

Meet The Expert

**Professor. Shobhana Madhavan will be speaking on
Promoting Intercultural Understanding:
An Introduction to Dimensions of Culture**

on 15th October 2020 between 10.45 a.m – 11.45 a.m at Shanti Ashram

Culture can be defined as a patterned way of thinking, feeling, and reacting that exists within a particular group, organization, profession, subgroup of a society, nation, or a group of nations. It has also been termed as ‘the collective programming of the mind’ or ‘the software of groups in society.’ When individuals from dissimilar cultures communicate without an awareness of their differences, misunderstandings can arise. Understanding and managing these cultural differences can play a critical role in the success of partnerships for NGOs, companies and funding organizations.

Since national cultures are diverse and complex, it is not possible to study each nation’s specific culture in detail. Identifying common dimensions and quantifying these dimensions for different cultures helps to gain insights into cross-cultural behaviour. The objectives of this session on promoting intercultural communication are to:

1. Introduce a few key dimensions of culture relating to time, space, and relationships that are used in well-known frameworks in cross-cultural management.
2. Develop an understanding of the impact of national culture on these different dimensions of management and the associated work practices.

Profile of the Speaker

Professor. Shobhana Madhavan, Associate Professor, Amrita School of Business



Shobhana Madhavan holds a B. E. from Delhi University, PGDM from IIM- Ahmadabad and M. P. S. from Cornell University, USA and PhD from Deakin University, Australia.

Before joining the Amrita School of Business, she worked for over a decade as an International development consultant in protected areas in countries such as Madagascar, Vietnam, and Laos.

She has been a consultant for WWF-Indochina, Asian Development Bank, Cornell Institute of Food, Agricultural and Development (CIIFAD), and GFA Terra Systems-Germany. Her areas of expertise include impact assessment, project design, cross-cultural management and non-profit management. She has worked at the grassroots level in the social development sector in India with the Aga Khan Rural Support Program, Gujarat, and CASAD, Maharashtra. She has fourteen years of teaching experience at Amrita School of Business where she handles courses in cross-cultural management, negotiations, and non-profit management.