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Ethnic-Based Cultural Differences: Study of Lithuania's Russian Minority

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ABSTRACT

Cultural orientation is conceptualized as a moderator variable of behavior. People of different ethnic groups possess cultural orientations different from those of the majority. Assuming cultural homogeneity across all people of a given nation-state may lead to neglecting the potentially multi-layered nature of national cultural values. Cultural differences offer guidelines to equip oneself better in personal communication (Yi 2021).

This study examines the cultural value orientations of Lithuania's Russian diaspora, who in 2015 made up of 4.8% national average. The research question was concerned with characteristics of value orientations concerning four dimensions of Hofstede's cultural value orientation. A total of 193 respondents of the target group completed the adopted Yoo, Donthu, and Lenartowicz's (2011) questionnaire CVSCALE. The study explored ethnic-based intra-country cultural differences and similarities providing a greater understanding of the societal differences in value orientations.

KEY WORDS

Value orientation, Lithuania, Russian minority, CVSCALE

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