ABSTRACT

TITLE:	Why A Comes Before B: Applying an Anthropological Lens to Business and Understanding Cultural Influences in the Workplace
AUTHOR(S):	Brickle, Tyler
PRESENTED AT:	2014 Undergraduate Research and Creative Activities Symposium, Fort Lewis College

ABSTRACT: National and regional cultures can hinder or enhance a company and its productivity. This paper looks at how culture at the local, regional, and national level can influence business practices. Of special interest is how Durango's culture affects the corporate culture of Mercury Payment Systems and the symbiotic relationship that is formed. Building on critical ethnographic research that has been done at the national level, the investigator examines how local culture intersects, influences and even conflicts with the internal corporate culture of Mercury Payments Systems.