

Research Enhancement Program

Report Summary of Grant awarded Summer 2004

## **A STUDY OF ORGANIZATIONAL CULTURE IN SOUTH TEXAS<sup>1</sup>**

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### Abstract:

Hispanics or Latinos are the largest minority of the United States population. The majority of these minorities are concentrated in the Southwest, in which Texas is located. With the continued immigration and the close proximity of Hispanics with Mexico and other Latin American countries, Mexican-Americans have shown retention of their ethnic culture and social forms. This research effort is to determine to what extent Hispanic culture is being incorporated into American organizations. A survey was developed and administered to small businesses in the South Texas region. Based on these results, suggestions are provided to assist American-based cultures in incorporating Hispanic cultures within their organization.

### Publications:

Presentation: Academy of International Business, US SW Division, March, 2005.

### Pending:

Due to the presentation at the Academy of International Business, contacts were made with researchers from South Texas. Collaboration is currently being developed to continue this research with their assistance. Based on this collaboration, additional funding will be requested from the State of Texas.

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