

CULTURAL CONCEPTION AND BEHAVIOR TO ATTRACTING FOREIGN INVESTORS

According to Hofstede, «culture is always a collective phenomenon, because it is at least partially shared with people who live or lived within the same environment, which is where it was learned. It is the collective programming of the mind that distinguishes the members of one group or category of people from another». In sum, the concept is representative when:

- the members of a group share a set of ideas and values;
- these are transmitted by symbols from one generation to another;
- culture is an outcome of past actions of a group or its members;
- culture is learned;
- culture shapes behaviour and our perception of the world;
- it is reinforced by components such as language, behaviour and ‘nation’.

Tayeb (1998) says that the decision to become involved in international business depends among others, on the size of the company’ domestic market, its production capacity and capability, and the financial and other resources that the foreign market requires. In that way, firms can be placed on an internationalization scale ranging from domestic single nation to totally globalize.

At any time we start to think about business we have to pass in studying culture since it affect business opportunity and business procedures, we have to make sure that we are well informed about the local culture before start doing business. The most influential studies analyzing culture are those performed by Geert Hofstede he identified five dimensions along which people seems to differ across culture, the element are social orientation, power orientation, uncertainty orientation, goal orientation, time orientation. The economy of Lebanon is a developing economy, with a private sector that contributes to 75% of aggregate demand and a large banking sector that supports this demand. The International Monetary Fund forecast a growth of 7% for Lebanon's real gross domestic product (GDP) in 2011. It has the 54th richest GDP per capita in the world, and it was forecasted that Lebanon's GDP per capita reached 20,000 by 2015, making it one of the strongest economies in the region, besides others factors due to culture to make business.