

IRAQI BUSINESS CULTURE: AN EXPATRIATE'S VIEW

Don B. Bradley III, University of Central Arkansas

Justin Brown, University of Central Arkansas

Michael Rubach, University of Central Arkansas

ABSTRACT

This paper will analyze the effects of imposing a very diverse Western business culture on the religious culture of Iraq. In an attempt to figure out where the Iraqi business culture is evolving, we must first dissect the fundamentals of the culture of the past, and the ingrained cultural beliefs of the inhabitants of the present. Once we understand the past, we can then evaluate a comparable market in an attempt to predict and make executive suggestions as to its future.