

Slovenian business culture – How proverbs shape dynamic leadership styles*

*Gregor Pfajfar, Miha Uhan, Tony Fang, Tjaša Redek***

This paper examines the characteristics of Slovenian business culture in a proverbial context using the Yin-Yang (holistic, dynamic, dialectic) approach to analysing cultures. The results show that Slovenian managers are generally risk prone, and apply feminine values in their leadership. The charismatic leadership style dominates. The research makes several contributions to the literature. It is the first practical application of the Fang (2012) dialectic approach in Slovenia. Second, the research builds a bridge between Fang (2012) and Hofstede by systematising proverbs. Third, this study stresses the importance of introducing a more dynamic understanding of leadership styles in a cultural context through paradoxical proverbs.

*Key words: culture, leadership style, Yin Yang proverbs, Slovenia
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** Gregor Pfajfar (Corresponding author), University of Ljubljana, Faculty of Economics, Kardeljeva ploščad 17, 1000 Ljubljana, Slovenia. Research interests: International Marketing and Business-to-business marketing. E-mail: gregor.pfajfar@ef.uni-lj.si.

Miha Uhan, University of Ljubljana, Faculty of Economics, Slovenia. Research interests: Entrepreneurship and Leadership.

Tony Fang, Stockholm Business School, Sweden. Research interests: Cross-cultural Management and Chinese Business Studies.

Tjaša Redek, University of Ljubljana, Faculty of Economics, Slovenia. Research interests: Intangible Capital, Firm Behavior and Development.