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Boyanova, D., Routamaa, V. & Hautala, T. (2006). Type and Values - A Comparison between Bulgarian and Finnish Business Students. *Proceedings of the East and West Multicultural Conference*, Honolulu Jan 6-8, 2006. Electronic Proceedings.

Abstract

Along with globalization, the knowledge of cultural differences and their associations with people's values, attitudes and behavior have become more and more important. International business, foreign direct investments, expatriates' work and any international cooperation require understanding of differences between cultures. Hofstede's studies and cultural dimensions serve well the understanding of cultural differences. Cultural differences may also explain the differences of values of different countries. In this paper, the value differences between Bulgarian and Finnish cultures will be compared. In Hofstede's terms, power distance and masculinity are higher in Bulgaria compared to Finland, while individualism and uncertainty avoidance are lower in Bulgaria. In this context, it was aimed to explore psychological types and values among Bulgarian and Finnish students in business specialties. Data was collected from up to 258 students, who completed Myers-Briggs Type Indicator (MBTI) and a value questionnaire, based on the 'expectancy-value' model of attitudes (Ajzen 2001), and Boyajieva et al. (1994). Among all respondents, ESTJs and ENFPs were overrepresented and INFJs, INFPs and ENTJs were the fewest ones. On the average, the most appreciated values of all respondents were self-respect, better future for one's children, to do something relevant to one's interests, developing abilities and skills, and an interesting and varied life. For Bulgarians many values were more important than for Finnish students. Type preferences proved to influence values.