Abstract

The adoption of cross-cultural designs in research on work and organizations has been an increasing trend in recent decades, because, among other reasons, it allows us to understand and deal with the differences and similarities that emerge during the study of distinct cultural contexts. The continuing process of economic globalization and national development has strengthened the relevance of adopting such designs. In Brazil it is necessary, however, to increase the involvement of researchers with this trend, which justifies an analysis of the specificities of cross-cultural studies in the field of work and organizations. Despite its potential, some caution is required when conducting such studies. Thus, the aim of this review is to address the main aspects discussed in the cross-cultural research field and their application in studies on work and organizations. The proper usage and definition of culture as well as the level of analysis to be used in the study are highlighted. The distinguishing characteristics of the most diffused cross-cultural models are presented and the relevance of matching research contexts is addressed, with an emphasis on the process of matching samples and data collection procedures, adequacy in translating research instruments and possible systematic differences in response styles among the participants. Finally, the challenges involved in conducting cross-cultural studies are observed, underscoring that possible limitations may represent opportunities for future research efforts and contribute to the growth and development of this field.

Keywords
Cross-cultural designs, Organizational research, Cross-cultural models, Theoretical aspects, Methodological aspects.