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INFORMATION TECHNOLOGY CUSTOMER SERVICE, CULTURAL DIFFERENCES, & THE BIG 5 IN CHINA AND THE USA

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ABSTRACT

Strategic customer service could significantly impact strategic customer services depending on the Hofstede's 6 dimensional model and the Big Five Personality traits of each country. In this case, looking at the differences of the traits can illustrate how customer service strategies differ between the United States and China. The concept of individualism plays a significant role in customer service. Collectivism could be the idea that's opposite to individualism. While the United States scored higher on individualism trait on the Hofstede 6 dimensional study, China had a lower score on the similar trait. The higher focus on individualism may show that the United States would target more on each unique customer in providing a unique service. Contrary, China would have a more collective strategy on resolving issues of groups of customers. Besides individualism, United States and China also scored on opposite ends on the long term orientation trait. The United States was significantly less long term oriented than China. The customer service strategy implemented by the United States would thus focus on solving current problems rather than preventing future problems before they occur. The last trait to mention is agreeableness from the Big Five Personality trait. Since China is more on the collective trait, the focus on the social rather than individual meant a higher focus on agreeableness compared to the United States. The customer service would therefore focus more on the relationship involved between the company and the customer rather than only solving the problem. Overall, the strategic customer service is influenced by the personality traits of the culture in different countries. Looking at China and the United States, the difference is between whether their culture is collective or individualistic and how it influences the traits. Customer service plays a crucial role in the success of any organization. It is imperative that international organizations understand different cultures and their effect on providing suitable customer service. China and the US are great examples of trading partners who prioritize understanding each other's cultural differences to adapt and increase sales volume through exceptional customer service. China ranks very low in indulgence on Hofstede's cultural dimension while the US ranks very high. Providing suitable customer service to China from the US can be difficult if the organization fails to recognize this difference. Since members of Chinese society do not indulge in products of services, US organizations should not attempt to sell products which are "spur of the moment" buys; rather, they should tell the customer about how this product will benefit them in the future. Similarly, China is focused on Long Term Orientation while the US is not so focused on the future. Providing customer service to a person who places more value on their future is different than providing customer service to someone who cares more about the present. US organizations should provide products or services which

resolve the customer's issue and give credits for future purchases. In comparison, looking at Hofstede's 6 dimensional model, one can see that the highest disparity between the United States and China is with individualism. The United States, with a score of 91, shows that Americans are much more accustomed to interacting with people they don't know well. In comparison, China scores a 20 in individualism, proving that the people of China are less accustomed to doing business with people they don't know. The aspect of interacting with unfamiliar people plays a large role in strategic customer service. In the United States, the willingness to work with people who are unfamiliar affects customer service due to the fact that customer service is largely based on personal interaction with clients that an employee has had little to no contact with beforehand. Of course, this is immensely relevant in Chinese business, due to China's philosophies. Chinese business culture, for instance, values personal relationships over business relationships. This affects customer service in China because Chinese people are much less willing to do business if a personal relationship is not established first.

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STRATEGIC CUSTOMER SERVICE, CULTURAL DIFFERENCES, AND THE BIG 5 IN CHINA AND THE USA: A LOOK AT SUPPLY CHAIN PERSONNEL

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ABSTRACT

Customer service is handled very differently in different countries. For instance, the United States and China handle customer services very differently. Looking at the Hofstede 6D model, based off of the big 5 personality factors, we can see that these differences could be due to cultural differences. While the United States is scored 91 on Individualism, China has only 21. This means that in the US, people are acting in the interest of themselves, but in China, they act in the interest of the whole group (society). When it comes to masculinity, they score roughly the same amount. For "uncertainty avoidance," the US scored 46, while China scored 30. This indicates that Chinese citizens are more open to new experiences, and less likely to try and avoid the unknown that those from the US. One big difference in these countries is their "long term orientation," the US is rated at 26, while China is at 87. This means the US population treats societal change with suspicion, but will do their best to adapt. On the other hand, in China they are very open to change, and are willing to adapt. Lastly, the United States scores a 68 on indulgence, while China scores a 24. This means while the Chinese people are more restrained when it comes to indulging their desires, but their US counterparts are not. These personality traits can affect the overall personalities of peoples from these two countries. The United States of America and China vary greatly in terms of Hofstede's 6 dimensions. In power distance, China has a high score of 80 while the US has a relatively low score of 40. The way a customer feels about their status relative to a customer service representative is very important and should be addressed accordingly. In countries with a high power distance rating the customer expects to be treated like royalty. The customer expects to always be treated with respect and admiration. In a country like the USA it is more likely that a customer experience representative will treat a customer like an equal. Customers do not think of themselves as superior to the representative. The United States is a highly individualistic culture. Because of this, there is a big focus on "I." A customer service representative would be much more focused on a task at hand as opposed to the customer. In countries like China, who lean much more towards the collectivist side of the spectrum, it is expected that a customer service representative would focus on forming a relationship with a customer. The representative would focus on a harmonious relationship so that both the customer and the representative can accomplish their goals. When it comes to masculinity China and the US have very close ratings at 66 and 62, respectively. While they are not overwhelmingly masculine it still provides insight to what a customer would expect from customer service and what a customer service representative should provide a customer. A masculine culture is driven by competition, achievement, and assertiveness. A customer wants to be able to get products and information quicker and better than anyone else. In a masculine culture the customer wants a representative to go to any length necessary to make the customer happy. In terms of uncertainty avoidance both the US and China are relatively low on the scale,

but the US does rank higher at a 46 when compared to China at a 30. In a country like the US or a country with a higher level of uncertainty avoidance, it would be much more likely for a customer to want as much information as possible. A customer would not want to take any risks and would want to have as much control in the situation as possible. In countries like China with low levels of uncertainty avoidance a customer is much more complacent with a practical or logical solution. A customer does not need high levels of information before making a decision and they do not expect a customer service representative to provide it.

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ENHANCING INTERDISCIPLINARITY IN RESEARCH AND PEDAGOGY IN INDIA

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ABSTRACT

Interdisciplinary research occurs when the contributions of the various disciplines are integrated to provide holistic or systemic outcomes. For years, disciplines have been kept apart in India, with the focus on individual streams isolating practitioners and scholars of one discipline from those of others. This approach has had multiple limitations – not only does it prevent the competence of academic disciplines from growing over time, but it also hinders their ability to address issues of social, technical or political relevance. That is where, I believe, an interdisciplinary approach to research and pedagogy can answer these dual problems. For example, it can facilitate developments in methodology which enable new issues to be addressed or new disciplines or sub-disciplines to be formed, and on the other hand it can allow for focused addressing of problems with less emphasis on discipline-related academic outcomes.

INTRODUCTION

Considering the multitude of advantages that interdisciplinarity presents, India has been slow to adopt this approach. Student education has suffered the inferior pedagogy of traditional methodologies that concentrate specifically on only one discipline. I believe that even while India has made considerable progress with regard to creation of infrastructure for higher education, the country has not fully benefited from a truly interdisciplinary approach. This has a direct impact on the economic progress, with economic surveys suggesting that India's unemployment rate is extremely high. This is undoubtedly a result of the large gap between educational input and industrial requirements. The Yash Pal Committee report (2009) on Renovation and Rejuvenation of Higher Education has declared that "what we have currently is a steel box of a system within which there are smaller boxes with no interaction with the outside or with each other." This report has rightly called for the presence of interdisciplinary experiences, which will help students sustain themselves "when the demands of a particular job market change."

Soon the research will aim to lay the foundation for removing this huge gap that exists at the fundamental level by focusing on the element of Integration between disciplines in research as well as pedagogy. Integration is a necessary element of any interdisciplinary research or project, and differentiates interdisciplinary study from a mere multi-disciplinary approach. We have certainly taken huge steps forward from the limitations of monodisciplinary study, where the educator's focus is on one specialization, which allows for little or no communication and knowledge sharing with neighbouring fields. However, the multi-disciplinary methods that we have adopted also do not integrate the theoretical perspectives or the findings of the various disciplines. This results in the practitioners of each discipline involved in a multi-disciplinary project to establish impenetrable fences around their areas of expertise. We should aim to encourage mature interdisciplinarity as opposed to indiscriminate interdisciplinarity (which are

mere ‘encyclopaedic endeavours’) or pseudo-interdisciplinarity (where two separate disciplines sharing the same analytical tools or models are claimed to be interdisciplinary).

This type of interdisciplinary is vital in technologically dense environments, and can lead to hierarchical sequences of clear-cut goals being pursued to change a system or even innovate one. In the second case, one should aim to bring about a consistency between two disciplines in subject matter, levels of theoretical integration and methods, for example, in areas where biology reaches computer science as bio-informatics or Computer Science applications in Telugu Language to remove language barriers. Furthermore, I also propose to infuse new innovative teaching with interdisciplinary approaches in a conscious effort to apply knowledge, principles, and values to more than one academic discipline simultaneously.

Armed with this experience, one will aim to infuse education with a focus on task performance capability where the focus is on acquiring skills required by employers, and secondly, building conceptual performance which is behaviour and knowledge oriented. Undoubtedly, these skills and knowledge are what will drive economic growth and social development in the India of the future.

SUMMARY AND FURTHER RESEARCH

The academic system in India is still very much structured on the concentration of specific majors as disciplines. I anticipate that a gradual infusion of academia and pedagogy with the various tools that promote interdisciplinarity will significantly improve standards of technical education and research in India. Students who are taught with an interdisciplinary technique will be much more likely to master higher-order thinking skills; consequently, they will be increasingly in demand by the industry and promote to the growth of the economy and society in general. Indeed, it is my belief that the comprehensive application interdisciplinary techniques will lead to an era of sustainable innovation. While many academicians fear foraying into the territory of interdisciplinary research out of a fear of distancing themselves from the core of their field and decreasing their chances of tenure, I believe that comprehensive adoption of interdisciplinary approaches is at the foundation of a dynamic, evolving and relevant curricula, academia, programs, policies, and society itself.

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A COMPREHENSIVE RESEARCH MAP ON NATURAL LANGUAGE PROCESSING APPLICATIONS IN TELUGU LANGUAGE

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ABSTRACT

Applications of Computer Science Techniques used to solve engineering problems and the modeling of language, predominantly English. However, there is a lack of research in the state and application of applied computational linguistics in other languages especially in Indian languages such as Telugu. This paper aims to address this gap in knowledge and analyze and identify the application of computational linguistics in Telugu. We present a comprehensive research map in the area of Natural Language Processing Applications in Telugu Language.

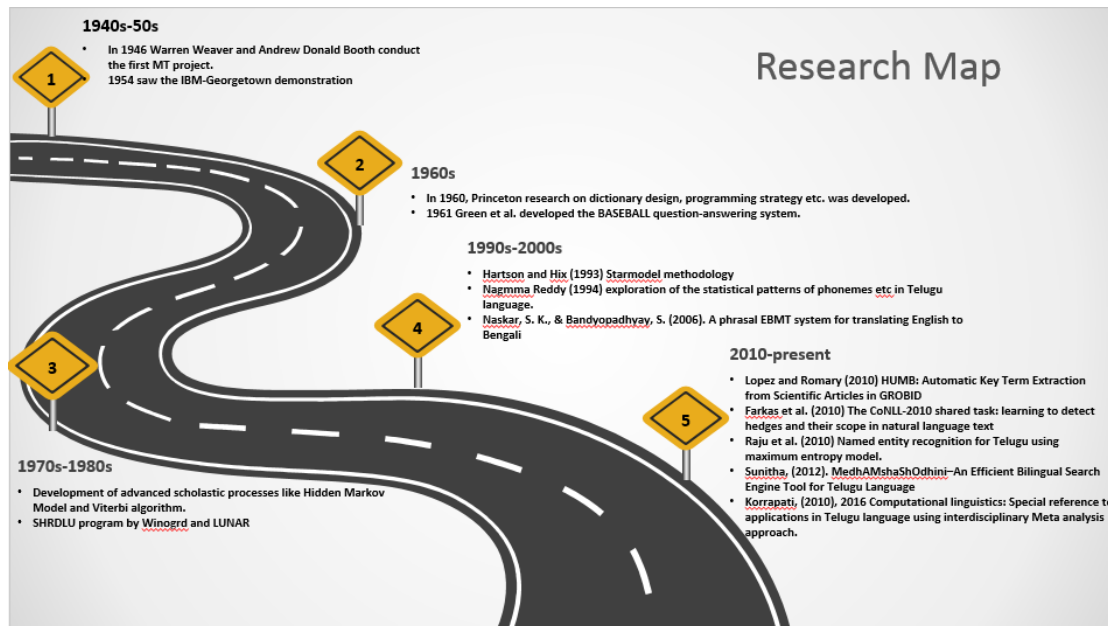
INTRODUCTION

With the advancement of information technology and linguistics, computational linguistics is increasingly becoming a powerful interdisciplinary tool. Early research in computational linguistics was concerned with solving the machine translation problems based on the techniques of formal mathematical logic. One of earliest work on application of computational linguistics was in the area of machine translation (MT), which was used in languages like English, Russian and Chinese. Computational linguistics was deeply rooted in linguistic models developed by Chomsky like 'Three models' (1956) and Syntactic structures (1957). But, as Jones (2001) notes, the IBM-Georgetown demonstration in 1954 was one of earliest attempts in automated translation from Russian to English. Around this time, there was some research focusing on syntax (Kuno & Oettinger, 1962; Zwicky et al, 1965; Kay, 1967) and semantics (Ceccato, 1967), which were used to represent linguistic and word knowledge.

Research Map

The most significant event during the 1960s was the report released by the Automatic Language Processing Advisory Council (ALPAC) in 1966, which condemned the MT field in the United States. Non-MT work was initiated such as BASEBALL question-answering system to address the problem of constructing knowledge bases with natural language interaction (Green, 1961). In the 1960s, Chomskyan linguists and computational linguists shared a general belief in the importance of a formal apparatus that pairs word strings with grammatical structure descriptions. Research in the 1960s lead to the realization that formal syntactic analysis alone was insufficient for understanding and characterizing a text.

Figure 1
HISTORICAL PROGRESSION OF RESEARCH CATEGORIZED BY YEARS

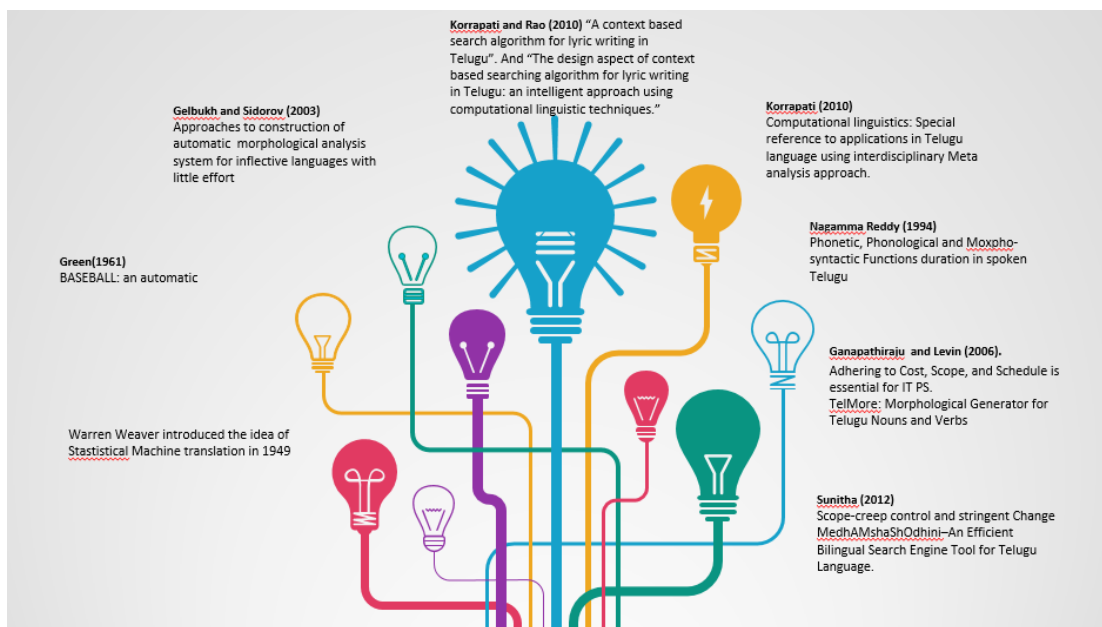


As shown in Figure 1, the 1970s saw a shift in focus to understand the problem of knowledge representation. Accomplishment during this era included the demonstration the feasibility of natural language interaction with computers, although in a restricted domain. World knowledge was captured to use in linguistic processing through the emphasis on Semantics, Semantic networks and Scripts. Researchers understood that linguistic text extends beyond just the “meaning” and to the areas of intent, implication and focus. This led to investigations related to the understanding of the goals (Wilensky, 1978), modeling belief systems (Carbonell, 1979), discourse analysis (Joshi, et al, 1981; Brady & Berwick, 1983) and pragmatics that continue till date. During this time, tools were developed to allow for more advanced stochastic processes including Hidden Markov Models and the Viterbi algorithm (Manaris, 1998). The 1980s saw the first major practical commercialization of research and a switch from complete understanding programs to partial understanding programs (Bates 1995). While complete understanding programs incorporated the meaning of every single part of the input, partial understanding programs just sought to understand the overall gist of the input, ignoring extraneous elements. From the 1980s, there has been a steady growth in research related to computational linguistics. Heinze (1994) suggest that the research in the 1980s shifted back to logical representation of linguistic meaning. This era witnessed the re-emergence of neural network approaches to the artificial intelligence and their application to language understanding (Rumelhart & McClelland, 1986) and the application of statistical methods to more general areas of linguistic work and machine translation (Dagan, Itai & Schwal, 1991). According to Jones (1994), this era has seen a conspicuous move into statistical language data processing. He also believes that advances in the supply of machine-readable text have supplied NLP researchers with a source of data and a testbed for e.g., parsers. The (D)ARPA conferences was instrumental in bringing speech and language processing together, with new benefits and improvements for NLP. These improvements are indeed more generally promoting a new wave of spoken language system applications, including involving translation, already demonstrated for limited domain inquiry

systems and proposed in a much more ambitious form in the Verbmobil project (Kay et al., 1991; Siemens, 1991).

Developments in Information Technology (IT) in India played a very important role in reducing language barrier. The development of GIST in the early 1980's (Graphics and Intelligence — Based Script Technology) was a major breakthrough. Development of GIST was started as a Department of Electronics sponsored project at the Indian Institute of Technology, Kanpur (IITK) and later the technology was further matured at the Centre for Development of Advanced Computing (CDAC), Pune. As shown in Figure 2, there has been a large amount of linguistic activity in Indian languages mainly centered on machine translation and lexical resources. However, research in areas of syntax, text retrieval, computational stylistics, corpus-based lexicography etc. has become increasingly common. The OM scheme was developed by the Digital Library of India (DLI), which allows representation of Indian language alphabet with English transliteration.

Figure 2
HISTORICAL PROGRESSION OF RESEARCH CATEGORIZED BY AUTHORS



Machine translation has also been common in India and it was predominantly focused on Hindi and Urdu for instance the study by Karthik Visweswariah, Vijil Chenthamarakshan, Nandakishore Kambhatla (2010) show improvement in statistical machine translation from Urdu to English by using Hindi part of speech tagging (due to common phonological and grammatical aspects). Similarly, there has been a lot of work done in Indian languages for instance; Sudip Kumar Naskar and Sivaji Bandyopadhyay (2006) worked on the lexical meaning of preposition in an English-Bengali machine translation system.

Telugu Language Applications

A lot of Computer science applications were developed for Telugu language as well. In 1994, Nagamma Reddy et al. explored the statistical patterns of phonemes, possible Phoneme permutations, Phoneme categories and their transitional probabilities for Telugu. Raju et al. (2005) worked on automatic summarization and question and answering system for Telugu languages. TelMore is a research work undertaken by Madhavi Ganapathiraju and Lori Levin (2006), which is a computational morphological generator for nouns and verbs of Telugu. Madalli & Patel (2009), presented various issues involved in computational linguistic research such as creation, display, search and retrieval of the digital content especially for Telugu language. In 2010, Raju et al. (2010) worked on a paper that described the maximum entropy named entity (Identifying and classifying personal, location, organization or other names) recognition system for Telugu language. In 2012, Dr KVN Sunitha designed an effective bilingual search engine tool for Telugu language, where the tool retrieves all the synonym matches from both English and Telugu. It is called MedhAMshaShOdhini, meaning the one which searches exactly what you think you want to search for and retrieves documents in both English and Telugu.

This paper titled “Computational linguistics: Special reference to applications in Telugu language using interdisciplinary Meta analysis approach” (Korrapati, 2010) seeks to take the research on Telugu language a step forward. The purpose of this study was to not only analyze the state of applied linguistics in India but also identify possible application of computational linguistics in Telugu Language. In the study, a context based search engine is explained to a specific field of lyric writing in Telugu literature and an intelligent predictive modeling algorithm to find out metre (‘Chandassu’) of a given poem and enables right prediction of words, while building a new poem in Telugu language.

SUMMARY AND FURTHER RESEARCH

The study was able to provide an insight into the application of Telugu language with the help of computer science techniques. This paper has contributed in understanding the use of computer technology in natural language especially in the case of Telugu. The study can also be used to analyze ancient poems and find patterns in writings, which can help modern day poets and scholars of literature. The purpose of this research map was to acquaint the readers to the seminal work in computational linguistics as well as to present the development in application of computational linguistics to natural languages. Application of computer technology to languages is increasingly significant and such studies open up new area in context based searching applied to Natural Language processing.

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A STRUCTURAL EQUATION MODELLING OF ERP IMPLEMENTATION IN JAMAICA AND USA

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ABSTRACT

This study focuses on several issues surrounding current ERP implementation status in Jamaica and USA. Two hundred and five Jamaican managers and two hundred twenty-two American managers were surveyed. Our SEM findings supported the possibility that market pressure and organization culture may have impact on the complexity of ERP systems as well as levels of ERP implementation effectiveness. The correlation analysis also reveals significant relations between market pressure and culture on organizational successes, as well as end user computing satisfaction. This study is exploratory in nature since it was only our first attempt to get an initial feel of whether the constructs involved could be related and how they operated in the Jamaican and American environment. More studies are needed to identify the more important constructs. We found no significant difference between Jamaica and USA on all remained variables in our study. Future research may identify more explanatory variables for ERP Success.

INFORMATION TECHNOLOGY ISSUES IN CUSTOMER SERVICE, CULTURAL DIFFERENCES, & THE BIG 5 IN AUSTRALIA, COLUMBIA, NEW ZEALAND, & SOUTH KOREA

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ABSTRACT

With regards to Big 5 personality generally, in Australia is a very open country, especially in marketing and being a test market for many European countries. Colombia could be open and original with their tactics. You could even say the conscientiousness of Australia is higher in being a more developed nation than Colombia. Extraversion is something in Hofstede's 6D model can be talked about with their individualism and how both these countries are eager to be social in most contexts. Agreeableness is something we could see more in Colombia rather than Australia. Both will be around the middle level in neuroticism. The Hofstede's 6D model represents in Colombia, the power distance is about 67 and shows the culture and how this is agreed upon by many layers whereas in Australia has a 36. Australia scores a 90 in individualism whereas Colombia in contrast scores very low and shows how it is a very communal country. Both Countries show about the same masculinity and seek success in all their endeavors. Colombia is a culture that hopes not to have as much ambiguity and know what they are doing where maybe in Australia theirs is lower because they have more resources to work with what they are given. Both also have about the same long term orientation in which they value their background and historical beliefs. Finally, with indulgence both are very high with 83 in Colombia and 71 in Australia which represents their want to enjoy life. In customer service we can see Australia being more strategic whereas Colombia may be more informal. This could be because of the culture context in which each of these countries operate. Strategic customer service is dictated by not only the cultural norms of the people being provided service but the individuals themselves. By understanding these traits, customer service can be tailored to an individual's needs and desires more effectively. Utilizing statistics from studies implementing Hofstede's 6D, we can get a better understanding of cultural norms for a country and how they compare with the rest of the world. For instance, in statistical analysis about "power distance", one of Hofstede's dimensions, New Zealand would rate as a country with lower power distance while South Korea would be rated as a country with high power distance. In terms of strategic customer service, the approach required for success would vary greatly. Organizations from South Korea with its high power distance would generally have a more hierarchical nature than organizations from New Zealand. As a result, strategic customer service would be more likely in South Korea to require approval from someone in a position of power than in New Zealand. As a result, working closely with management and those who make decisions would be more important in South Korea than in New Zealand. Another trait that might affect strategic customer service is the dimension "Long term orientation." The people of New Zealand's measure far lower than South Korea in terms of long term orientation, resulting in a different

approach required for strategic customer service. For organizations and people of New Zealand, a need for more dynamic and quick solutions to customer problems may be required as long-term planning may not be emphasized as much. By comparison, South Korea organizations would require customer service would be aligned with their strategic goals and overall plans. In short, difference between reactive and proactive strategic customer service. The big five personality model is a measurement of personality traits among individuals. An understanding of these personality traits would help in strategic customer service being tailored to the customer. Extrapolating from the long-term orientation of Hofstede's 6D model, one can assume that South Koreans are more likely to measure highly in terms of conscientiousness for the big five personality model. For strategic customer service, South Korean organizations would likely prefer working with organizations and individuals who are well organized and are able to clearly demonstrate potential achievement and merit. By comparison, organizations in New Zealand would likely prefer strategic customer service that is flexible and amiable to changing situations. Extrapolating from Hofstede's 6D model's measures of "indulgence" and "power distance", it would likely be measured in the big five personality model that people from New Zealand are at the least more extroverted than South Koreans. As strategic customer service at times can be personal, understanding how someone might react to aggressive, dictating advice and passive, relaxed consultation would be invaluable. For organizations in New Zealand, they are more likely to be amiable to direct advice where South Korean organizations would be likely to respond better to quieter suggestions. In simpler terms, a loud and quick approach vs a quiet and steady approach.

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