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Marketing Management in International Contexts

Born digital: Is there going to be a new culture of digital natives?

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ABSTRACT

The paper strives to answer the question of whether Digital Natives and Digital Immigrants share similar concerns with other generations across national cultures. A traditional cross-cultural approach is scrutinized to unravel the extent to which technology has influenced and co-created the digital culture, which may emerge as a distinct sub-culture

This analysis is based on Mindreader Mindshare survey from more than 57,000 respondents from in 44 different countries. The cross-tabulation analysis was performed to investigate the differences in the respondents' strongest concerns. The analysis revealed differences between the Global Learning and Observation to Benefit the Environment (*GLOBE*) program's cultural clusters, as well as between both generations of Digital Natives and Digital Immigrants. Both generations of Digital Natives and Digital Immigrants appear to share relatively homogeneous concerns, and therefore sharing the same digital culture regardless of the *GLOBE* cultural cluster to which they belong.

KEYWORDS:

- [Digital culture](#)
- [concerns](#)
- [differences](#)
- [digital natives](#)
- [digital immigrants](#)

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Disclosure statement

No potential conflict of interest was reported by the authors.

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