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COGNITIVE SCIENCE AND PSYCHOLOGY

HANDBOOK OF RESEARCH ON CULTURAL AND CROSS-CULTURAL PSYCHOLOGY

Edited by Chandan Maheshkar, Jayant Sonwalkar

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Handbook of Research on Cultural and Cross-Cultural Psychology

COGNITIVE SCIENCE AND PSYCHOLOGY

Summary

In a human system, a major proportion of behavioral attributes and values are determined by respective cultures and interaction with other cultures. Cultural and cross-cultural psychology has emerged as an interdisciplinary area that explores how a culture regulates society and its business, how cross-cultural interactions affect the psychologies of individuals as well as societies, behavioral variability under various cultural conditions, and how to harmonize cultural diversities. Organizationally and philosophically, cultural and cross-cultural psychology differs from other areas of social sciences. It is a common phenomenon that as people engaged with cultural practices, their thoughts, feelings, and behaviors come to reflect their cultural values and beliefs. As a process, people formulate, replicate, transform, and/or transmit their cultural practices in their daily social and/or business interactions.

This edited book 'Handbook of Research on Cultural and Cross-cultural Psychology' is focused on dynamics that amplify knowledge, skills, and behaviors relevant to deal with different cultural and cross-cultural issues. All the chapters suggest that 'relevance' and 'being critical' are qualities widely attributed to efforts that fill the gaps between theory and practice in cultural and cross-cultural psychology.

About the editors

Dr. Chandan Maheshkar is one of the founders of the 'East Nimar Society for Education' (2019) dedicated to quality improvement in higher education and the development of educator competencies. As a Senior Consultant, he has served the Centre for Internal Quality Assurance (CIQA), 'Madhya Pradesh Bhoj (Open) University', Bhopal, India. He is associated with several management institutes in central India, including the 'University of Indore, India', in various academic roles. Dr. Maheshkar earned his MBA and Ph.D. from the 'University of Indore, India'. In 2014, the 'University of Indore' awarded him 'The Golden Jubilee Research Scholarship' on the occasion of the completion of its successful 50 years. Business education, HRD, Cross-Culture Business, and organizational behavior are his core areas of research interest. His research papers and book chapters have been published in journals of international repute and edited collections by Sage, Emerald, Taylor & Francis, IGI Global, and others, respectively.

Jayant Sonwalkar is the Professor of marketing and international business at Devi Ahilya University, Indore (formerly known as the University of Indore). He has served 'Madhya Pradesh Bhoj (Open) University, Bhopal, India' as a Vice-Chancellor. Also, he served various management institutes and industries in different roles, including the 'The University of Indore' (IMS, DDE, and SJMC) and the All India 'Management Association (AIMA, New Delhi). Dr. Sonwalkar earned his Ph.D., MBA, and MA (History) from the 'University of Indore, India' and his MA (Social Work) from Delhi University. Marketing Management, International Marketing, Advertising and Brand Management, Product Policy Management, Human Resource Management, and Business History are his core areas of academic interest. He has made a significant contribution in promoting higher education through the Open and Distance Learning (ODL) mode in central India. He published nearly 85 papers in various journals of national and international repute.

September 2023 | Hardback 236x160mm | 300 Pages | ISBN: 978-1-64889-701-6

SUBJECTS Psychology, Cultural Studies, Social Sciences

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