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# THE INTERACTION EFFECTS OF LONG-TERM ORIENTATION AND GLOBALIZATION INTERACTION ON A COUNTRY'S INNOVATION WORLDWIDE

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***Abstract—*** *The author endeavors to examine the impact of globalization on a nation's innovation across sixty-one countries worldwide in 2022. To test the four hypotheses, the author borrowed secondary data from the Hofstede Cultural Dimensions Study in 2012, the World International Property Organization, the World Bank, and the Global Innovation Index websites. The author used the data as evidence to assess innovation, culture, globalization, and per capita income. The study findings validate previous research results and indicate that the cultural values of uncertainty acceptance and long-term orientation are strongly linked to innovation in a country, as revealed by the implementation of the least square multiple regression technique (LSMRA). The study results show two interactions; the first interaction is between long-term orientation and globalization, and the second interaction is between long-term orientation and uncertainty avoidance. These two moderating factors act as significant moderators, as their interactions affect the intensity of the association between uncertainty avoidance and innovation and the intensity of the association between long-term orientation and innovation. In addition, the study suggests that globalization does not have a direct impact on a nation's innovation. Rather, its influence happens through its interaction with long-term orientation, which, in turn, affects the connection between long-term orientation and innovation.*

**Keywords:** Globalization, Innovation, Long-term Orientation, Uncertainty Avoidance, Trade Marks.

## INTRODUCTION

In the age of globalization, the growing prominence of creation and the influence of national culture on a country's ability to innovate is a subject of frequent debate. By national culture, the author directs the reader's attention to uncertainty avoidance (UA) and long-term orientation (LTO). As global forces become inevitable, experts predict that creativity and innovation will be essential in the business landscape and in maintaining the competitive advantage of organizations and countries [30]. Therefore, this analysis analyzes the association between national culture, globalization, and innovation in a country considering other economic factors that might

influence innovation rates.

According to the literature, examination culture and globalization are two factors that determine invention [1, 2, and 37]. The effect of national culture and its association with the rate of the invention has been studied at the national level by many researchers such as Shapero, Sokol [3] and Wallace [4]. Additionally, House et al. [5] examined how aspects of national culture influence cross-national innovation [5, 6]. Furthermore, Daniele Archibugi and Simona Iammarino [31] analyzed the association between globalization and innovation [39]. The two researchers assert that there is a positive and significant relationship between globalization and innovation for three reasons. The first reason is the impact of international exploitation of innovations created at the national level. The second reason is global innovation by multinational enterprises (MNCs), and the third reason is global scientific-technical cooperation between global organizations. However, the above studies have not considered the interaction effect of the omitted variable (i.e., the interaction between LTO and globalization), which leads to inaccurate interpretation results. More specifically, the interaction between globalization and the cultural value of LTO influences the relationship between LTO and innovation. This study attempts to fill the gap mentioned above and answer two research questions: First, how does globalization influence a country's innovation through national cultural values around the world? Second, why are some countries with high uncertainty avoidance and low individualism still able to innovate?"

Conceivably social science researchers as a whole have not moved fast enough concerning the interaction of some cultural values and globalization such as UA and LTO, in particular, and the interaction between UA and LTO, globalization and LTO that affect the relationship between globalization and innovation as well as cultural values LTO and UA and innovation. Therefore, researchers must consider the cultural values of LTO and UA when examining innovation across different cultures for culture plays a vital role in the invention procedure [7]. Reacting to Shane's [7] [14] request and sealing the gap in the books, this analysis investigates the association between LTO and UA and innovation considering the influence of the interaction of globalization with LTO, and LTO with UA, and how these two interactions impact a country's rates of innovation. Filling that gap contributes to knowledge in the literature. Finally, the study findings give researchers more insights into cultural values that influence innovation the most, as well as how globalization could affect a country's innovation to modify if they intend to enhance their invention. Policymakers can benefit from the results of this study by considering more education about globalization in school curricula and apprenticeship plans for workers and Future business leaders to understand the importance of dealing with globalization and accepting change. Entrepreneurs, business leaders, and managers can also benefit from the results of this study through device-specific training courses and thinking carefully about employee development for acquisition and retention as a competitive advantage.

## Literature Review

### *The Concept Innovation*

The Global Innovation Index (GII) [8] describes the invention as the average of a country's research and development (R&D) spending on sales and innovation output (i.e., the outcomes of innovative actions within a country's economy) [30] [33]. The innovation output incorporates knowledge invention, online creativeness, wisdom influence, knowledge dispersal, creative interests and aids, and immaterial support. The invention intake includes research, organizations, infrastructure, enterprise and market intricacy, and creative employees. However, in this analysis, the researcher portrayed innovation as the victorious execution of creative concepts or processes within an enterprise [9]. Meaning that innovation is the application of creativity, which is not gauged by the collection of licenses, copyrights, or number of patents [9, 10]. For all the authors know, the second characterization of the concept of innovation by Sahal [10], Amabile [9], and Scherer [11] maintains more essential elements of innovation than the first explanation of GII for two possible reasons. The first reason is that the author's definition has numerous metrics to estimate innovation, which enables offsetting the effect of misclassifying the notions by one metric, such as the number of patents (a single metric such as trademarks). The second reason is that estimating innovation employing patent statistics is more reasonable for estimating invention since not all patented ideas evolve viable developments.

### *National Cultural Values*

Hofstede [12] describes national culture as the accumulative coding of the brains that distinguish associates of one class or classification of people from another. In addition, Hofstede and Minkov [13] recognized six cultural factors that differentiate between societies. These cultural factors comprise collectivism (the social powers that keep people jointly as a class). LTO (the degree to which people concentrate on the hereafter and are inclined to postpone instantaneous gratification to be ready and prepared for tomorrow). Power distance (how largely power and order are paramount in the community); UA (how pleased individuals or some associates of society feel threatened by ambiguous circumstances). Masculinity (to what degree mannish values control a culture towards contest and accomplishment), and indulgence (the capacity to which community does or responds to mortal essentials). The publications review reveals that all national cultural values are pertinent to invention directly or through the globalization interaction of LTO and UA, and, thus, to the paces of innovation in a nation.

### *Long-term Orientation*

LTO is the extent to which people concentrate on forthcoming prizes and are keen to defer prompt gratification to be prepared for the hereafter [13]. LTO is possibly to be linked to more elevated levels of invention, as technological growth entangles long-term foreseeing [16] [30]. In

addition, Bukowski and Rudnicki [17] uncovered that LTO has a positive connection with nationwide innovation. Likewise, Rossberger [18] affirms that implementation direction has a straightforward and positive relationship with the invention. Corporations in nations with a substantial LTO are more likely to embrace mutually supporting innovation [19] [34] and usually accommodate fresh ideas and comprehend their suitability [20]. Communities in high UA nations are less easygoing in unclear or unfamiliar situations than cultures in low uncertainty-accepting nations [21]. Ambiguity circumstances carry with them tension, which communities have understood to trade with in diverse ways [13]. When associates of a high UA culture feel intimidated by unexplored troubles, they look for methods to relieve stress, including firm regulations and rules. Maybe, communities within cultures that score high in LTO take more practical techniques to prepare for unfamiliar circumstances. High LTO people often equip themselves for the unspecified future by focusing on education, putting more effort into training, and encouraging thriftiness. Therefore, the more powerful a society in LTO, the more likely the society is to relieve stress by carrying more measures to bypass anonymous surprises and tolerating tension to innovate more. In other words, the effect of a higher status of LTO decreases the impact of high UA. Consequently, communities in these nations are more inclined to innovate. This sequence of argument leads to the subsequent hypotheses (H1, H2, and H3):

H1: Nations that score high in the cultural value of LTO are more innovative than nations that score low in LTO.

H2: Nations that score high in the cultural value of UA are less innovative than nations that score low in UA.

H3: Corporations in nations with elevated levels of UA and high LTO will be innovative such that the impact of UA on innovation will be more fragile in the LTO direction.

### *Uncertainty Avoidance*

The refusal to accept innovation among societies with high UA is apparent [19]. Yates et al. [22] inferred that American businesses are more creative and innovative than Southeast Asian ones since Americans are slightly more tolerant of uncertainty than Southeast Asians are. Numerous high UA cultures set themselves strict rules and laws to assist them feel more relaxed when they encounter ambiguous conditions. These considerable regulations could hinder the opportunities to start fresh required resolutions. Nevertheless, there is no dispute between carefulness for controls and creativity [23], and therefore, innovation. Hofstede et al. [13] uncovered that UA is a consequence of power distance. In addition, research on globalization proved the connection between UA and power distance [5]. Furthermore, Zhang and Chu [15] discovered that nations with elevated power distance encourage innovation in some countries, such as China. Lower conflicts between employee groups, social-emotional support, trust, and self-confidence encourage workers to realistically settle ambiguity associated with new conceptions, thereby guiding creativity and innovation [24]. As far as researchers understand socio-emotional support, low conflicts, and low trust are linked to high power distance [25].

High power could, therefore, play a critical part in promoting innovation in admiringly inconsistent cultures, such as France, Portugal, Russia, and South Korea. However, this study does not focus on the influence of power distance on innovation rates. Moreover, following this argument, the author hypothesizes the following (H3):

### *Globalization Versus Hofstede's Cultural Values*

The concept of globalization has had exponential growth in research circles. To some extent, globalization creates an international market in which all countries are often invited to participate [39]. Culturally, globalization through the world market leads to cultural homogenization, where interactions smooth out differences, ideas, global norms, local customs, and cultural flow [40]. Globalization has left people in some countries like Tanzania culturally disoriented [40]. David [41] believes that globalization is a method of reconciling different beliefs and cultures. Accordingly, it can be said that globalization is a means of dissolving cultural differences and creating a transparent global conformity of cultural values (Appendix 1). Obiola [42] believed that cultural harmony was achieved through improved communication and that nations had an obligation to participate in it. This improved communication probably because modern technology based on satellite communications, the Internet, and computers, has revolutionized our traditional concept of communication. Scholars asserted that globalization entangles the incremental convergence of organizations, levels of financial growth, and nationwide cultures [43]. It has indeed been observed that cultural differences combine with material wealth, but regional institutions could restrict the pace of convergence [26]. Regardless of this general outcome, certain cultural dissimilarities may widen [27]. For example, in these international circumstances, Chinese national culture has been examined to a great extent, but the examination is made complex by the simultaneity of cultural influences, institutional changes (e.g., monetary reforms), and fast gross domestic product (GDP) growth. However, Ralston, Egri, Stewart, Terpstra, and Yu [28] discovered that contemporary Chinese job values have converged to some degree. These values include high LTO: which is described as the degree to which a nationwide culture programs, its associates to tolerate postponed fulfillment of their physical, social, and passionate needs [29]. Therefore, the author believes that globalization has influenced LTO and posits hypothesis 8 (H8):

H4: Communities in nations with a high degree of globalization and strong LTO will be innovative such that the impact of LTO on innovation will be stronger on innovation with high levels of globalization

## METHODS

### *The Dependent Variable*

The rate of innovation is measured at the country level by the number of trademarks, which a country has been granted per capita a nationwide patent headquarters, or by a regional headquarters that takes out the task for several homelands. In previous studies, researchers have employed several indicators to measure innovation in countries. However, in this analysis, the author used T-Marks to calculate the across-the-board innovation in sixty-one nations, according to Scherer [11]. Scherer [11] describes invention as the commercialization of creative ideas, meaning that innovation includes criteria of creative ideas that are converted into goods and services for commercial purposes. Additionally, several patents have yet to be moved from creative ideas to for-profit-oriented goods or services [7]. Estimating innovation is a challenge for researchers; Practically all indicators used to measure innovation have advantages and disadvantages. Brands per capita are no exception. Regardless of its many advantages, T-Marks includes three unique concerns when used as a measure of the rate of innovation. (1) Companies may not register all of their innovations because trademarks do not cover them from initiatives by other candidates, (2) Improper personal relationships between trademark and innovation, (3) Trademark and protection laws vary by country Shane [7]. In this study, the author took trademark data (i.e., Trademark Statistics) from the World Property Organization (WIPO) website (https://www.wipo.int/ipstats/e n/) published in 2019.

### *The Independent Variables*

Geer Hofstede [13] used the VSM scale to measure LTO and UA at the country level. The datasets for Geert Hofstede are available for researchers with no restrictions at (https: //www.hofstedeinsights.com/country-comparison/). Hofstede calculated uncertainty avoidance behavior by the degree to which associates of a society feel intimidated by uncertain circumstances. LTO (i.e., the degree to which an individual is focused on destiny and keen to defer immediate gratification to be prepared for the future. Globalization (I.e., consolidation, interconnection, and association between nations and governments) [39] is the third independent variable measured at the country level and the data for globalization were borrowed by the author from GII.

### *Control Variables*

To identify the control variables for this study, the author consulted previous analyses and controlled for four variables related to national innovation [7]. These variables include; globalization, education expenditure, which represents how education is valued in a country; per capita income (i.e., the middle earnings per person in a country); and business sophistication (BS) (i.e., the differentia of a homeland's overall trade webs and the rate of individual businesses' operations, systems, and systems). The author borrowed the datasets for education expenditure and business sophistication from the GII in 2022. In addition, the author borrowed the dataset for per capita from the World Bank database 2022.

### *Procedures and Data Analysis*

In this analysis, the author examines the impact of two cultural values, LTO and UA on national innovation rates using the LSMRA and controlling for per capita income, expenses on education, and business sophistication. The author justified the use of normal distribution of the datasets for all the variables included in the study. To analyze the effect of LTO and UA on the rate of innovation, the author controlled for per capita income, expenses on education, and business sophistication, and entered the cultural values of LTO and UA simultaneously. The author also considered the limitation of the LTO and UA values when including respective cultural variables in the regression equation when including control variables. The number of independent variables in the regression at no time exceeded four, preserving sufficient degrees of freedom.

### *Results*

The LSMRA outcomes endeavor to clarify the discrepancies across countries in the tendency to innovate. Table 3 below displays the correlations between the six included variables in the LSMRA.

**Table 3:** Shows correlation matrix.

| | UA | LTO | Glob | N of T | PCI | E on E | MS | LTOXUA. | GLOXLTO |
|---|---|---|---|---|---|---|---|---|---|
| UA | 1 | | | | | | | | |
| LTO | 0.086 | 1 | | | | | | | |
| GLOB | -0.12 | 0.24 | 1 | | | | | | |
| N of T | -0.263 | 0.219 | -0.151 | 1 | | | | | |
| PCI | -.442** | -0.048 | .690** | -0.062 | 1 | | | | |
| E on E | -0.169 | .308* | .561** | 0.113 | .539** | 1 | | | |
| MS | -.456** | -0.003 | .524** | 0.106 | .688** | .396** | 1 | | |
| LTXUA | .572** | .840** | 0.143 | -0.054 | -0.2 | 0.189 | -0.197 | 1 | |
| GLOBXLTO | 0.058 | .960** | .479** | 0.124 | 0.121 | .402** | 0.099 | .793** | 1 |

Note: LTO x UA = the interaction between LTO and UA; INNO= Innovation; LTO = long-term orientation; PCI= Per capita income; T-Marks = per capita number of registered trademarks; EOE = Education expenditures; Glob. = Globalization; BS= Business sophistication.

Table 4 below illustrates the inclination to innovate (i.e., T-Marks) versus LTO, UA values, globalization, education expenditure, business sophistication, and per capita income variables. The cross-sectional datasets for LTO, UA, and the per capita number of trademarks are measured at the country level. The LSMRA results show that LTO appears to be more powerful than UA cultural since it is significant in all regression equations. LTO seems to have a substantial interaction with UA. In addition, UA is the second most important cultural value since it has a significant connection with brands' per capita income and an influential interaction with LTO. Furthermore, globalization seems to be a more important control variable than per capita income followed by education spending, the least important control variable.

**Table 4:** Shows inclination to innovate versus economic variables, globalization, LTO, UA as control variables.

| | Mean | SD | β | Sig. |
|---|---|---|---|---|
| (Constant) | -------- | --------- | -3017811.844 * | 0.016 |
| Glob. | 72.0010 | 9.98841 | 4713.397 ¥ | 0.842 |
| PCI | 18977.1 | 8924.283 | -0.455 ¥ | 0.791 |
| Ed. Exp. | 50.9370 | 13.47531 | 13751.545 ¥ | 0.071 |
| BS | 33.8191 | 11.70880 | 25132.486 ¥ | 0.202 |
| LTO | 50.9311 | 24.45900 | 122576.607*** | 0.000 |
| LTO x UA | 3458.67 | 2134.161 | -753.050** | 0.001 |
| GLOB x LTO | 3584.2898 | 3991.850 | -973.049* | 0.015 |

**Note:** ¥ > 0.05; *P < 0.05; **P < 0.01; ***P < 0.001

Many economic factors are associated with innovation. However, association usually means correlation, not cause and effect. Therefore, the author cannot suppose that all the economic elements have a causal relationship with innovation. Eventually, there is a meaningful interaction between LTO and UA; this relation is likely essential for the relationship between UA and innovation rates (Figure 1).

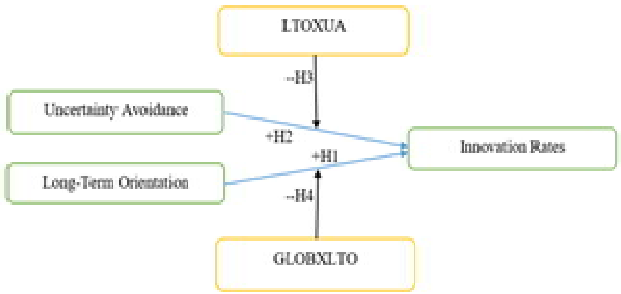


Figure 1: The Conceptual Framework Shows the Relationship between LTO, UA, & Globalization.

The dominance of these results is probably compatible with previous research conclusions, with other results not previously examined. For instance, the impact of the interaction between LTO and UA on innovation rates in countries with high UA. Besides, the control for globalization and other economic factors (Table 4).

## VI. Conclusions

The LSMRA confirmed all the four hypotheses. H1, H2, H3, and H4 are supported. LTO, UA, the interaction between LTO and UA, and globalization and LTO affect a country's rate of innovation. Conceivably the choice of the sixty-one nations studied had an impact in that 73% of the chosen nations scored high on UA, while 47% of the chosen countries scored high in LTO. A few of these chosen countries are classified satisfactorily in the GII. Approval for hypothesis two (H2) and hypothesis three (H3) is compatible with Bukowski and Rudnicki [17]. Nevertheless, Bukowski and Rudnicki [17] did control for per capita income, education expenditure, market sophistication, or globalization. In addition, the later researchers did not examine the interaction of globalization with LTO and its influence on the interaction between LTO and UA, and therefore, on the relationship between uncertainty avoidance and innovation.

### *Theoretical Contribution*

The study results could assist researchers in considering culture and globalization when justifying why some countries score low in individualism, high in collectivism, high in UA, and high in power distance, all thanks to innovation. This analysis is one of the few analyses that try to control globalization and examine the effect of the interaction between the LTO and UA on innovation rates. In addition, the impact of the interaction between globalization and the LTO on a country's innovation rate. Adding two interaction effects to the regression equation allows investigators to avoid the influence of omitted variables and obtain results that are more accurate.

### *Practical Implications*

Research results can assist professors and teachers in tailoring explicit practicum programs, focusing on exceptional thinking and improving creativity, thereby innovation. Research results can also help policymakers focus spending on the right programs; teachers teach appropriate agendas. Additionally, these conclusions can assist administrators in embracing further strategies to crush cultural hindrances and make local communities aware of positive and negative global influences adapted to local culture. Ultimately, the study results can help business leaders and entrepreneurs design effective training programs to promote innovation.

### *Future Research and Limitations*

Future research should replicate the study's conclusions utilizing data collected from more than sixty-one countries and focus on adding countries with low levels of individualism and uncertainty avoidance in different regions. Adding additional countries to the study could assist researchers in comprehending whether individualism is yet the most influential cultural value linked to innovation. Based on unrestricted data, this analysis primarily concentrates on highly collectivist nations, high UA, and LTO. Finally, it would be an excellent step onward if future research had the most current data on cultural values because neither the Hofstede nor the Globe study examined all countries worldwide.

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**Appendix 1: The Influence of Globalization on Cultural Values**

| Globalization | Cultural Values | β | Significance |
|---|---|---|---|
| Globalization | Power Distance | -1.174 | 0.000*** |
| Globalization | Uncertainty Avoidance | -0.286 | 0.407 |
| Globalization | Collectivism | -1.438 | 0.000*** |
| Globalization | Masculinity | -0.20 | 0.945 |
| Globalization | Individualism | 1.397 | 0.000*** |
| Globalization | Long-term Orientation | 0.544 | 0.093 |
| Globalization | Indulgence | 0.521 | 0.114 |

***: p-value <0.0001