
Organizational Social Character

Bureaucratic

Interactive

IDEOLOGY and IDEALS

- Stability
- Hierarchy/autonomy
- Organizational loyalty
- Moralism

- Innovation
- Networks/independence
- Free agency
- Tolerance

SOCIAL CHARACTER

- Inner directed
- Identification with paternal authority and role
- Methodical, cautious, saving

- Other directed
- Self-developer/
self-marketing
- Innovative, experimental, consumer

SOCIO- ECONOMIC BASE

- Market-controlling bureaucracies
- Slow changing technology
- National markets
- Life long employment
- Sole male wage earner

- Entrepreneurial companies
- Fast changing technology
- Global Markets
- Restructuring uncertainty
- Dual wage earners