

**IIHMR UNIVERSITY, JAIPUR
EVENT OUTCOME REPORT
Master Class Episode 22**

“Master Class Episode 22”
Topic: - Culture- Attitude- Behaviour
Date: 29 th January 2021 from 04.00 PM to 05:00 PM
Venue: - IIHMR University, Jaipur
Speaker: - Mr. Subhash Seth, Chief Executive Officer, Blue Berry Pharma Advisory, Mumbai, Maharashtra, India
Number of participants: - 50
Introduction: - This session featured: Mr. Subhash Seth, Chief Executive Officer, Blue Berry Pharma Advisory, Mumbai, Maharashtra, India. The event was moderated by Dr. Sandeep Narula, Associate Professor, Assistant Dean - SPM, IIHMR University, Jaipur and the Session was welcomed by Dr. P. R. Sodani, President (Officiating), IIHMR University, Jaipur.
<p>Objective:</p> <p>The core objective of exploring “Culture – Attitude – Behaviour” is to: Understand how cultural norms shape individual and collective attitudes, which in turn influence behaviors—ultimately impacting organizational effectiveness, social dynamics, and personal development.</p>
<p>Salient Novel Points Covered:</p> <p>Understanding the dynamic interplay between culture, attitude, and behaviour is crucial in today’s globalized, diverse, and interconnected society.</p> <p>Culture as the Root System of Human Interaction</p> <ul style="list-style-type: none"> • Culture is not just tradition—it’s a framework of meaning that shapes how individuals interpret reality, make decisions, and relate to others. • Microcultures (e.g., digital culture, youth culture, organizational culture) are increasingly influential alongside traditional ethnic or national cultures. • Cultural influence is often unconscious, yet it powerfully shapes perceptions of right, wrong, normal, or acceptable. <p>Attitude as the Psychological Filter</p> <ul style="list-style-type: none"> • Attitude serves as the cognitive and emotional lens through which culture is internalized and expressed. • Individuals form attitudes based on both cultural conditioning and personal experience, making attitudes semi-fluid and responsive to change. • Positive attitude shifts (e.g., toward gender equity, sustainability) often precede lasting behavioural change in societies and organizations. <p>Behaviour as the Observable Output</p> <ul style="list-style-type: none"> • Behaviour is the most visible expression of deeper cultural and attitudinal patterns. • In cross-cultural settings, misaligned behaviours are often misinterpreted, leading to conflict or

exclusion—highlighting the need for cultural competence.

- Behavioural norms evolve with cultural exposure (e.g., globalization, migration, media influence).

The Culture–Attitude–Behaviour Loop

- This triad is not linear but cyclical: cultural norms influence attitudes, attitudes guide behaviours, and collective behaviours gradually reshape culture.
- Real transformation (e.g., in inclusion, sustainability, ethics) requires addressing all three layers—not just surface-level behavioural change.

Role:

The triad of Culture, Attitude, and Behaviour plays a foundational role in shaping human interactions, societal structures, and institutional dynamics. Each component influences the other, collectively driving how individuals think, feel, and act in various personal, social, and professional contexts.

Challenges and Opportunities:

The relationship between culture, attitude, and behaviour forms the core of human interaction and development. Understanding this triad reveals both significant challenges and powerful opportunities for personal growth, organizational effectiveness, and societal transformation.

Challenges

1. Cultural Stereotyping and Misunderstanding

- People often judge behaviours without understanding cultural context, leading to biases and miscommunication.
- Stereotypes can reinforce prejudice and social exclusion, especially in multicultural or global environments.

2. Resistance to Attitudinal Change

- Deep-rooted cultural beliefs can cause rigidity in attitudes, making it difficult to shift mindsets on issues like gender roles, diversity, or climate action.
- Generational gaps can further intensify attitudinal differences.

3. Behavioural Inconsistencies

- Individuals may internalize new knowledge or values (e.g., inclusivity, ethics) but still exhibit conflicting behaviours due to habit, peer pressure, or unconscious bias.

4. Cultural Clashes in Organizations

- Multicultural teams may face conflicting norms, communication styles, or work ethics, leading to misunderstandings or inefficiencies.

Opportunities

1. Fostering Cross-Cultural Competence

- With growing globalization, understanding the culture–attitude–behaviour link enhances collaboration, diplomacy, and global citizenship.
- Promotes respectful engagement in diverse workplaces and societies.

2. Behavioural Change for Social Impact

- Targeted cultural and attitudinal interventions can shift behaviours in areas like:
 - Health (e.g., vaccine acceptance)
 - Sustainability (e.g., waste reduction)
 - Equity (e.g., gender-sensitive practices)

3. Inclusive Organizational Cultures

- Cultivating the right culture leads to positive employee attitudes, which in turn drive high-

performing, ethical, and resilient behaviours.

4. Educational Empowerment

- Embedding cultural awareness and emotional intelligence into education fosters adaptive attitudes and constructive behaviour from a young age.

Q &A and Interactive Discussion:

An interactive session on “Culture- Attitude- Behaviour” was engaging, informative, and participatory to keep the audience involved while delivering valuable insights.

Future Scope:

The interconnected dynamics of Culture, Attitude, and Behaviour will increasingly shape how individuals adapt, organizations evolve, and societies progress in a rapidly globalizing and digitizing world.

Appropriate caption for the webinar:

“Culture, Attitude, Behaviour: The Triad Shaping Human Development”

"Understanding the Human Code: From Cultural Roots to Behavioural Change"

The poster is for a Master Class episode titled "Culture- Attitude- Behaviour". It is scheduled for Friday, January 29, 2021, from 04:00 PM to 05:00 PM (INDIA). The event is hosted by IIHMR University. The speaker is Mr. Subhash Seth, Chief Executive Officer of Blue Berry Pharma Advisory. The moderator is Dr. Sandeep Narula, Associate Professor and Assistant Dean of SPM at IIHMR University, Jaipur. The welcome is provided by Dr. P. R. Sodani, President (Official) of IIHMR University, Jaipur. The poster features portraits of the speaker and moderator, and the university logo.

Master Class Episode 22

Date: 29/01 /2021 (04:00 PM to 05: 00 PM)

Attendance Sheet

Sr. No.	Students Name	Stream with Batch
1	Aastha Dwivedi	MBA PM Batch 11 (2019-21)
2	Aayushi Sharma	MBA PM Batch 11 (2019-21)
3	Aditi Apoorva	MBA PM Batch 11 (2019-21)
4	Adya Kaul	MBA PM Batch 11 (2019-21)
5	Aeman Shaikh	MBA PM Batch 11 (2019-21)
6	Angika Mishra	MBA PM Batch 11 (2019-21)
7	Ankit Chouhan	MBA PM Batch 11 (2019-21)
8	Ankita Das	MBA PM Batch 11 (2019-21)
9	Ankita Dixit	MBA PM Batch 11 (2019-21)
10	Anupriya Ravichandran	MBA PM Batch 11 (2019-21)
11	Ayushi Tandon	MBA PM Batch 11 (2019-21)
12	Bhavana Upadhyay	MBA PM Batch 11 (2019-21)
13	Bommu Krishna Koutilya	MBA PM Batch 11 (2019-21)
14	Chetan Rana	MBA PM Batch 11 (2019-21)
15	Deepanshu Bhatnagar	MBA PM Batch 11 (2019-21)
16	Deshna Awasthi	MBA PM Batch 11 (2019-21)
17	Dhanvi Shekhar	MBA PM Batch 11 (2019-21)
18	Dhruv Dharoch	MBA PM Batch 11 (2019-21)
19	Divya Kumari	MBA PM Batch 11 (2019-21)
20	Divya Thakur	MBA PM Batch 11 (2019-21)
21	Divya Yadav	MBA PM Batch 11 (2019-21)
22	Garima Chaudhary	MBA PM Batch 11 (2019-21)
23	Irene Elizabath Varghese	MBA PM Batch 11 (2019-21)
24	Isha Vyas	MBA PM Batch 11 (2019-21)
25	Jayana Ameta	MBA PM Batch 11 (2019-21)
26	Krishna Agrawal	MBA PM Batch 11 (2019-21)
27	Krity Kumari	MBA PM Batch 11 (2019-21)
28	Lakshmy Manoj Kumar	MBA PM Batch 11 (2019-21)
29	Mayank Gupta	MBA PM Batch 11 (2019-21)
30	Mayuri Devkate	MBA PM Batch 11 (2019-21)
31	Meghna Raj	MBA PM Batch 11 (2019-21)

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Sr. No.	Students Name	Stream with Batch
32	Nikunj Parwal	MBA PM Batch 11 (2019-21)
33	Pooja Gupta	MBA PM Batch 11 (2019-21)
34	Praneet	MBA PM Batch 11 (2019-21)
35	Prerna Bhama	MBA PM Batch 11 (2019-21)
36	R Koslendra Naidu	MBA PM Batch 11 (2019-21)
37	R Varun Sastry	MBA PM Batch 11 (2019-21)
38	Raj Singh Rajput	MBA PM Batch 11 (2019-21)
39	Ranjeet Kumar Yadav	MBA PM Batch 11 (2019-21)
40	Rinki	MBA PM Batch 11 (2019-21)
41	Sahil Malik	MBA PM Batch 11 (2019-21)
42	Sahil Shaik	MBA PM Batch 11 (2019-21)
43	Sakshi Sneha	MBA PM Batch 11 (2019-21)
44	Saloni Jain	MBA PM Batch 11 (2019-21)
45	Saurabh Rai	MBA PM Batch 11 (2019-21)
46	Shruti Dudhande	MBA PM Batch 11 (2019-21)
47	Shubham Prakash	MBA PM Batch 11 (2019-21)
48	Suraj Sanjay	MBA PM Batch 11 (2019-21)
49	Sushil Raghunath Mokashi	MBA PM Batch 11 (2019-21)
50	Trapti Gupta	MBA PM Batch 11 (2019-21)