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**CULTURAL COMPARISON: CULTURE EFFECT ON BUSINESSES**

**Research question:** How do cultural norms and values influence the decision-making processes regarding future investment in Israeli versus Hungarian organizations?

**METHODOLOGY:**

This research study on the impact of cultural norms and values on investment decision-making in Israeli and Hungarian organizations involves a structured approach to data collection, sampling, and analysis. The study uses a quantitative research design to assess and compare the cultural factors influencing investment decisions within medium-sized organizations in Israel and Hungary. By applying a structured survey with a focus on cultural dimensions and investment practices, this approach allows for statistical comparison and hypothesis testing. The quantitative method is well-suited to objectively measuring responses and identifying patterns within and across both national contexts

**REASEARCH RESULTS:**

Survey findings indicate that Israeli organizations demonstrate a stronger preference toward individualism and a higher tolerance for risk, which aligns with a more aggressive investment style. This contrasts with the Hungarian businesses, which, rooted in a culture of collectivism and tradition, prioritize stable, conservative strategies that minimize risk. For instance, Israeli respondents were more likely to emphasize innovation and short-term gains, while Hungarian organizations leaned toward preserving traditional practices and ensuring long-term stability. Furthermore, Hungarian organizations tended to place high value on stakeholder harmony and collective goals in their decision-making process, whereas Israeli companies exhibited a more flexible approach, focusing on individual or direct business gains.

The study’s findings, aligned with cultural models like Hofstede’s and Trompenaars’ dimensions, suggest that cultural context can deeply influence the risk profiles and strategic choices of organizations in each country. Specifically, Israel’s cultural orientation toward risk-taking may drive dynamic, high-yield investment choices, whereas Hungary’s focus on risk avoidance may result in steady but lower-yield investments.