

# INVESTIGAREA VALORILOR TRADIȚIONALE DEPOZITATE ÎN PROVERBE ÎN SCOPUL RELEVĂRII CULTURII EXISTENTE A UNEI ORGANIZAȚII

## INVESTIGATING TRADITIONAL VALUES STORED INSIDE PROVERBS IN ORDER TO REVEAL THE EXISTING CULTURE INSIDE AN ORGANIZATION

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**Abstract:** The present study intention is to design a reliable and relevant instrument for organizing and ranking the values that animate a community by extracting these values from the proverbs used by the community members in their daily communication, so that the set priority could let us reveal some recommendations for the managerial style and the decisional process adopted by the managers of the organizations that activates in that specific community. In order to do this we use the values indicated in Schwartz's circumflex and also their relationship with Tropaars, Hofstede and E.T. Hall cultural dimensions and cultural characteristics. Thirteen values and cultural characteristics resulted and their frequency in a community' specific proverbs (with the attached cultural elements or items) will reveal the priority given by the community' members to those values in their daily judgments, attitudes and behaviors. Sure, the results of this analysis could suffer because of the lack of a study regarding proverbs use frequency in a certain community (or nation), study that could increase our results reliability.

**Keywords:** Values frequency, Schwartz's circumflex, Autonomy, Stimulation, Hedonism, Self-accomplishment, Power, Security, Compliance, Tradition, Goodwill, Universalism, Monochronic time, Polychronic time, Specific, Diffuse, High context cultures, Low context cultures, Representative proverbs