

References

- 1 An ethnocentrism scale is presented in Chapter 1.
- 1 Although the model of high- and low-context cultures is a popular framework in intercultural studies, there have been some criticisms of it, based on the fact that it lacks empirical validation.
- 2 After having lived in Turkey for a long period, Hugh Pope, the author of several books on Turkish culture and identity, such as *Sons of the Conquerors* (2005), describes Turkish people (a high-context culture) as people who prefer learning by observing and listening, rather than reading and investigating.
- 1 The concept of service recovery paradox and the pertaining research is explained later in this chapter.
- 1 In primates, showing the teeth, especially teeth held together, is almost always a sign of submission and the human smile may have probably evolved from that. When chimpanzees smile they do it by covering their top teeth and showing their bottom teeth. A human smile is seen as a threatening expression to chimpanzees. When the chimpanzees are afraid or when they are trying to be intimidating, they tend to show all their top teeth and do what we call a “fear grimace.”
- 2 The main thrust of this study came from an anecdote explained in Chapter 7 of Gladwell’s (2008) book *Outliers: The Story of Success*. This anecdote, explained in the above case study, shows the significant influence of power distance in communication and its likely drastic consequences.
- 1 As a consequence of Covid-19 epidemic, experienced by people in the world in 2020, people may not feel comfortable with touch and being in close physical distance with others and may avoid social relations to some extent.

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