

## Report on the Doctoral Thesis

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Doctoral Thesis: **Cross Cultural Aspects of Advertising-Cultural Analysis of Mongolian and Chinese Web Sites**  
Opponent: **Miloslava Chovancová, PhD., Associate Professor**  
Place of Doctoral Defence: **Faculty of Management and Economics, Tomas Bata University in Zlín, Czech Republic**

This doctoral thesis compared cross-cultural aspects of advertising in the Mongolian and Chinese Web Sites.

### *Goals and objectives*

Goals and objectives have been defined on the page 17. According those, goals and objectives should be presented at: (1) to study how Mongolian society will be scored by five cultural dimensions; (2) to determine the influence of nomadic civilization on the culture of Mongolians; (3) to determine the context level in communication of Mongolians; (4) to compare the context level in communication of Mongolians to Chinese; (4) to analyze the Mongolian and Chinese Websites from High-and Low context cultures. There are reasons for researching Mongolian and Chinese cross-cultural study presented there.

### *Methodology*

The research I and the survey II have been conducted. First, data of the Mongolians have been taken from the survey of 1608 respondents through VSM 94 (Value Survey Module) with the aim to define the Mongolians according to Hofstede's 5 cultural dimensions. Second, the survey among 164 Mongolians and 159 Chinese have been conducted, to compare the context level in their communication.

### *Topicality of the problem*

The very topical problem has been researched in the Doctoral Thesis. The website research in terms of the culture, additional, the cross-cultural comparative study of Mongolian and Chinese cultural dimensions can help to determine the aspects which can influence over the customer behavior in that area. Results of the cross-cultural research can be conducive to the development of future markets, business environment, and to university curricula, as well.

### *Consecution and procedures*

Respecting the consecution and methodology the author of the Doctoral Thesis had presented research design, in the 1<sup>st</sup>, 2<sup>nd</sup>, 3<sup>rd</sup> steps; on Mongolian cultural value dimension by Geert Hofstede, on influence of nomadic civilization on the culture of Mongolians, on the level on context of Mongolians in communication compared to Chinese, and on Mongolian and Chinese websites from high – and low context cultures. She had developed the statistic methods, the analysis of finding, the discussion with other authors to compare her research results. Author had followed her research design and she had developed the theoretical results and practical conclusions, as well.



### ***Results and Conclusions***

Author had calculated 5 indexes of cultural dimensions in terms of Hofstede; she confirmed that: (H<sub>1</sub>) Mongolians have a more collectivistic society; but compare with other Asian countries, they are considered as being more individualistic; (H<sub>2</sub>) the power distance index of Mongolia is considered to be lower than that of other Asian countries particularly lower than China; (H<sub>3</sub>) Mongolia is considered as a low-UAI country compared to China; (H<sub>4</sub>) Mongolia has a more feminine society than China and most Asian countries; (H<sub>5</sub>) Mongolian society is considered to be more short-term oriented. Comparing the Mongolian and Chinese Websites from High-and Low context culture describe cultural differences and similarities on the web. Author recommends the results of her research in the context of the face-to-face communication of Mongolian people, because the Mongolian culture has its distinctive features, heavily influenced by the nomadic civilization. The results can contribute to the effective decision making in the international advertising, additional, this research can help in better understanding of Mongolian customers.

### ***Suggestions and questions***

Although the phenomenon of advertising has been studied for several decades, the cross-cultural advertising research is a relatively new area of study. In an increasingly globalized marketplace, it has become more important than ever to recognize the fundamental differences required among customers from different cultures. This study seeks to better understand these issues through a critical review of the relevant literature and a cross-cultural survey of Mongolians and Chinese, additional, the cross-cultural research through Web Sites.

#### ***Question:***

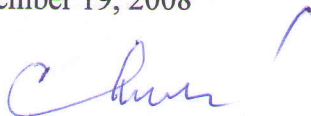
1. The evidence of specific cross-cultural differences can suggest that perhaps the proponents of “standardization of international advertising” have promoted an oversimplification. Can you reply the idea?
2. Can you explain, which expressions and manifest value and norms can be shared across Mongolian and Chinese Web Sites?

### ***Fulfilment of objectives and evaluation***

The topic to be researched in this study concerned of communication aspects in a cross-cultural setting. Author has accomplished this investigation. She has fulfilled the goals, objectives and methodology of the doctoral thesis. The findings obtained from author's research which was conducted with the aim to define the Mongolian people according to the Hofstede's cultural dimensions could be the basis of the further comparative research on the consumer behavior in the international market, which is influenced by national culture.

The submitted doctoral thesis, the list of the author's publications, the knowledge and abilities of the doctoral candidate confirm the reasons to support my recommendation for the defence of the doctoral thesis, and to obtain PhD.

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