

DIATOPIA STEREOTIPIILOR SOCIOCULTURALE ȘI MANAGERIALE ÎN AREALUL TRANSILVAN

DIATOPIC VARIATIONS IN SOCIOCULTURAL AND MANAGERIAL STEREOTYPES IN THE TRANSYLVANIAN AREA

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*Nu-i pământ ca și Ardealu'
Nu e om ca ardeleanu' [...]
Dacă el îți spune frate
Frate-ți este pân' la moarte.
Omenia lui îi place
Și ce-ți spune aia face.
(Romanian Folk Music)*

Abstract: Polysemy related concepts in which managerial stereotyping occurs find their synergy in cultural, communication and business acts. The reality confirms the existence of multiple zones of connecting relations between various ethnic, cultural acts and the management. This study aims to highlight on the cultural and behavioural stereotypes of Romanians, Hungarians, Transylvanian Saxons, Ukrainians and Roma people reflected in the economic, and implicitly managerial environment, caught within proverbs specific to the ethnic communities in the Transylvanian region.

Keywords: diatopic variation, diachrony, managerial stereotyping, cultural stereotypes, multiculturalism, Transylvanian area.