**Measuring the Impact of Crises on the Sub-demographic Groups in the United States: Whose Value System Changes during Severe Economic Crises?**

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**Abstract**

The study explores the cultural value changes that have been taken place in the United States as a result of the recent deep global economic recession and the political and social turmoil that has followed it. The research by conducting two survey groups separated by 13 years captures the cultural value changes that are assumed to be associated with the recent deep and elongated economic crises. The outcome of the comparative analysis, which applies empirical research methods on two separate surveys, indicates that, pre-economic crises respondents’ cultural behavior tend to be convergence, while post-economic crises respondents demonstrate values that are divergent in nature. However, when controlling for demographic groups such as gender, age, education and work experience, the study found that the changes are both divergence and convergence. The study is a continuation of a recent cultural study which has been submitted to the International Academy of Business and Public Administration Disciplines (IABPAD) Conference, which takes place in Dallas on April 21-24, 2016. The finding of the study (Woldu, et al., 2016) reveals that the U.S. cultural value is found to be different than Chinese, Indian and Polish respondents in both pre-and post-economic crises. During the pre-crises period, the U.S. respondents differ than the above mentioned countries by demonstrating significantly higher convergence cultural values, while in the latter time frame, the cultural differences appear to be divergence in nature. In this second phase of the study, we focus solely on a total of 868 American respondents representing both pre and post-economic crises periods by taking into consideration four original categories of integrated cultural dimensions as dependent variables. The study through various tested hypotheses, reveals that female compared to male respondents, manifest weak entrepreneurial and bureaucratic cultural traits during the pre-economic crises period, but no such gender related cultural differences were found during the post-economic crises period. Furthermore, the study found that highly educated compared to less educated respondents demonstrated significantly weaker entrepreneurial and bureaucratic cultural behavior, but stronger adversity to status-quo cultural traits during both pre and post-economic crises. The outcome of the study has relevance to managerial studies which track cultural dynamics. The main take-away from the outcome of the study is that, while we agree with the main stream thinkers such as (Budhwar et al. (2008); (Schwarz, 1999), Hofstede (1991, 1983), Adler (2008 and 1983), Kluckhohn, F. and Strodtbeck, F.L. (1961), McGregor (1960) that fundamental cultural changes will takes place over many generations, painful and deep economic crises could leave lasting societal attitudinal changes that can attribute to irreversible value changes in modern societies that seem to go through abrupt and recurring manner.