal of social research methodology, 13(4), 329-339.

Tung, R., Verbeke, A. 2010. Beyond Hofstede and GLOBE: Improving the quality of cross-cultural research. J Int Bus Stud 41, 1259–1274. <https://doi.org/10.1057/jibs.2010.41>.

Wertz, F. J. (2011). Five ways of doing qualitative analysis: Phenomenological psychology, grounded theory, discourse analysis, narrative research, and intuitive inquiry. New York: Guilford Press.





Bibliography (continue):

Yin, R. K. (2014). Case study research: design and methods. Fifth edit. Thousand Oaks, CA: Sage.

Yotube (2018). Dolce&Gabbana apologizes.[Online]. The Washington Post.

Available at: <https://www.youtube.com/watch?v=7lh62ITKicg> [Accessed 7th May 2021].





2021.5.25

**Thanks for your
wathcing**

