

ABSTRACT OF THE DISSERTATION

OVERCOMING CULTURE SHOCK WHILE WORKING AS AN EXPATRIATE IN AFRICA: CASE STUDY ACCRA GHANA

By

Pauline Nneka Osasona

W. EDWARDS DEMING SCHOOL OF BUSINESS, 2018

DR. COLLEEN LINDECKER, CHAIRPERSON

Culture shock is an experience that takes place when people find themselves in a strange or a new cultural environment. The term “culture shock” has been argued to be precipitated by the anxiety resulting from losing familiar signs and symbols of social intercourse. When an individual enters a strange culture, all or most of his/her familiar cues are removed. No matter how broad-minded or full of good will an individual may be series of old ways of doing things will be thumped out from under him or her. Culture is an indicator for our behaviours. We are dependent on the culture of the place where we find ourselves. It provides us with stability, security and helps us to know how to understand and respond to what is happening around us. However, if we move to another culture or encounter people from an unfamiliar culture, our views may clash with their different beliefs, norms, values, and traditions. We may have difficulty adjusting to a new culture not familiar to us; consequently, we may suffer from anxiety

ABSTRACT OF THE DISSERTATION

and feelings of surprise, disorientation, uncertainty, confusion and other related symptoms, because of globalization, management of various companies are seeing the attractiveness of expanding to new locations, particularly in developing countries where there are vast untapped human and material resources such as Africa. Nevertheless, these changes do not come without a cost. All these countries have different cultures. Therefore, whoever is coming to do business in Africa must think of how to adapt and overcome cultural differences. This study seeks to identify how expatriates, who are already in Accra, Ghana, Africa doing business, have dealt with all forms of culture shock and how their experiences can help future expatriate workers coming to do business in Africa more easily overcome the culture shock that arises out of these cultural differences.