Experiencing Culture With Food in Global Business

Food is Culture

Food is a powerful cultural symbol (Counihan & Esterik 2008; Launay, 2003)

“Food is used in every society on earth to communicate messages” (Anderson, 2005, p.6)

Food is not only a symbol of cultural difference but is actively used to maintain identity (Long, 2001)

It is a “form of social exchange and is imbued with meanings...” (Rozin, 1996, p. 235)

Cultural Intelligence (CQ) Education

CQ is an important capacity in cross-cultural management (Earley & Ang, 2003)

3 Part framework for CQ: Cognitive – “head” or awareness, Motivation – “heart” or perseverance, and Behavior – “action” or adjustment to the cultural environment (Earley & Ang, 2003)

Experiential Learning

“The experiential model is especially suited to cross-cultural skill training because most of the techniques are active and involving, and get participants to practice and try things out” (McCaffery, 1993, p. 235).

Experiential Cultural Intelligence Education has 7 stages

Drinks

Guava, Mango, Maracuja juices (s)
Brazilian Guaraná – soft drink (s)
Coffee Sampler (s)
Tea Sampler (s)

Future Ideas

Add Biblical integration – ideas?
Trace the history, culture & economics of salt or sugar
Assess cultural IQ before and after course to verify improvement in cultural IQ
Use music from that culture during the sample tasting
Add business etiquette discussion for that culture

Methods

System

Lab fee of $20.00
Served once a week
Alternate savory & sweet

Procedure

Introduce general country etiquette or eating customs
Explain origin, when & how used
Describe ingredients
Show short video clip or give a fun cultural quiz

Dan Sterkenburg, ABD
Associate Professor of Business
Cedarville University 2013

Food Tastings

Savory
Brazilian Feijoada (h)
German Bierocks (h)
European Cheese Sampler w/Grapes (s)
Middle East Tabouli Salad (h)
Middle East Humus Sampler w/ Pita (s)
Middle East Falafel, Grape Leaf Rolls (c)
Japanese Soma Salad (h)
Indian Curry Soup (h)
Italian anti-pasta olives, mozzarella (s)

Sweet
Brazilian Brigadeiro (h)
Brazilian Queijadinhas (h)
S.A. Guava Paste & Queijo Fresco (s)
European Cookie Sampler (h, s)
European Chocolate Sampler (s)
Middle East Baklava (c)
Fruit Sampler - papaya, lychee, star (s)
Haiti Benny Cakes (h)
Candy Sampler (s)

Drink

Guava, Mango, Maracuja juices (s)
Brazilian Guaraná – soft drink (s)
Coffee Sampler (s)
Tea Sampler (s)

c = catered
h = homemade
s = store (Trader Joes, Grocery)