

# CERCETAREA DIFERENȚELOR CULTURALE REGIONALE

## RESEARCH OF REGIONAL CULTURAL DIFFERENCES

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**Abstract:** This article presents in a very concentrated manner the development process of a research that aimed to analyse the regional cultural differences in order to provide recommendations for their valorisation in the Romanian companies' management, as well as its partial results that emphasise general aspects regarding the valorisation of cultural differences. The research was developed in three major university centres, representative for the investigated sub-cultures (Iași – culture of the old realm Moldavians, Cluj – culture of the people from Ardeal County, Craiova – culture of the people from Oltenia County). The complex methodological construction, adapted to the cultural specificity, the pair samples and the equivalent administration allowed us pointing out the regional cultural differences, elaboration of a regional intercultural diagnosis and derivation of specific valorisation recommendations (due to the subject amplitude, the last aspects are not presented in this paper). In future articles we will bring explanations focused on each region.

**Keywords:** regional differences, cultural specificity, methodological design, pair samples, valorisation, management