Cross-cultural cooperation with offshore developers



Geert Hofstede's cultural dimensions theory states that you can predict the cultural compatibility based on the **six** criteria. These criteria reflect the way people from a specific country tend to communicate in a working environment, react to changes, treat the teamwork, and what their values might be. Here are these dimensions:

Power distance: how do people deal with power inequality. The higher the score, the better individuals are dealing with the fact that not all people are equal.

Individualism: refers to independence and community/group ties. The lower this score is, the more people are likely to work well in a team and value in-team connections.

Masculinity. 'Masculine' groups are interested in power, domination, and benefits they bring; while the 'feminine' ones are more motivated by the love for their work.

Uncertainty avoidance. This factor measures how people feel about ambiguous situations. In other words, how far they will go in their preparation and planning, and how well they can handle it.

Long term orientation. It is easy, the higher the score is, the more people are interested in the lengthy cooperation.

Indulgence. This parameter refers to nations as 'indulgent' or 'restrained' ones depending on their emphasis on leisure time and control the gratification of their desires.

	Power distance	Individualism	Masculinity	Uncertainty avoidance	Long term orientation	Indulgence
Ukraine	92	25	27	95	86	14
Bulgaria	70	30	40	85	69	16
Hungary	46	80	80	82	58	31
Poland	68	60	64	93	38	29
Romania	90	30	42	90	59	20
China	80	20	66	30	87	24
India	77	48	56	40	51	26
Malaysia	100	26	50	36	41	57
Philippines	94	32	64	44	27	42
Singapore	74	20	48	8	72	46
Argentina	49	46	56	86	20	62
Brazil	69	38	59	76	44	59
Chile	63	23	28	86	31	68
Mexico	81	30	69	82	24	97
Columbia	67	13	64	80	13	83

Source: Hofstede Insights

It is important to find offshore software developers whose culture matches your expectations Should it be a lengthy project? Look for an IT outsourcing country with a high long-term orientation and uncertainty avoidance score. If you are looking for a single developer to fly solo, look for locations with the high masculinity and individualism rates.