

Cognitive Biases and Cultural Training

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Abstract

Cultural trainings for managers as well as students have become standard. The trainings are using material based on the traditional positivist approaches of culture, such as ‘cultural dimension’.

The paper will elaborate on the mechanisms are at play when we design cultural trainings in an attempt to understand the root causes of cognitive biases, using the theory of Kahneman’s (2011) System 1 and System 2. It will examine the cognitive biases that are unconsciously used in cultural trainings, and the impact they can have on creating and reinforcing stereotypes and generalisations.