

BUMP

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daily calendars," said McLaughlin. "We are always in a hurry to get somewhere and always seek something just outside our reach."

McLaughlin also commented that the U.S. uses time as a measure of worth. "If people give you their time, then you are worth something to them," she said.

The rest of the world looks at time as flexible and doesn't use it as a commodity. Time for most of the rest of the world moves in waves not in segments like in the U.S.

• Conduct

McLaughlin promoted the idea of "form over substance." The U.S. is grounded in dealing with hard measures of things. "We like the end products of things, and other countries like the process," she said.

• Communication

People in the U.S. think our country is direct and open, but others think of us as being pushy, McLaughlin said. "They wonder if we'll say anything about business, what else will we say."

"Business people in other countries need to trust us, and that trust

grows out of the words we speak," she said. The manner of our communication affects our international dealings. In some countries like Mexico and Japan, they think it a personal affront to say "no." Business people from the U.S. need to learn not to ask yes/no questions for better communication.

• Work Attitudes

"In the U.S., we value hard work and believe that by working hard an individual or organization can determine their destinies and reap big rewards," said McLaughlin. "However, this concept is totally outside reality for many nations."

For example, in Islam, you can plan and work, but Allah determines the outcome. Latinos also believe that the Creator placed His people in certain stations in life, so why should they try to challenge Him and work up the ladder of success, she said.

In this respect, their motivational systems are different from ours, so we need to make our motivations for doing business match the cultural attitudes of the country we are working with.

• Relationships

McLaughlin pointed out that business grows out of relationships because that is where we begin to de-

velop trust. "In the U.S., we place a high price on being able to do our own thing," she said. "The emphasis is on the individual."

However, in much of the world, there is a strong group orientation because the group is the basic unit of society. McLaughlin commented that the U.S. is highly mobile and friendly, and we tend to make and give up relationships pretty easily. In other countries, people may never leave their place of birth. They have the same friends and work for the same companies all of their lives, she said.

• Space

Like time, space is also thought of as a commodity and a form of communication by people in the U.S., McLaughlin said. "We want little office walls around everyone. But, in Japan, everyone works in one large room with the supervisor at a table up front."

In the U.S., we like to stand back from each other, but in some places (like the Middle East), people stand very close together, she said. "In the Arab world, they believe you can't know someone until you share his breath." However, in the U.S., we feel invaded and unusual. There is no touching, except for the occasional handshake. In other places, it is not unusual

for a man to touch the lapels of another man or to grasp his hand as they walk down the street, McLaughlin said.

• Power

"In the U.S., all people are created equal, and we don't really think about social stratification," said McLaughlin. In socially stratified nations, their behavior is dictated by whether they are dealing with someone above or below them. People give and acquire authority in different ways around the world, she said.

Four things must happen for us to master the global marketplace, said McLaughlin. We must know who we are, make an attitude adjustment, expand our ability to develop relationships in international settings and increase our knowledge and skills. To increase our knowledge, we need to read more; study languages; study the history, geography, and religions of the world; and be joiners in business societies.

"As women, one characteristic that is helpful in international business is our relationship-making experience," said McLaughlin. Good relationships are the keys to success in the international business world.

For Your Information:

The Office of Student Activities Box Office continues for the second year to better serve students with evening hours. The Box Office hours are 8 a.m. to 9 p.m. Monday through Thursday and 8 a.m. to 5 p.m. on Fridays.

The Student Activities vans are now parked behind Weatherspoon. Chief Shattuck recommended this location because it is safer, with more space and less traffic for van drivers to cope with.

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As your vice president, I have worked hard this year to run all our committees. I've gained the organization, leadership, and enthusiasm it takes to be an effective officer. I am ready to take these skills into a higher position. I want to dedicate my senior year to serving you as president! It is time for our opinions to be heard! It is our time to SHINE!

Yours Truly,
Julia Rathbone

Vote March 7

Julia Rathbone

Senior Class President