

# ***Respect for Cultural Differences as a Competitive Strategy of Hungarian SMEs Doing Business with Austrians***

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## **Abstract**

*The paper assumes that culture significantly influences the strategic planning of SMEs having international business relations. Therefore the paper analyses how culture can affect international business relations and it illustrates how the respect for cultural differences can be of strategic importance. After introducing the theoretical background, the paper focuses on Hungarian SMEs operating in West-Transdanubian region and having business relation with Austrians. Therefore the paper introduces the findings of a quantitative research of a PhD research. The aim of the paper is to confirm the assumption and draw some conclusions.*

*Key words:* cultural differences, competitive strategy, Hungarian SMEs