

A Influência da Cultura Nacional na Organização a partir das Perspectivas Teóricas do Hofstede e Barros & Prates

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Considering the globalization phenomenon, that brought changes at the social context and at the public and private organizations scope, the study presents a reflection of different approaches related to culture, national culture and organizational culture. The analysis focuses on the influence of national culture on organizational culture, contextualizing the discussion within the Brazilian public administration. Initially, the concepts related to the issue are listed, with the later exposition of the typologies of Hofstede and Barros and Prates. Next, the article addresses specific aspects of Brazilian culture, with emphasis on personalism, paternalism and the Brazilian way (*jeitinho*). In the continuity of the study, an analysis of the public management in Brazil is carried out and theoretical currents are presented that approach the influence of national culture in the organizational culture, complemented by data of the Brazilian public administration. In conclusion, the article points to the importance of considering the interaction between national culture and organizational culture and broadening the discussion to the public administration context.

Keywords: culture, national culture, organizational culture, public administration.

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