Culture's Impact on Behavioral Integrity: When is a Promise not a Promise?

By

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All interested are welcome
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ABSTRACT

Behavioral integrity (BI) - a perception that a person acts in ways that are consistent with their words - has been shown to have an impact on many areas of work life, such as organizational commitment, turnover intentions, and trust in managers. While there is growing evidence that BI matters, there have been no studies of BI in Asian cultural contexts. Yet there is good reason to expect that words are interpreted differently in the East and the West. This study looks at response to word-deed inconsistency in the U.S. and India, using a scenario-based experiment. Results suggest that Indians do not respond as strongly to word-deed inconsistency as do Americans, and that US-Indian difference are especially pronounced when the speaker is a boss (rather than a subordinate) in the workplace.

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Professor Friedman’s research interests include negotiation, dispute resolution, the management of diversity, and cross-cultural differences between Chinese and American managers. His research work has presented in many top-tier journals, such as Administrative Science Quarterly, Journal of Applied Psychology, Academy of Management Journal, and Journal of International Business Studies. He has served as Chair of the Conflict Management Division of the Academy of Management, and as president of the International Association for Conflict Management.