

## **Beyond Long-Standing Doctrine of Assessing Culture: Focusing on Other Uncharted Factors Contributing to ‘Italian Way’ of Cross-Cultural Management**

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### *Abstract*

Cross-cultural management has acquired importance over a period of time. Culture can be studied in various ways, understanding cultural gaps, differences and similarities. Studies have suggested various dimensions of culture that would be necessary to understand any culture, and its impact on other aspects of cross-cultural interaction and their way of management.

Cultures have evolved and there are factors, not accounted in researches enough, which come to play influencing management of cross-cultural contexts and issues. The present paper attempts to highlight assessment of culture with help of understanding various subtleties therein apart from the knowledge of long-standing doctrine of cultural dimensions. It is important to reflect on the relevance of the dimensions in explaining a culture, understand senses, interpretations, decisions, actions and learning in an inter-cultural interaction. Thus, presents the future research implications in the area. In today’s context, factors pertaining to cross-cultural sensitivity, cultural intelligence and cultural compatibility would be essential to understand the Italian culture, both general and business. The paper therefore discusses, with support of literature, the need to explore other constructs involved in ‘Italian way’ of cross-cultural interaction and its cross-cultural management.

**Keywords:** Italian way of Management, Cultural Dimensions, Cross-cultural Issues, Cultural Sensitivity, Cultural Intelligence, Cultural Compatibility