

Tóm tắt: Dựa trên quyết định luận kinh tế và khung lý thuyết chiều văn hóa của Hofstede, bằng phương pháp tiếp cận Bayes, kết quả nghiên cứu cho thấy tác động của yếu tố kinh tế được đo lường thông qua thu nhập bình quân đầu người lên các giá trị văn hóa. Nghiên cứu cũng chỉ ra nét khác biệt mang đặc trưng của khu vực châu Á trong mối quan hệ giữa thu nhập bình quân đầu người với chỉ số Chủ nghĩa nam quyền (MAS) và chỉ số Lảng tránh sự rủi ro (UAI). Ngoài ra, nghiên cứu cũng tìm ra bằng chứng về sự thúc đẩy cũng như cản trở của tiếng Anh và độ mở nền kinh tế (ĐMNKT) đến quá trình hấp thu văn hóa phương Tây bởi các nước châu Á.

Từ khóa: Văn hóa châu Á, phân tích Bayes, chiều văn hóa Hofstede, quyết định luận kinh tế.

Mã phân loại JEL: A13, C11, C82.

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