

Power Distance: This dimension shows how much a society's weaker members accept that power is not allocated fairly. While restrained societies restrict gratification through social standards, indulgent cultures encourage the unrestricted fulfilment of wishes.⁵ Long-Term vs. Short-Term Orientation: While short-term cultures emphasize traditions, social duties, and quick outcomes, long-term cultures place more weight on tenacity, thrift, and future rewards. Whereas low uncertainty avoidance cultures are more laid back, adaptable, and unstructured, high uncertainty avoidance cultures value precise regulations and organized environments. Whereas low power distance cultures prefer greater equality and flatter organizations, high power distance cultures tolerate hierarchical hierarchy.