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 (MacNab, 2012)

Stages of: Awareness, Discussion, Pre-Experience, New Culture Experience, Post-experience Internalization, Feedback, & Group Discussion

Food Tastings

Savory
- Brazilian Feijoada (h)
- German Bierocks (h)
- European Cheese Sampler w/ Grapes (s)
- Mediterranean Tabouli Salad (h)
- Mediterranean Humus Sampler w/ Pita (s)
- Mediterranean 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)
- Mediterranean Baklava (c)
- Fruit Sampler - papaya, lychee, star (s)
- Haiti Benny Cakes (h)
- Candy Sampler (s)

Drink
- Guava, Mango, Maracuja juices (s)
- Brazilian Guarana – soft drink (s)
- Coffee Sampler (s)
- Tea Sampler (s)

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

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

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

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