



## PRESS RELEASE

# VŠE awarded an honorary doctorate to Professor Geert Hofstede

On Thursday, 6th October, 2016, the Dutch social psychologist, Geert Hofstede, was conferred with the honorary degree of "Doctor Oeconomiae Honoris Causa" by the VŠE. The Rector of the University of Economics, Prague (VŠE), Prof. Ing. Hana Machková, CSc., officiated at the conferral ceremony. Professor Geert Hofstede is an expert in organizational anthropology and cross-cultural management. His identification of the five basic dimensions of culture is still valid and also the most widely used model in the study of cultures. He published his results in 1980 in his book *Culture's Consequences*, which made him famous worldwide. During the 80s and 90s Hofstede lectured at Dutch and foreign universities. He is currently retired.

**Prague 6 October 2016**

The Scientific Council of the VŠE decided to award the honorary degree of "Doctor Oeconomiae Honoris Causa" to Professor Hofstede on foot of a proposal by the Scientific Council of the Faculty of International Relations of the VŠE. The conferral ceremony was held in the Vencovského auditorium of the University of Economics. It was attended by almost 350 guests, rectors, vice-rectors and representatives of twenty Czech and Slovak universities, as well as five ambassadors. H. E. Eduard W. V. M. Hoeks, Ambassador of the Kingdom of the Netherlands, was also present.

Professor [Geert Hofstede](#) is an expert in [organizational anthropology and cross-cultural management](#). He first published his scholarly book *Culture's Consequences* in 1980. In hindsight, it represented a paradigm shift in the comparative study of cultures. Since then, the amount of use made of his work, as well as the amount of research carried out in the area of culture, has continually been on the increase. Today, several dimensional frameworks of culture exist as well as various other conceptions of what culture is. Judging from the frequency of application, as well as from the continued validity of the Hofstede dimensions against other kinds of data, the Hofstede model is still the most valid, practical one to date.

His works have been translated into many languages (including Czech) and his articles published in a number of prestigious world-leading professional journals. For many years he has been one of the few "non-Americans" among the top one hundred most quoted authors in the Social Science Citation Index. His consulting services have been used by a number of international institutions, including the World Bank, the Organisation for Economic Co-operation and Development (OECD) and the European Commission. He is a member of the Academy of Management in the US and he holds honorary doctorates from eight



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universities. The University of Maastricht in 2006 established a professorial chair that was called the Geert Hofstede Chair in Cultural Diversity Management.

Wall Street Journal ranked him in 2008 as the only European among the 20 most influential thinkers in the field of management at the time.

During the conferral ceremony Prof. Hofstede gave a speech on the topic 'Developing an international perspective: how to become a World Citizen'. At the end of his speech he stated: *'A society is like a jigsaw puzzle, the individuals are the pieces; each piece is different, but together they make one whole.'*

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**The University of Economics, Prague** (Vysoká škola ekonomická v Praze) is the leading university in the field of management and economics in the Czech Republic. The University of Economics, Prague is composed of more than 20,000 students and has six faculties – five in Prague and one in Jindřichův Hradec in South Bohemia. These include: the Faculty of Finance and Accounting, the Faculty of International Relations, the Faculty of Business Administration, the Faculty of Statistics and Informatics and the Faculty of Economics and Public Administration. The faculty based in Jindřichův Hradec is specialized in management. Graduates of the University of Economics, Prague occupy responsible positions in the private, as well as in the public, sectors. Most of them are employed in the sectors of industry and services, trade, marketing, banking, public administration, accounting, audit, tourism and the field of information technology. Many significant Czech and foreign economists have obtained the University's Honoris Causa degree; for example, the Nobel Prize winner Prof. Robert A. Mundell, Prof. Milton Friedman and Prof. Gary S. Becker. For more information, please see: <http://www.vse.cz/english>.

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