

ABSTRACT

The cultural differences represent a barrier in the expansion of Polish companies abroad, which is subsequently submitted in this doctoral dissertation on the example of the Chilean market. The subject matter hasn't been the basis for proving the above thesis, however it was primarily aimed at solving the research problem, which defines which business behaviors in relations with representatives of Chilean culture should be avoided in order to eliminate undesirable interactions and indicate the favorable path of conducting business with representatives of Chilean culture.

The thesis presents factors which prevent the expansion of Polish enterprises to the Chilean market, showing the most important attitudes and beliefs among Chilean enterprise representatives as well as emphasizing the importance of cultural differences within an international business management. The aim of the subsequent research is to identify values as a cultural factor important in the professional life of a Chilean employee. Furthermore, indicating the extent to which integration of foreigners with the Chilean organization in cultural terms occurs and defining national culture as a determinant of cooperation with foreigners taking into account cooperation assessment with representatives of Polish enterprises at the Chilean market.

In order to achieve the adopted goals the critical analysis of subject literature was elaborated on, where the most important scientific publications in this field were used, both selected Polish and foreign, but mainly Spanish-speaking ones. Introductory chapters contain the context and definitions of the undertaken area, together with a detailed presentation of Polish and Chilean culture, for which the starting point were models and divisions of the national cultures of G. Hofstede and R.R. Gesteland. The theory has been supplemented with numerous economic indicators and reports, presenting the current economical situation of Chile and the conditions for conducting business. The whole thesis is completed with the historical and geographical background of the country.

The empirical part was mostly carried out in Chile. With the adopted research scopes and model a quantitative study was carried out (a survey among representatives of Chilean enterprises) and a qualitative study (interviews with inhabitants). The qualitative study was performed in Poland by representatives of Polish enterprises with personal experience with the Chilean market. The research was complemented by a case study of an exemplary Polish company operating within the Chilean market and author's observations. For this thesis has been used the research method triangulation.

The result of the dissertation is the proposal of a Chilean cultural model within international business, by indicating the benefits and threats resulting from the Chilean individual characteristics in interaction with a representative of a Polish company at the Chilean market. Practical advice for the management of Polish enterprises entering the Chilean market has also been formulated in order to minimize the barriers occurring in real business activities in the studied market.

The dissertation is a complement of both literature and empirical gap in the Polish literature. The lack of scientific studies on similar issues in the field of economic sciences has been demonstrated in the bibliographic analysis, where empirical studies carried out in Chile constitute a significant empirical contribution of the studied scope.