

## ГЛОССАРИЙ

№ п/п	Новые понятия	Содержание
1	2	3
1	<b>Multinational Corporations</b>	Companies that maintain significant operation in two or more countries simultaneously
2	<b>Maquiladoras</b>	Domestic Mexican firms that manufacture or assemble products for a company of another nation, which are then sent back to the foreign company for sale and distribution
3	<b>National Culture</b>	The primary values and practices that characterize a particular country
4	<b>Parochialism</b>	A narrow view of the world; an inability to recognize differences between people
5	<b>Ethnocentric Views</b>	The belief that one's cultural values and customs are superior to all others
6	<b>Individualism</b>	A national' culture attribute describing a loosely knit social framework in which people emphasize only the care of themselves and their immediate family
7	<b>Collectivism</b>	A national culture attribute that describes a tight social framework in which people expect others in groups of which they are a part to look after them and protect them

1	2	3
8	<b>Power Distance</b>	A national culture attribute describing the extent to which a society accepts that power in institutions and organizations or a distributed unequally
9	<b>Uncertainty Avoidance</b>	A national culture attribute describing the extent to which a society feels threatened by uncertain and ambiguous situation and tries to avoid them
10	<b>Quantity of Life</b>	A national culture attribute describing the extent to which societal values are characterized by assertiveness and materialism
11	<b>Quality of Life</b>	A national culture attribute that emphasizes relationships and concern for others
12	<b>Culture Shock</b>	Confusion, disorientation, and emotional upheaval caused by being immersed in a new culture
13	<b>Biographical Characteristics</b>	Personal characteristics – such as age, gender, and marital status – that are objective and easily obtained from personnel record
14	<b>Ability</b>	An individual's capacity to perform the various tasks in a job
15	<b>Intellectual Ability</b>	That required to do mental activities
16	<b>Physical Ability</b>	That required to do tasks demanding stamina, dexterity, strength, and similar skills

<b>1</b>	<b>2</b>	<b>3</b>
17	<b>Personality</b>	The sum total of ways in which an individual reacts and interacts with others
18	<b>Personality Traits</b>	Enduring characteristics that describe an individual's behavior
19	<b>Internals</b>	Individuals who believe that they control what happens to them
20	<b>Externals</b>	Individuals who believe that what happens to them is controlled by outside forces such as luck or chance
21	<b>Locus of Control</b>	The degree to which people believe they are masters of their own fate
22	<b>nAch</b>	Need to achieve or strive continually to do things better
23	<b>Authoritarianism</b>	The belief that there should be status and power differences among people in organizations
24	<b>Machiavellianism</b>	Degree to which an individual is pragmatic, maintains emotional distance, and believes that ends can justify means
25	<b>Self-esteem</b>	Individual's degree of liking or disliking for themselves
26	<b>Self-monitoring</b>	A personality trait that measures an individual's ability to adjust his or her behavior to external situational factors
27	<b>Self-management</b>	Learning techniques that allow individuals to manage their own behavior so that less external management control is necessary

<b>1</b>	<b>2</b>	<b>3</b>
28	<b>Learning</b>	Any relatively permanent change in behavior that occurs as a result of experience
29	<b>Classical Conditioning</b>	A type of conditioning where an individual responds to some stimulus that would not variably produce such a response
30	<b>Operant Conditioning</b>	A type of conditioning in which desired voluntary behavior leads to a reward or prevents a punishment
31	<b>Social Learning Theory</b>	People can learn through both observation and direct experience
32	<b>Shaping Behavior</b>	Systematically reinforcing each successive step that moves an individual closer to the desired response
33	<b>Continuous Reinforcement</b>	A desired behavior is reinforced each and every time it is demonstrated
34	<b>Intermittent Reinforcement</b>	A desired behavior is reinforced often enough to make the behavior worth repeating, but not every time it is demonstrated
35	<b>Fixed-Interval Schedule</b>	Rewards are spaced at uniform time intervals
36	<b>Variable-Interval Schedule</b>	Rewards are distributed on time so that reinforcements are unpredictable
37	<b>Fixed-Ratio Schedule</b>	Rewards are initiated after a fixed or constant number of responses
38	<b>Variable-Ratio Schedule</b>	The reward varies relative to the behavior of the individual