

Does China have more than one culture?

Exploring Regional Differences of Work Values in China

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This paper compares regional differences in work-related values of Chinese employees empirically, using Hofstede's cultural dimensions. In terms of individualism, uncertainty avoidance, and long-term orientation, statistically significant differences were found across regions. Shenzhen scored higher on individualism and uncertainty avoidance than Taiyuan. On the other hand, Taiyuan scored higher than Shenzhen on long-term orientation. This regional gap with regard to individualism should not be surprising in the light of the rapid economic development in recent years in China since inasmuch as economic development generally is positively related to individualism. Economic development from agricultural to industrial economy is positively related to the uncertainty avoidance. Given that and Shenzhen becoming China's most successful economic area owing to the country's economic liberalization, it can be possibly explained why Shenzhen showed higher uncertainty avoidance score than Taiyuan. In a similar vein, Taiyuan revealed as higher long-term orientation than Shenzhen.

Key words: regional differences, work values, China

1. Introduction

This study examines regional differences of work values in China. As Hofstede (1980, 1994) argues, it is important to understand cultural difference because

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