

DEALING WITH CULTURE CLASH

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Annotation: Company culture is the root of a successful business and is the foundation that holds an organization together. Whether you are thinking about the succession of your business or planning an exit strategy, finding the right cultural match for your business is essential to a smooth transition.

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Company culture is the root of a successful business and is the foundation that holds an organization together. Whether you are thinking about the succession of your business or planning an exit strategy, finding the right cultural match for your business is essential to a smooth transition. If continuing the legacy and ideals of your business is important to you- why bring on a buyer with priorities opposite from your own?

Why Does Culture Matter?

There are multiple factors that contribute to a thriving company, and culture is one of them. Sustaining the values and mission of your company while finding the right successor plays a key part in the company's future. A business is subject to change immensely when a new owner steps in that is unfamiliar with the ideals and principles established over time by the original owner and his/her employees. It is easy for company culture to turn into a culture clash, and can result in negative consequences for many business owners unless it is properly addressed in the beginning.

According to a recent study, 30% of all mergers and acquisitions fail due to cultural incompatibility. If you are contemplating selling your business to a family member, partner, employee or a third-party buyer, you need to make sure that they are taking your company culture into consideration. This is especially true if you wish to maintain the core values instilled within your employees and partners. Business succession can be a tricky and emotional process, and finding the right successor can play a large part in the confidence you must maintain when walking away from your business.

If properly handled, cultural differences can be a cause of creation in M&A. This is because differences between combining organizations can cultivate opportunities for advancement and learning. Cultural variation has the potential to break boundaries in acquiring firms, helping them to develop further wisdom and growth.

Culture incompatibility can be decreased dramatically if a professional intermediary is involved. Viking Mergers & Acquisitions will assist you in the entire M&A process to ensure a smooth transition for all parties. Call Viking Mergers & Acquisitions today to discuss how we can help you sell your business.

Culture Conflict is the term used to describe the conflict that arises during the intersection of cultural values and beliefs between two or more cultural groups living within the same society. As a topic of study, Cultural Conflict is viewed in relation to acts of crime and deviance that emerge when rising tensions between groups reach their boiling points. Different social groups have different cultural ideas and beliefs that conflict and this conflict can possibly lead to violence and criminal activity. Both sociologists and criminologists analyze how these crimes occur and conduct research in order to find the best way to pinpoint the causes of culture conflict and how to form and implement solutions.

Culture Conflict Theory, also known as Cultural Deviance Theory, is a theory that suggests that conformity to the prevailing cultural norms of lower-class society leads to higher crime rates. Specifically, the intersection of socioeconomic conditions, such as poverty, education, and family disruption within a high mixture of differing cultural values can correlate to higher levels of disruption and deviance within society. The idea was first explored in *Culture Conflict and Crime*, written by Thorsten Sellin in 1938. Sellin was a sociologist and criminologist who focused on the root cause of crimes. Specifically, he termed culture conflict as the conflict that emerges when differing values and beliefs of what is acceptable behavior within a society contradict, clash, or fail to coexist. Conflicts of this nature can also occur across the boundaries of social class.

Within Culture Conflict Theory, there are two major types of conflict examined: Primary and Secondary. Primary culture conflict occurs when the clash of cultural values involves fundamental ideas or core values within a culture, while secondary conflict involves beliefs that can be considered outside the scope of strict fundamental values.

Cultural Conflict Examples

Cultural differences are prevalent in almost every aspect of society. Diversity is not an uncommon occurrence within major cities and urban centers. Ultimately, it is rare for these interactions between people of different backgrounds to lead to crime. And within the instances of culture conflict, it is important for criminologists and sociologists to also consider the source: primary or secondary?

A major example of culture conflicts that occur is known as honor killings. Honor killings are usually murders committed by male family members against female family members. The motive for such a crime is rooted in the female family members bringing shame to her family due to the loss of her virginity in premarital sex and the loss of her

"sexual purity." Honor killings can also occur if the female family member is a spouse seeking a divorce from an abusive husband or refusing to engage in an arranged marriage. There are an estimated 5,000 women murdered each year in honor killings.

With price cuts already underway, customers and investors are speculating wildly on how the Amazon acquisition of Whole Foods will impact the grocery business and online retailing. The two companies' business models reside on opposite ends of the spectrum, as do their corporate cultures. Known for its laser focus on efficiency, one Amazon careers page leads with the headline, "If you love to build, to invent, to pioneer on a high performance team that's passionate about operational excellence—you'll love it here."

Whole Foods, whose CEO John Mackey wrote the book "Conscious Capitalism," has softer values at its core. The Whole Foods careers page reads, "Whole Foods Market attracts people who are passionate—about great food, about the communities they live in, about how we treat our planet and our fellow humans—and who want to bring their passion into the workplace and make a difference."

How will these two companies co-exist under the same corporate umbrella, and how will employees manage the change? Both companies are asking for passion from their employees, but a passion for invention and operational excellence is different from a passion for food, community, and environmental and social values. Will slashed prices at Whole Foods impact employee wages, benefits, and working conditions?