

Value of Anthropology in Business & Finance

Introduction

Anthropology as the study of man and his social, developmental, and cultural aspects has become a strong weapon in business and financial endeavors. The application of such an integrated model facilitates enhanced comprehension of the consumer behavior, superior and informed judgments and, therefore, the formulas of appropriate sustainable organizational strategies.

Enhancing Employee

Applying anthropological ideas to employee relations makes for enhanced active participations by employees. Increasing knowledge in cultural differences and expectations related to communication and behavior can enhance group and personal performance. It also helps organizations create an environment that supports major concerns raised by their employees.

Managing Risk

Anthropology is also directly involved in risk management and improving financial decisions as a well. Studying these factors helps to identify socio-economic activities and people's behavior to proactively adapt a business strategy in response to some changes. This line of thought is helpful more so in the financial sector because there are times that emotions can be a major influence towards an investment.

Conclusion

Anthropology when implemented in business and finance alters the way organizations respond to problems and possibilities. As an organisationally oriented discipline, anthropology can help organisations grow in the ever-changing global environment. Go to the homepage of thecasesolutions.com to see how this approach can enhance your business.

Recommendation

This case is just a sample partail case solution. Please place the order on the website to order your own orignally done case solution.

Resource: Visit thecasesolution.com for detailed analysis and more case studies.