

# CULTURAL INSIGHTS

## PERSPECTIVE CULTURALE

# ROMANIA



a culture crash course every other month, sent right to your inbox!

## QUICK FACTS

### Group Orientation & Cooperation

In-groups and family in Romania provide the foundation for endurance and perseverance and are seen as an extension of the individual. Each family member must take responsibility for self and the larger community which often comes first. Taking personal initiative might be risky and may even be punished. While establishing contacts with Romanian clients and colleagues try to make initial introductions through a local representative rather than on your own.

### Hierarchy

In Romania hierarchy helps define roles and reduce uncertainty and society has traditionally had a strong preference for an autocratic, top-down structure with final decisions and clear directions being the responsibility of the leader. Input from subordinates might be limited and shared only when requested. There is a strong respect for the hierarchy of seniority, position, and age, and loyalty is expected and rewarded.

### Relationship Orientation

Romanians tend to be highly relational and believe that developing relationships is an important and required step to achieving social and business goals. Customers with long-standing are given priority over new customers. Negotiations with new clients are going to be tougher and longer until a relationship is established.

### Fluid Time

In Romania business meetings and social functions often begin and end late. Punctuality tends to be stricter in business settings than in social situations and foreign colleagues are expected to be punctual. However, because there is still a great deal of bureaucracy, deadlines are often delayed.

### Need for Certainty with Preference for Exceptions

Generally, there is low tolerance for ambiguity and people require detailed explanation and understanding of the context before making decisions. This process can be very slow and may take several group and one-on-one meetings. Staying in regular contact with business colleagues/partners can help facilitate the process. Romanians act with one another based on relationship, hierarchy, and other contextual cues which leads to flexible interpretations of the rules.

## FUN FACTS

Romania is a regional leader in fields such as IT and motor vehicle production. The capital city Bucharest is one of the leading financial and industrial centers in Eastern Europe.

Romanians constitute 89.3% of the population, with Hungarian (6%) and Roma people (3.4%) being the largest ethnic minorities in the country.

The economy of Romania is ranked 12th in the European Union and has a very high Human Development Index and a skilled labor force.

Romania has the fourth fastest broadband internet speed in the world.

### WATCH OUT!

Romanians are known for hospitality and generosity if you are offered food or a drink, it's best not to refuse it as it helps to build trust and relationships.



# COMMUNICATION IN ROMANIA

## INDIRECT

Messages may seem direct because Romanians believe people should be free to express their individual opinions. However, it may be challenging for outsiders to understand the real meaning which can be communicated in a variety of ways. Dress, mannerisms, relationships, meeting settings, and hierarchy all contribute to the way a message is delivered and interpreted. Humor is sometimes used to make a point.



## EMOTIONALLY EXPRESSIVE

While containing emotion in a business setting is respected, it is not uncommon for people to become very passionate and engaged in a discussion or negotiation. Heightened emotion is not necessarily a sign that the discussion is going badly. Instead, it communicates a passionate commitment to one's perspective.



## FORMAL

Romanians tend to be more formal with management and business associates, as language serves to reinforce hierarchy and status. It is important to use titles and formal forms of address at initial meetings as first names and less formality is usually used after relationships and trust have been established. Eye contact and formal posture (no hands in pockets) are important because they send a message about respect for oneself and others.



## THE DETAILS ROMANIAN CULTURAL PROFILE

