Using Strategy Vector Model for the Comparisonal Analysis of German and Turkish Culture

Dilek Kurt
Yeditepe University, Istanbul, Turkey
dr.dilekkurt@gmail.com

Keywords: Strategy Vector Model, Culture, Cultural Vector Model

Abstract. Culture is accepted as a major parameter in the development of organizational structures and organizational strategies. Thus, culture explains both the variance and similarities in the organizations in different countries. Strategy Vector model is a conceptual model developed by Livvarçin [1] initially for the assessment of organizations. Based on Strategy Vector Model, culture differences and similarities can be represented by the Cultural Vector Model.