

DOES INTERNATIONAL BUSINESS LEADS TO CULTURAL IMPERIALISM WITH THE
MEDIATING EFFECT OF CULTURAL GLOBALIZATION



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MEDIATING EFFECT OF CULTURAL GLOBALIZATION

Nilukshika Mendis Abeysekera

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Author: Miss Nilukshika Mendis Abeysekera

Independent Study Committee:

Advisor



(Dr. Sumas Wongsunopparat)

Field Specialist



(Dr. Manasi Shukla)



(Asst. Prof. Dr. Aunya Singsangob)
Vice President for Academic Affairs
Acting Dean of the Graduate School
April 9, 2015

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Does International Business Leads to Cultural Imperialism with the Mediating Effect of Cultural Globalization (45pp.)

Advisor: Sumas Wongsunopparat, Ph.D.

ABSTRACT

The great phenomenon globalization has open great doors for international business, where it conquers other nations and improving their economic. However so, does international business leads to cultural imperialism. The research investigates the impact of international business on cultural imperialism and also the cultural globalization has a mediating effect in the relationship between international business and cultural imperialism. For the research 404 surveys were randomly distributed and were self administered, these are the evidence that will provided on weather the following research is supported or not supported, and further more, in the future what shall difference and how shall it differ from this research paper.

Keywords: Globalization, International Business, Cultural Globalization, Cultural Imperialism

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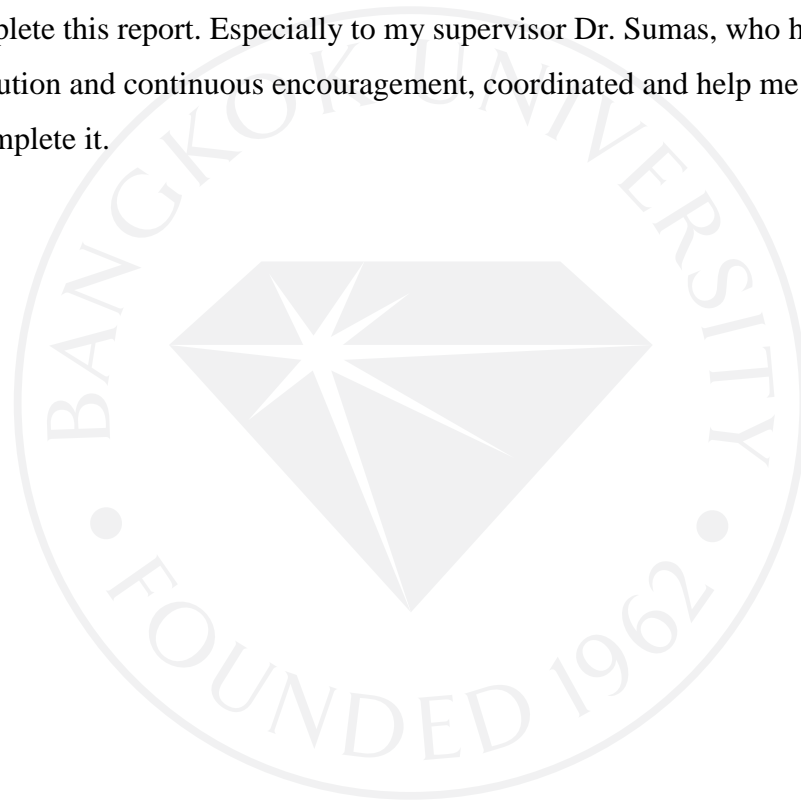


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CHAPTER 1

INTRODUCTION

1. Rationale and problem statement

David Malo's prophecy (1837) "If a big wave comes in large fishes will come from the dark ocean which you never saw before, and when they see the small fishes they will eat them up; such also is the case with large animals, they will prey on the smaller ones; the ships of the white men have come, and smart people have arrived from the Great Countries which you have never seen before, they know our people are few in number and living in a small country; they will eat us up, such has always been the case with large countries, the small ones have been gobbled up. "The spread of culture works in mysterious ways. Local cultures around the world have taken to Western-style business models so greatly that they have created their own hybrid cultures. As nations involve themselves in international business for development, the exchanges are not only limited to products and services, but there are exchanges of culture too.

From the global media sector, we see the power of transnational media companies, supported (and even respected) by the governments of the economically dominant major trading states they originate from, and the subsequent dependence media outlets and markets from the periphery have on them. Examples of this come from the consolidation of a media oligopoly by mostly American media conglomerates and the inability of Third-World countries to stand up to neoliberal-espousing dominant states in the Global North such as The United States through supposedly democratic institutions such as UNESCO. This reflects the transmission of power from imperial powers in colonial times to transnational corporations in this neoliberal, corporate globalization era (or, for others, between imperial European powers of old and the American imperial power of today, as it has been the source – and driving force – of the neoliberal agenda which has swept the world since the 1980s and allowed those transnational corporations, originating from economically powerful states such as the US, to thrive).

In any case, the relationship between international communications and the neoliberal atmosphere in the global capitalist economy suggest two things. Firstly, it suggests neoliberalism (which encourages freedom of trade so that powerful traders may prosper unrestricted), in conjunction with a legacy of inequality caused by colonialism and imperialism, severely disadvantages former colonies and other underdeveloped states, which cannot compete with the already advanced powerful states in the Global North. Secondly, it suggests that whatever trend prevailing in the global political economy greatly impacts on international communications. The result of the prevalence of neoliberal policy directives in the past 30 years or so has been the consequent narrowing down of the field of media firms, which dominate the global media market, and the establishment of a predominantly American-run oligopoly within it. The global economy thus has a huge affect on international communications, and dependencies and inequalities in the former result in dependencies and inequalities in the latter.

The cultural imperialism literature is characterized by an uncritical acceptance of the political self-representations of scholars on both sides of the divide. The moral/political cast of the debate has served as a diversion keeping attention away from fundamental issues of methodology and epistemology. Much of the current literature presents a view of world-historical processes that is Eurocentric and romantic this paternal is must be replaced with a consistent model of humanity, one that recognizes the potential capacity even of powerless groups of historical agency, morality and intelligence. If it is accepted that the creation of culture is truly a phylogenetic characteristic, then it should follow that the politically and economically disadvantages in the cultural realm. That is why the reproduction of social patterns and values must be proven instead of being assumed.

Therein lies a major dilemma for researchers in this tradition, a choice between retaining the political “high ground” as protectors of the powerless on the one hand or, on the other, subjecting their thesis to testing, with unpredictable results. The systematic measurement of social patterns and their meanings- using truly mass cultural forms – is likely to severely undercut the claims of audience cultivation. Meanwhile, the continued absence of verifiable support for the thesis is likely to undermine its usefulness as a political battle cry as well as implicit empiricist goals. Thus, after, twenty years of research, cultural imperialism stands at a theoretical

crossroad mired in methodological confusion

For past two decades, more than 500 foreign investors, including fortune 500 companies, have invested in Sri Lanka. Its per capita income (US\$ 2020 in 2008) remains highest in the region after Maldives. Sri Lanka was one of the first developing countries to understand the importance of investing in human resources and promoting gender equality. As a result, Sri Lanka has achieved human development outcomes (e.g. literacy rate around 92 per cent) more consistent with those of developed countries, but has not achieved its full potential in utilizing its human resources (The World Bank, 2000). Sri Lanka attracted US\$1 billion in 2012, which, whilst good progress for the country, represents a shortfall of 50% from the government's target. The country achieved similar FDI levels in 2011. With an economy of \$27.4 billion, and per capita GDP of about \$4,700 (PPP), Sri Lanka has mostly enjoyed strong growth rates in recent years. The main economic sectors of the country are tourism, tea export, apparel, textile, rice production and other agricultural products. In addition to these economic sectors overseas employment contributes highly in foreign exchange, most of them from Middle East.

Objectives of the Study:

This study is conducted with the purpose of gathering evidence of international business impact on cultural imperialism and also to gather information regarding how cultural globalization has the mediating effect in the relationship between international business and cultural imperialism.

Scope of the study:

This research studies the impact of international business on cultural imperialism, and also is cultural globalization having a mediating effect when it comes to international business and cultural imperialism. Due to increase of globalization there are many international business taking place in Sri Lanka, the main scope of the study is to find out if the increase of international business having on the Sri Lankan culture, is there cultural imperialism and is cultural globalization is contributing to this aspect.



CHAPTER 2

LITERATURE REVIEW

2. Introduction

This chapter discusses important theories associated with this study. The literature review covers the need for international business in ones country in order for them to develop. This chapter will mainly focus on the impact of international business that leads to cultural imperialism and globalization of cultures. The definitions of cultural imperialism, international business and cultural globalization are also explained in this chapter.

2.1 Impact of international business on culture

Due to the birth of globalization, a tremendous increase of international business has become very popular through the century. As nations involve themselves in international business for development, the exchanges are not only limited to products and services, but there are exchange of culture too.

The impact of international business through globalization on our culture cannot be avoided. But we can modify on rules and regulations and increase monitoring to protect our own culture from misuse. Definitely it is not as easy task; it requires a change of mindset and most importantly, patriotism must be driving force in raising our self- esteem to protect our indigenous culture from another.

The academic study of international business is fairly recent phenomenon, beginning with formal International Business studies that appeared after world war 2 as US exports and foreign direct investment came to play an important role in the world of reconstruction and development. Until the 1960, the bulk of IB research focused on economic explanations for trade flows between countries, reflecting its roots in macro – economic theory and a heavy emphasis on the theory of comparative

advantage (Barlett and Ghoshal 1991)

The difficulties with cultural differences for international business became obvious in the 1960's already and have also been recognized by IBM. Therefore Geert H. Hofstede was hired to conduct research on human behavior and preferences across countries to get a better understanding of cross-cultural management. Hofstede questioned 60.000 employees from 71 different nations in his survey. In 1980, Hofstede published his model of five cultural dimensions based on the results of his research (Hofstede, 1984). The five dimensions defined are, in his opinion, the most influential on differentiating behaviors of people and therewith help to define the country's culture (Hofstede, Geert H. Hofstede, 2011).

The five Dimension according to Hofstede:

- . 1) Power Distance Measures the extent to which power is distributed equally within a society and the degree that society accepts this distribution.
 - . 2) Uncertainty Avoidance The extent to which individuals require set boundaries and clear structures.
 - . 3) Individualism versus Collectivism The extent to which individuals base their actions on self-interests versus the interest of the group
 - . 4) Masculinity versus Femininity A measure of society's goal orientation A higher focus on status or human relations
 - . 5) Long-term vs. short-term orientation The extent to which a society does or does not value long-term commitments and respect for tradition
- . The major challenges for international business are and will be the interaction between employees worldwide. Based on the ongoing globalization this will be a growing problem unless companies are aware of the challenge and make the right decisions. To prepare their company for an international environment the management needs to decide first what cultural approach they will follow. This decision needs to be communicated among all employees. They need to be made aware of cultural difference and the challenge they are going to face. Cultural awareness as well as the understanding of the challenge will most

likely lead to an opener communication between the subsidiaries. The next challenge for the corporation is to find people to fit their environment and cultural approach. Not everybody is able to adjust to different cultures and might just be effective in the home countries culture. Also the change of the cultural environments due to the ongoing globalization needs to be watched closely. International corporations cannot miss the train of cultural changes anywhere in the world, as every change might influence one of their subsidiaries and therewith affects their employees and corporate culture.

2.2 Cultural imperialism versus globalization of cultures

Cultural imperialism is cast as the international extension of the long-discredited hypodermic needle theory, which views cultural consumers as passive automatons. At the other end of the extreme, the globalization of culture perspective is cast as a wildly postmodern standpoint in which free-floating individuals are said to be able to make an infinite set of localized meanings from cultural products. There has been a growing trend among many global communication and media scholars to locate a productive middle ground between cultural imperialism and globalization of culture.

Multiple scholars (Hall 1990; Kraidy 2002; Straubhaar 2007; Tomlinson 1999, etc.) have picked up the trope of hybridity and hybridization and sought to develop it and refine it, and, in some cases, to claim it as the analytical and theoretical locus around which inter-national media and communication research ought to congeal. Hall (1990) was among the first to propose the examination of globalization and culture through the lens of hybridization via his notion of cultures in contact. According to Hall, new and different cultures – hybrids – emerge from social and cultural overlapping. This overlapping has historically taken place in what Hall describes as ‘contact zones’. These are places where cultures intersect, with one typically an imperialist culture, the other(s) a subordinate one. The dominant, imperialist culture does not, according to Hall, steamroll the subordinate culture. Instead, a subordinate culture draws from its own roots and mixes its culture with elements of the hegemonic culture. Considerable attention has recently been paid to considering hybridization in terms of power inequities. Attention has also been

given to the challenge of marrying macro- and micro-level analysis. This, in an attempt to mold an approach that captures the strengths of both cultural imperialist and globalization of culture perspectives while leaving the weaknesses of each behind.

2.3 Cultural Imperialism

Definition on cultural imperialism

Cultural imperialism is defined as the cultural aspects of imperialism. The term cultural imperialism refers most broadly to the exercise of domination in cultural relationships in which the values, practices, and meanings of a powerful foreign culture are imposed upon one or more native cultures. The Cambridge dictionary quite simply defines cultural imperialism as one "culture of a large and powerful country, organization, etc. having a great influence on another less powerful country." To truly understand the modern meaning and significance of cultural imperialism, however, you have to know more than its basic dictionary definition. As globalization, media proliferation and instant worldwide communication become the norm, cultural imperialism is perhaps more significant now than ever before.

Cultural imperialism, according to John Tomlinson, consists of the spread of modernity. According to the theory of cultural imperialism, less economically prominent cultures essentially import culture from wealthier countries -- chiefly Western countries, which have the economic means necessary to produce a majority of the world's cultural media -- mostly via the global transmission of media. As one society exerts cultural influence over another, the latter society adopts its customs, philosophies, worldviews and general ways of life. Under the imposition of another culture, the "lesser" culture is thought to lose some of its own cultural identity in the process.

According to Salwen (1991), the issue of cultural imperialism emerged largely from communication literature involving development and political economy. These orientations ultimately constructed formulations concerning cultural heritage and behavior based on an analysis of government, corporate

policy and practice. Mattelart (1994) argues that since the end of the 1960s, these terms, used by a Jacques Rigaud, alarmed about the loss of French cultural influence in the era of information technologies, and by a Zbigniew Brzezinski, who believed them outmoded, have run through studies on the role of communications in the relations among nations.

Media imperialism can be viewed as one part of cultural imperialism. Lee (1979) notes that in theories of media imperialism, media institutions are often conceptualized as having a certain measure of autonomy within the cultural sphere (p. 42). Boyd-Barrett (1977) argues that media imperialism should be valued as 'a distinct analytical tool', not merely a sub- process of cultural imperialism (p. 118). Boyd-Barrett's definition of media imperialism reflects this perspective:

Broadly speaking, the term refers to the process whereby the ownership, structure, distribution or content of the media in any one country are singly or together subject to substantial external pressures from the media interests of any other country or countries without proportionate reciprocation of influence by the country so affected (1977:117).

Schiller, The scholar most responsible for popularizing the cultural imperialism thesis in the United States, and perhaps in the entire English-speaking world falls some where between the two traditions, although tending toward the Anglo American. He has focused on the structure and operation of the media, Particularly production and distribution of power, within national systems and the global context (1983,p.249,253;1981). In his most explicit work on cultural imperialism (1976), he defined the notions "the sum of the processes by which a society is brought into the modern world system and how its dominating stratum is attracted, pressured, forced, and sometimes bribed into shaping social institutions to correspond to, or even promote, the values and structures of the dominating center of the system"(9). He has cited the exportation of tourists, business culture, commercial broadcasting, work-force segmentation, and scientific research as examples of the one-way transmission of cultural informational outputs, facilitated by computer networks and satellites as well as public diplomacy, particularly the free flow of information doctrine.

Smith (1980) viewed the cultural imperialism controversy as at heart a

“delicate moral or philosophical conundrum” (P.13), although he acknowledges that the vast mass media of the west have “transformed the social fabric of Third world countries as it has repressed its traditional cultures”(p.13). the purpose of his essay, replete with brief case studies and various statistics, was “ to describe the various lines along which the controversy has been growing and point out some possible future points of synthesis or agreement”(p.16).

2.4 International Business

Definition of International Business

Basic concept of international business:

1. Exporting and Importing: Exporting is concerned with the selling of domestic goods in another country. Importing is concerned with purchasing goods made in another country.

2. Balance of Trade: The Balance of trade represents the difference between the visible export and import. It may be shown in the following way.

- . *Balance of Trade*= Visible export-Visible import.
- . *Favorable balance of trade:* Favorable balance of trade indicates that a country’s export is higher than its import.
- . *Unfavorable balance of trade:* When a country’s imports are higher than its exports, then it is called unfavorable balance of trade.

3. Balance of Payment: A Balance of payment represents the difference between visible plus invisible export and visible plus invisible import. It may be shown in the following equation.

- Balance of payment = (Visible export + invisible export)-(Visible import +invisible import)
- *Favorable balance of payment:* If more money is flowing in the country than flowing out of the country.
- *Unfavorable balance of payment:* An unfavorable balance of payment exists when more money is flowing out of the country than flowing in.

4. Exchange Rate: It is the rate at which one country can exchange its currency with other country's currency. Exchange rate is of four types:

- **Devaluation:** Reducing the value of nation's currency in relation to currencies of other nations.
- **Revaluation:** revaluation increased the value of a country's currency in relation to that of the other countries.
- **Fixed exchange rate:** It is an unvarying exchange rate, which is set by the government.
- **Floating exchange rate:** An exchange rate that fluctuates with market conditions.

International business may be defined simply as business transactions that take place across national borders. This broad definition includes the very small firm that exports (or imports) a small quantity to only one country, as well as the very large global firm with integrated operations and strategic alliances around the world.

International business grew over the last half of the twentieth century partly because of liberalization of both trade and investment, and partly because doing business internationally had become easier. In terms of liberalization, the General Agreement on Tariffs and Trade (GATT) negotiation rounds resulted in trade liberalization, and this was continued with the formation of the World Trade Organization (WTO) in 1995. At the same time, worldwide capital movements were liberalized by most governments, particularly with the advent of electronic funds transfers. In addition, the introduction of a new European monetary unit, the euro, into circulation in January 2002 has impacted international business economically. The euro is the currency of the European Union, membership in March 2005 of 25 countries, and the euro replaced each country's previous currency. As of early 2005, the United States dollar continues to struggle against the euro and the impacts are being felt across industries worldwide.

In terms of ease of doing business internationally, two major forces are important:

- . Technological developments which make global communication and transportation relatively quick and convenient; and

- . The disappearance of a substantial part of the communist world, opening many of the world's economies to private business.

Impact of international business on Sri Lankan culture

“The end of the long civil war in Sri Lanka in 2009 generated widespread expectations of a peace dividend that would enable the country to embark on a period of sustained economic growth. Recent developments have dampened that optimism.

Sri Lanka is ranked as the most liberalized economy in south Asia. In 1978, the Island adapted open market free economic policies, and successive governments have further liberalized the economy, leading to deregulation, greater privatization and opening the economy to international competition. Transparent investment laws aim to foster foreign direct investments. Sri Lankan commercial laws are based on British laws and country has a highly independent judicial system.

There are several forms of economies different from each other, which can be seen operating simultaneously in Sri Lanka. (Silva S.B.D, 1982:417) Pre- colonial interdependent economy, feudal system, industrial capitalism and trade capitalism could be identified as these systems. These multiple systems of economics are operating in different ways and maintain different cultural values. (Silva S.B.D, 1982) Gunasinghe Newton, 1999.195-215/ Wicramasinghe Martin, 1954). Therefore, Sri Lanka can be considered as a multi-cultural sphere. (Perera, Sasanka 1997: 101) Two reactions for globalization, homogenizing some parts of society and heterogenization of selves can be seen in Sri Lankan context. The popular discourse says that globalization is in the process of erasing social boundaries in Sri Lankan society. Wearing jeans, using cellular phones can be presented as witnesses to prove that argument by some authors. Popular and public media of Sri Lanka always repeat the homogenization effect of globalization. The objective of this research is to analyze the validity of the above-mentioned popular concepts based on gender differences.

Sri Lanka has dynamic and resilient private sector, which if necessary can be joint venture partners for foreign investors. However, foreign investors are allowed to own 100% ownership of a investment. Concessions granted under an agreement with the Board of Investment – for qualifying investment projects - remain valid over the lifetime of the enterprise.

Sri Lanka is ranked as the most liberalized economy in south Asia. In 1978, the Island adapted open market free economic policies, and successive governments have further liberalized the economy, leading to deregulation, greater privatization and opening the economy to international competition. Transparent investment laws aim to foster foreign direct investments. Sri Lankan commercial laws are based on British laws and country has a highly independent judicial system.

The economic policy changed as of 1977 brought in several fundamental changes in the economy. The policies supporting 'self sufficiency' were affected due to the liberation of the economy

2.5 Cultural globalization

Cultural globalization refers to "the emergence of a specific set of values and beliefs that are largely shared around the planet" (Castells, 2009, p. 117). The source of most global informational flows is mass media. Traditionally this entails a flow of information in a single direction, dispersion from one to many. Throughout the developed world the globalization of media is often argued to be tantamount to the globalization of culture. Indeed, cultural globalization is familiar to almost everyone; prominent icons of popular culture, like Coca-Cola and McDonalds, are common examples that can be found 'everywhere'. Looking at global cities (Sassen, 1991) where a consistent brand-name consumerism exists, cultural globalization can appear to act as a solvent, dissolving cultural differences to create homogeneity across the globe.

Various scholars have made the case for focusing on cultural globalization, such as John Tomlinson (1999) who notes the importance of considering cultural practices as central to the phenomenon of globalization. Anthony Giddens (1990) defines globalization as "the intensification of worldwide social relations, which link distant localities in such a way that local happenings are shaped by events occurring many miles away and vice versa" (p. 64). Giddens views globalization as the spread of modernity and discusses time-space distancing, referring to the way in which instantaneous electronic communication erodes the constraints of distance and time on social organization and interaction. Some scholars, such as Robertson (1992), talk of a global culture and 'global consciousness'. Martin Albrow (1996) moves further,

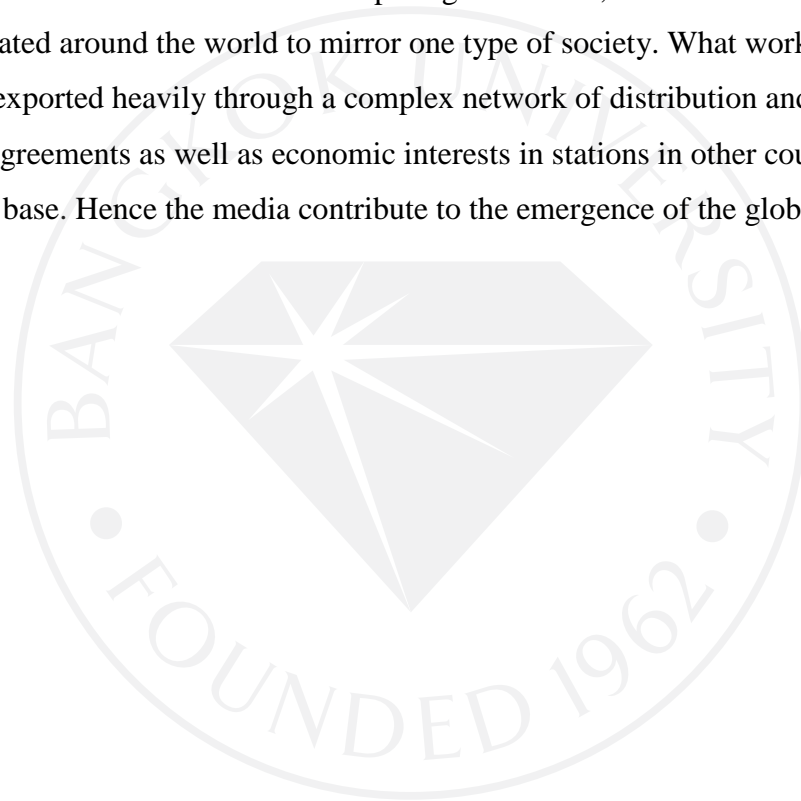
arguing that globalization results in a 'world society'. He defines globalization as "all those processes by which the peoples of the world are incorporated into a single world society, global society".

Cultural globalization also refers to the transmission of ideas, meanings and values around the world in such a way as to extend and intensify social relations. In the contemporary period, and from the beginning of the twenty first century, this process is marked by the common consumption of cultures that have been diffused by the Internet, popular culture media, and international travel. This has added to processes of commodity exchange and colonization, which have a longer history of carrying cultural meaning around the globe. The circulation of cultures enables individuals to partake in extended social relations that cross national and regional borders. The creation and expansion of such social relations is not merely observed on a material level. Cultural globalization involves the formation of shared norms and knowledge with which people associate their individual and collective cultural identities. It brings increasing interconnectedness among different populations and cultures.

Culture is the totality of learned, socially transmitted customs, knowledge, material objects and behavior. It includes the ideas, value, customs and artifacts of a group of people (Schaefer, 2002). Culture is a pattern of human activities and the symbols that give these activities significance. It is what people eat, how they dress, beliefs they hold and activities they engage in. It is the totality of the way of life evolved by a people in their attempts to meet the challenges of living in their environment, which gives order and meaning to their social, political, economic, aesthetic and religious norms and modes of organization thus distinguishing people from their neighbors. In Federal Republic of Nigeria (1988), culture comprises material, institutional, philosophical and creative aspects.

Technology has now created the possibility and even the likelihood of a global culture. The Internet, fax machines, satellites, and cable TV are sweeping away cultural boundaries. Global entertainment companies shape the perceptions and dreams of ordinary citizens, wherever they live. This spread of values, norms, and culture tends to promote Western ideals of capitalism.

The individual learns its culture from the environment. First from the family, then through social relationships, and social environment in particular the media, politics and its professional life. Media and computer mediated communication, which facilitate the intercultural exchange and expose the individual to cultural attributes. The media in particular has a critical role in globalization as then cultural attributes are distributed largely globally. According to Dahl (2001) media can serve to repress as well as to liberate, to unite as well as fragment society, both to promote and to hold back change. This makes an extremely powerful tool, a promoter of social, structural and cultural change. Also media contents present itself today as a global form of entertainment. The concept of game shows, talk shows and films are equally created around the world to mirror one type of society. What works in one country is exported heavily through a complex network of distribution and co-operation agreements as well as economic interests in stations in other countries than their home base. Hence the media contribute to the emergence of the global culture



2.6 Conceptual Framework

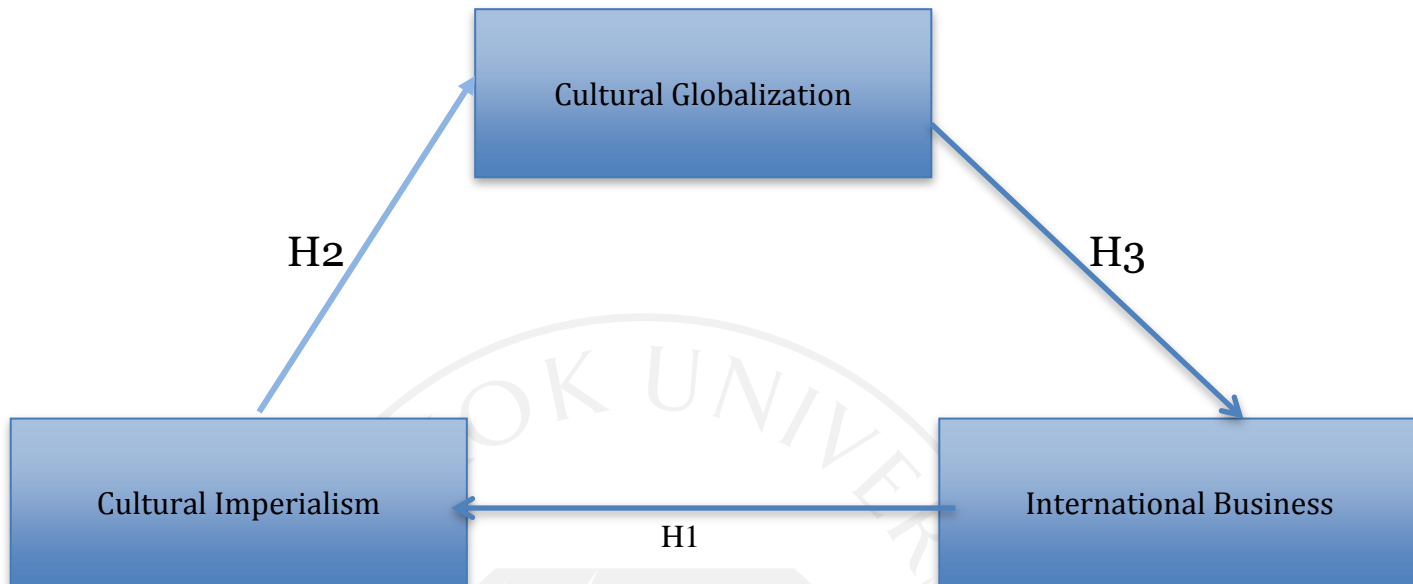


Figure 2.1: Conceptual Model of Hypothesis

2.7 Hypothesis

Hypothesis 1: International business impact on cultural imperialism

Hypothesis 2: Relationship between cultural imperialism and Cultural Globalization

Hypothesis 3: Relationship between cultural Globalization and International Business

Hypothesis 4: The cultural Globalization has the mediating effect in the relationship between international business and cultural imperialism.

CHAPTER 3

METHODOLOGY

In this chapter, it presents the discussion on research and the methodology be used. It also discusses description of the research paper and the data collection.

3.1 Research Design

In this paper, I used a survey research by distributing the questionnaires to the sample units. Self-administered questionnaire will be used in this research, which would contain questions will be answered by the respondents to collect the information required for achieving the research objectives. In this research, the survey questionnaire was conducted in February 2014, to ensure the accurate data is collected. The surveys questionnaire will be answers by respondents who lives in Sri Lanka, who will be selected randomly. Survey questionnaires will be distributed in English only and it can be viewed in the appendix.

3.2 Research Instrument

Statistical Package for the Social Sciences program (SPSS) will be used to analyze the results of this survey questionnaire. The database is presented in an easily interpretable format. For the demographic profile of respondents, the descriptive statistics would be used to analyze. Descriptive analysis refers to transformation of raw data into a form that will make them easy to understand and interpret. Describing responses or observations is typically the first form of analysis. The most common form of summarizing data is the calculation of averages, percentage distributions and frequency distribution. The demographic profile of respondents such as age, gender, Martial status, Education, will be analyzed by using the Percentage and frequency distribution. Pearson correlation is using for the effects of international business on cultural imperialism and cultural globalization.

CHAPTER 4

DATA ANALYSIS AND FINDINGS

In this chapter, it shows the results from the data analyses that are presented. The data was collected from the survey questionnaire and then it was processed in the respondent of the problems that posed in the previous chapters.

Four hundred surveys were distributed randomly in Sri Lanka with a 100% respond rate.

4.1 Participants

More than half of the participants in this survey were female (72.5%). The majorities were in the age group of 20 – 29 years (51%). Most of the respondents were married (57.4%). Most of the respondent had a bachelor's degree (79.5%) and finally most of the respondents were employed for wages (89.9%). Table 4.1 displays the respondents' demographic characteristics in more detail.

	Characteristic	Numbers	Percentage
Gender	Male	111	27.5
	Female	293	72.5
Age	20 to 29	206	51.0
	30 to 39	93	23.0
	40 to 49	62	15.3
	50 to 59	43	10.6
Marital Status	Single	163	40.3
	Married	232	57.4
	Divorced	2	5
	Separated	1	2
	Widowed	6	1.5
Education	High School Graduate	32	7.9
	Bachelor's degree	321	79.5
	Master's degree or higher	51	12.6

Employment 89.9	Employed for wages	363
Status 3.0	Self employed	12
1.7	Homemaker	7
4.2	Student	17
1.2	Retired	5

4.12 Are there many international business-taking places in your Country?

	Frequency	Percent
Neutral	128	31.7
Agree	236	58.4
Strongly agree	40	9.9
Total	404	100.0

Table 4.12 many respondent agree (58.4%) that there are many international business-taking place in their country.

4.13 Does international business has the stronger impact in your country in nowadays?

	Frequency	Percent
Strongly disagree	1	.2
Disagree	1	.2
Neutral	35	8.7
Agree	147	36.4
Strongly agree	220	54.5
Total	404	100.0

Table 4.13 many respondents strongly agree (54.5%) on international business having a stronger impact in their country nowadays.

4.14 Is international business conquering in your cultural values?

	Frequency	Percent
Valid Neutral	157	38.9
Agree	179	44.3
Strongly agree	68	16.8
Total	404	100.0

Table 4.14 many respondents agree (44.3%) followed by some respondent selected neutral (38.9%) that the international business is conquering their cultural values.

4.15 Do you think the major companies have more power to control the smaller companies?

	Frequency	Percent
Neutral	78	19.3
Agree	228	56.4

Strongly agree	98	24.3
Total	404	100.0

Table 4.15 many respondent agree (56.4%) major companies have more power to control the smaller companies.

4.16 According to you, do you think that international business is the reason leading to “big fish eat small fish” in the market?

	Frequency	Percent
Disagree	3	.7
Neutral	11	2.7
Agree	347	85.9
Strongly agree	43	10.6
Total	404	100.0

Table 4.16 many respondent agree (85.9%) international business is the reason leading to “big fish eat small fish” in the market

4.17 Is there a need for increasing rules and regulations in the country in order to avoid cultural imperialism?

	Frequency	Percent
Valid Neutral	143	35.4
Agree	261	64.6
Total	404	100.0

Table 4.17 many respondent agree (64.6%) for increasing the rules and regulation in

the country in order to avoid cultural imperialism.

4.18 International Business leads to the cultural sharing, in some aspect, it's also leads to the cultural imperialism?

	Frequency	Percent
Strongly disagree	1	.2
Disagree	3	.7
Neutral	115	28.5
Agree	218	54.0
Strongly agree	67	16.6
Total	404	100.0

Table 4.18 many respondents agree (54.0%) that international business leads to cultural sharing, in some aspects, its also leads to cultural imperialism.

4.19 Is there a need for increasing rules and regulations in the country in order to avoid cultural imperialism?

	Frequency	Percent
Neutral	143	35.4
Agree	261	64.6
Total	404	100.0

Table 4.19 many respondents agree (64.6%) that there is a need for increasing rules and regulations in the country in order to avoid cultural imperialism

4.20 More foreign cultural is adapting in your country?

	Frequency	Percent
Neutral	5	1.2
Agree	188	46.5
Strongly agree	211	52.2
Total	404	100.0

According to table 4.20 many respondents strongly agree (52.2%) that more foreign cultural adapting in their country.

4.21 Do you think, the use of political and economic power to exalt and spread the values and habits of a foreign culture at the expense of a native culture?

	Frequency	Percent
Agree	200	49.5
Strongly agree	204	50.5
Total	404	100.0

Table 4.21 respondents strongly agree (50.5%) that the use of political and economic power to exalt and spread the values and habits of a foreign culture at the expense of a native culture

4.22

	Frequency	Percent
Neutral	25	6.2
Agree	99	24.5
Strongly agree	280	69.3
Total	404	100.0

Table 4.22 respondents strongly agree (69.3%) due to expanding of international business around the world, it effects and increase the globalization, and people are copying foreign cultures in negligence to their own culture.

4.2 Reliability Statistics

One of the most popular reliability statistics in use today is Cronbach's alpha (Cronbach, 1951). Cronbach's alpha determines the internal consistency or average correlation of items in a survey instrument to gauge its reliability.

Cronbach's alpha was used to measure the internal consistency and validity. The alpha coefficient for the nine items is .635, suggesting that the items are acceptable internal consistency.

Table 4.23: Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.635	.654	9

4.3 Preliminary analyses

Means and standard deviation of international business, cultural imperialism and cultural organization and correlation with each variables. There is statically significant relationship between cultural imperialism and international business ($r = .178, p < .000$) and the was a significant relationship between cultural globalization and cultural imperialism ($r = .168, p < .001$), however there is a negative statically significant relationship between international business and cultural globalization ($r = -.241, p < .000$).

4.24 International business, cultural imperialism and cultural globalization: mean, standard deviation and correlations. (N= 404)

Correlation with

M SD

	International Business	Cultural imperialism		
Cultural globalization				
International Business	4.00	0.40		.178
Cultural Imperialism	3.90	0.30	.178	.168
Cultural Globalization	4.55	0.35	-.241	.168

**** Correlation level is significant at the 0.01 level (2-tailed)**

4.4 Evaluating the hypothesized relationship international business and cultural imperialism

4.25 Show the results of this first regression analysis

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.178(a)	.032	.029	.29784

a Predictors: (Constant), international business

This table shows the multiple R (.178), which in this case is the same as the bivariate correlation between the variables, as there is only one predictor. The R Square shows that only .032 of the variance.

Anova

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1.169	1	1.169	13.179	.000(a)
	Residual	35.662	402	.089		
	Total	36.831	403			

a Predictors: (Constant), cultural imperialism

b Dependent Variable: international business

This table shows that the relationship (the R) is significant ($F = 12.18$, $p = .000$).

Coefficients(a)

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.371	.148		22.796	.000
	inter_business	.133	.037	.178	3.630	.000

a Dependent Variable: international business

This table shows the regression coefficients. As there is only one predictor, the Beta (.178) and its significance are the same as the R and its significance shown in Tables . However, we can now see that the direction of the relationship is positive: as predicted, the cultural imperialism is significantly related to international business.

4.5 Evaluating the hypothesized relationship international business

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	2.842	1	2.842	24.784	.000(a)
	Residual	46.090	402	.115		
	Total	48.932	403			

and
cultural
globalization

on

4.26

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	-.241(a)	.058	.056	.33860

a Predictors: (Constant), inter_business

This table shows the multiple R (-.241) which is negative

ANOVA(b)

a Predictors: (Constant), cultural imperialism

b Dependent Variable: international business

This shows that the relationship between international business and cultural globalization is significant ($F = 24.78, p = .000$).

Coefficients(a)

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	5.381	.168		32.014	.000
	inter_business	-.208	.042	-.241	-4.978	.000

a Dependent Variable: international business

The beta shows that the relationship between international business and cultural globalization is negative.

4.6 Variables's analysis

Table 4.27

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics			Sig. F Change
						F Change	df1	df2	
1	.322(a)	.104	.099	.33067	.104	23.259	2	401	.000

a Predictors: (Constant), Cul_Imperialism, inter_business

ANOVA(b)

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	5.086	2	2.543	23.259	.000(a)
	Residual	43.845	401	.109		
	Total	48.932	403			

a Predictors: (Constant), Cultural Imperialism, cultural globalization

b Dependent Variable: international business

This shows that the variance explained by international business is significant ($F = 23.26, p = .000$)

Coefficients(a)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.536	.249		18.248	.000
	inter_business	-.242	.041	-.280	-5.824	.000
	Cul_Imperialism	.251	.055	.218	4.531	.000

a Dependent Variable: international business

The regression coefficients at step two, show that cultural imperialism is significantly (positively) related to international business.

Table 4.7 Evaluating the hypothesized relationship between cultural globalization, international business and cultural imperialism

Regression analysis was used to test the model, using the SPSS program. The effects were tested using the bootstrap method (Preacher & Hayes, 2008), with a 95% confidence interval and 5,000 bootstrap resamples.

Table 4.7 displays the results of the mediating effects of cultural globalization on the

relationship between international business and cultural imperialism. The relationship between international business and cultural imperialism was statistically significant ($\beta = -.208, p = .000$). The hypothesis 1: International business impact on cultural imperialism was supported. In the mediation model, cultural globalization and cultural imperialism ($\beta = .251, p = .000$) was cultural globalization is positive and statically significant, while the international business and cultural globalization (b path, $\beta = -.242, p = .000$) was negative and significant. The indirect mediating effect ($a*b$) which is $-.242 * .251 = -.061$, ($\beta = -.061, p < .000$). Therefore, international business did predict cultural imperialism, but cultural imperialism was estimated through the mediator of cultural globalization. Consequently, these result does not support hypothesis 2 that cultural globalization mediated the relationship between international business and cultural imperialism.

Table 4.28 Bootstrap results used to test the significance of mediation effects

	R	R2	R2change	Beta
Analysis 1				
International Business	.178	.032		.178
Analysis 2				
Cultural Globalization	-.241	0.58		-
241				
Analysis 3				
Cultural Imperialism	.322	.104	23.26	
.218				

Factor Analysis

KMO & Bartlett's Test of Sphericity is a measure of sampling adequacy that is recommended to check the case to variable ratio for the analysis being conducted. In most academic and business studies, KMO & BARTLETT's tests play an important role for accepting the sample adequacy. While the KMO ranges from 0 to 1, the world-over accepted index is over 0.6. Also, the Bartlett's Test of Sphericity relates to the significance of the study and thereby shows the validity and suitability of the responses collected to the problem being addressed through the study. For Factor Analysis to be recommended suitable, the Bartlett's Test of Sphericity must be less than 0.05. The value of the KMO Measure of Sampling Adequacy for this set of variables is .510, which would be labeled as 'middling'. $0.5 < KMO = 0.510 < 1$ mean factor analysis is fit with the data. (Bartlett's Test) Sig = 0,000 < 0,05 all variables are correlated with each other

The maximum likelihood estimation procedure was used to extract the factors from the variable data. Kaiser's rule was used to determine which factors were most eligible for interpretation because this rule requires that a given factor is capable of explaining at least the equivalent of one variable's variance. This is not unreasonable given that factor analysis has as its objective reducing several variables into fewer factors.

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	1.355	33.877	33.877	1.355	33.877	33.877	1.355	33.877	33.877
2	1.004	25.094	58.971	1.004	25.094	58.971	1.004	25.094	58.971
3	.975	24.378	83.349						
4	.666	16.651	100.000						

Extraction Method: Principal Component Analysis.

There were two factors > 1 mean that factors have a good summary data.

Rotation Sums of Squared Loadings (cumulative%) is 58.971 % > 50%.

Rotated component Matrix

The *rotated component matrix*, sometimes referred to as the *loadings*, is the key output of principal components analysis. It contains estimates of the correlations between each of the variables and the estimated components.

There are moderate-to-strong correlations between the 3 variables programs and component 1.

Rotated Component Matrix^a

	Component	
	1	2
Cultural imperialism	.798	
International business	.795	
Cultural Globalization		.983

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser

Normalization.

a. Rotation converged in 2 iterations.

CHAPTER 5

DISCUSSION

This chapter presents the analysis of the data findings based upon the data presentation presented in Chapter 4. Moreover, this chapter will summarize and conclude the key findings from the study in order to answer the hypothesis stated in Chapters 1 and 2 as the relationship between international business and turnover cultural imperialism through the mediator effect of cultural globalization. The results of the research study have been illustrated below with the findings.

5.1 Hypothesis Summary

The phenomenon of international business has taken over the world, it does not only stimulate the way a country functions but there is also the cultural affects. The conception that cultural globalization is acting as mediating effect when it comes to international business and cultural imperialism is supported in this study. However so, there was evidence that impact of international business on cultural imperialism. International business has been analyzed as 4.00 of the mean agree, while cultural imperialism is analyzed at 3.90 of the mean agree, and cultural globalization mean strongly agree at 4.55.

Regression analysis with bootstrapping was used to test the mediating effect of observance within cultural globalization; the results did not support the hypothesis that cultural globalization has an observance role as a mediator in the relationship between international business and cultural imperialism.

5.2 Discussion

There are two hypothesis that discussed in this paper, hypothesis 1: international business impact on cultural imperialism and hypothesis 2: The cultural Globalization has the mediating effect in the relationship between international business and cultural imperialism. Even though there are two hypotheses, according to the results only one of the hypotheses is supported.

Globalization has created an enormous path for international business around the world, however so every country differ from one another, there are different cultures, different beliefs and values. There are developed countries, developing countries and under developed countries. Sri Lanka is one of the fastest growing developing countries, with a strong culture, belief and values.

However so the result shows that international business is a factor leading to cultural imperialism, and there is also other factors that have an effect on cultural imperialism such as policy to protect, military and cultural influence from western cultures. But from the research also found out that cultural globalization can lead to cultural imperialism, however so there is proof that cultural globalization does not mediate the relationship between international business and cultural imperialism because nowadays one of the greatest influence for young generation and the old generation is the internet, which is widely opened and people can easily connect to one another.

5.3 Limitations of the present study and recommendations for future study

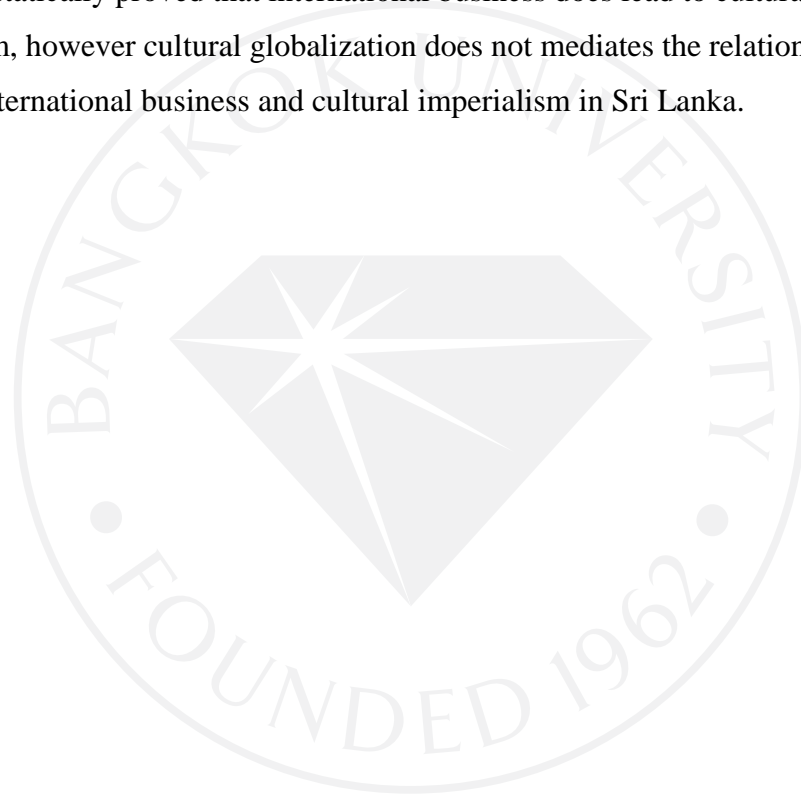
The major limitation of the present study is that cultural component was much more difficult to measure compared to other imperialism such as media and further more as Sri Lanka just recently started evolving in to a developing country, the influence of international business on cultural imperialism might have a smaller effect than compared 5 to 10 years from now.

Further more in future research, the new study framework must be considered for instance the cultural globalization can be considered as independent variable, where as cultural imperialism as the depend variable. I believe that this framework suggestion can explore the shortfall of points, improve and support the result from

this study.

5.4 Conclusion

This study describes the concepts of international business, cultural imperialism and cultural globalization; also it provides the hypothesis about the relationship between these elements in both positive and negative terms. This survey was with 404 Sri Lankans who were randomly selected in malls, bookstore and at cafes. To find out if international business impact on cultural imperialism and cultural globalization mediates the relationship between international business and cultural imperialism. The study statically proved that international business does lead to cultural imperialism, however cultural globalization does not mediates the relationship between international business and cultural imperialism in Sri Lanka.



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APPENDIX

RESEARCH QUESTIONS

1. Gender:

- 1) Male
- 2) Female

2. What is your current age?

- 1) 20 to 29
- 2) 30 to 39
- 3) 40 to 49
- 4) 50 to 59

3. What is your current marital status?

- 1) Single
- 2) Married
- 3) Divorced
- 4) Separated
- 5) Widowed

4. What is the highest degree or level of education you have completed?

- 1) High School Graduate
- 2) Bachelor's degree
- 3) Master's degree or higher

5. Professional or employment statuses?

- 1) Employed for wages
- 2) self employed
- 3) out of work and looking for work
- 4) Out of work but not looking for work
- 5) Homemaker
- 6) Student
- 7) Military
- 8) Retired
- 9) unable to work

International business

6. Are there many international business-taking places in your Country?

- 1) Strongly disagree
- 2) Disagree
- 3) Neutral
- 4) Agree
- 5) Strongly agree

7. Does international business has the stronger impact in your country in nowadays?

- 1) Strongly disagree
- 2) Disagree
- 3) Neutral
- 4) Agree
- 5) Strongly agree

8. Are international business conquering in your cultural values?

- 1) Strongly disagree
- 2) Disagree
- 3) Neutral
- 4) Agree
- 5) Strongly agree

Cultural Imperialism

“Imperialism is big fish eat small fish”

9. Do you think the major companies have more power to control the smaller companies?

- 1) Strongly disagree
- 2) Disagree
- 3) Neutral
- 4) Agree
- 5) Strongly agree

10. According to you, do you think that international business is the reason leading to “big fish eat small fish” in the market?

- 1) Strongly disagree

- 2) Disagree
- 3) Neutral
- 4) Agree
- 5) Strongly agree

11. International Business leads to the cultural sharing, in some aspect, it's also leads to the cultural imperialism?

- 1) Strongly disagree
- 2) Disagree
- 3) Neutral
- 4) Agree
- 5) Strongly agree

12. Is there a need for increasing rules and regulations in the country in order to avoid cultural imperialism?

- 1) Strongly disagree
- 2) Disagree
- 3) Neutral
- 4) Agree
- 5) Strongly agree

Cultural globalization

13. More foreign cultural is adapting in your country?

- 1) Strongly disagree
- 2) Disagree
- 3) Neutral
- 4) Agree

5) Strongly agree

14. Do you think, the use of political and economic power to exalt and spread the values and habits of a foreign culture at the expense of a native culture.

1) Strongly disagree

2) Disagree

3) Neutral

4) Agree

5) Strongly agree

15. The international business is expanding around the world, it effect and increase the globalization, and people are copying foreign cultures in negligence to their own culture?

1) Strongly disagree

2) Disagree

3) Neutral

4) Agree

5) Strongly agree

BIODATA

Name: Nilukshika Mendis Abeyssekera

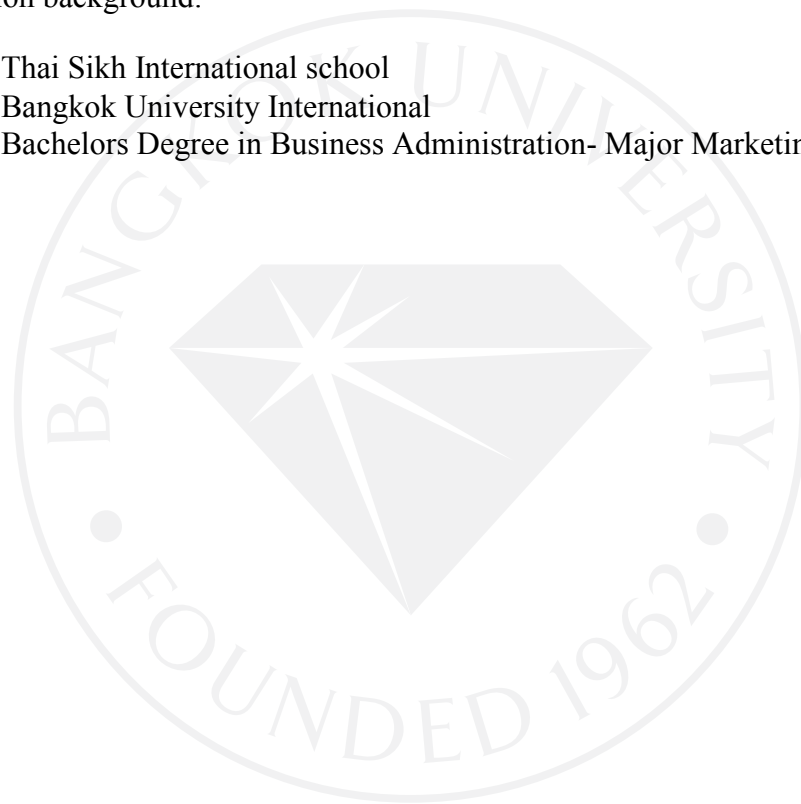
Address: 7C, Regent On The Park 1, Sukumvith soi 26, Klongtoey Bangkok 10110.

Contact: 084-7676052

E-mail: nilu.mendis@gmail.com

Education background:

- Thai Sikh International school
- Bangkok University International
Bachelors Degree in Business Administration- Major Marketing



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Sub-district SOANLUAN District SOANLUAN
Province BANGKOK Postal Code 10250 being a Bangkok
University student, student ID 4550202076

Degree level Bachelor Master Doctorate

Program MBA. Department - School Graduate School

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