

The cultural formation code of successfulness verticals of the U.S. ethnic groups

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ABSTRACT. In the article there are outlined the prospects of global economic development. There was built an evolutionary model of theoretical studies of the phenomenon “culture” in the context of universal, system and value approaches. It gives the brief characteristics of the cultural assimilation model “melting crucible”. There have been determined the indicators of the successfulness verticals of the U.S. ethnic groups and made their assessment. By virtue of the author’s method is given the assessment of the comparative significance of the heterogeneous cultural codes of maternal (immigration) and hosting environment of the USA, which gave the possibility to determine the factors that ensure the economic success of the American ethnic groups. The results of the research provide reasoning for the change of traditional vector of the cultures’ typology and confirm the existence of the progressive cultural codes.

KEY WORDS: culture, cultural values (cultural code), international management, cross-cultural management, comparative management, cultural values model, cultural assimilation model, “melting crucible” model, immigration, immigration policy, cultural relativism, successfulness vertical, ethnic group.

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