

HRM 94**A COMPARATIVE STUDY ON CULTURAL ORIENTATION OF SRI LANKAN STATE AND PRIVATE SECTOR BANK MANAGERS (WITH SPECIAL REFERENCE TO ANURADHAPURA DISTRICT).****Abstract**

Cultural studies have taken an increasing attention in the field of Management around the world during the past couple of decades. But in Sri Lanka the issue has received very less attention. The objectives of this study are exploring and comparing the cultural orientation of Sri Lankan managers in public and private sector banks. Primary data were collected through questionnaires and interviews from 40 bank managers of the sample where 50% of them represented the public sector and rest the private sector. Statistical tools were used based on Likert scale for qualitative data analysis. Five dimensions as identified by Hofstede (1980); power distance, uncertainty avoidance, individualism/ collectivism, masculinity/femininity and long term/ short term orientation were used to evaluate the cultural orientation of the managers. It was noticed that the managers of state banks preferred a higher power distance and higher uncertainty avoidance. They exhibited a higher degree of collectivism with more masculinity. In contrast the private sector bank managers operated with lower power distance and lower uncertainty avoidance. They demonstrated a higher degree of individuality than the state bank managers. Managers of both sectors expressed a considerable long term orientation while the private sector managers expressed a higher consideration on short term activation at the same time.

Keywords:

Cultural Orientation, State and Private Sectors, Bank Managers

J Krishanthi Mallika - *Department of Business Management, Rajarata University of Sri Lanka, Mihintale, Sri Lanka. E-mail: krishanthimallika@yahoo.com*

CMYSS Bandara - *Department of Business Management, Rajarata University of Sri Lanka, Mihintale, Sri Lanka. E-mail: yasho1982@gmail.com*