

UNIVERSITY OF
GUELPH

College of
Engineering

OCTOBER 16

12:30
PM EST

University of Guelph, RICH 3504

REGISTER HERE



BEN YANG

GUEST SPEAKER

UNDERSTANDING CULTURAL DIMENSIONS: HOW VALUES SHAPE HUMAN BEHAVIOUR

- Introduce the six “Cultural Dimensions” by the Dutch social psychologist Dr. Geert Hofstede
- Explain and analyze how cultural values influence human behaviour and interaction
- Inspire curiosity and motivation to develop cultural empathy to communicate effectively across cultures

