

“Hello When in Russia Say- Zdravstvuyte!”

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Abstract

Among all the countries in the world, Russia is the largest of all. It is just not leading in science & technology it has become a large exporter of oil & natural gas and also happens to be a military superpower. Besides this, Russia is known for its significant role in world history, politics and trade. Unlike the other European nations, Russia has experienced a completely different history in the last two decades. Over the years the Russian society, economy and culture has gone through the highs and lows while communism and capitalism prevailed. However, with the advent of globalization and post global recession, there has been an increase in the growth of small- medium and large -sized companies. Today Russia is a burgeoning with business opportunities for worldwide business investors and various multinational companies. Despite being a land of opportunities, doing business with Russians is a challenge because of its' diverse cultural make-up. For every outsider wanting to do business in Russia needs to understand and appreciate the Russian work culture. So this paper attempts to discuss the various Russian rules and norms of business etiquette with Edward T. Hall's theory of culture, as this would pave the way for every foreigner interested in doing business in Russia.

Key Words: Business, Communication, Culture, Russia, Etiquette, Meeting, Negotiation.

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