



MOORE SCHOOL OF BUSINESS  
UNIVERSITY OF SOUTH CAROLINA

- Moore School of Business, University of South Carolina
- Nancy R. Buchan
  - Associate Professor of International Business



## Research interests:

- Understanding development of trust, trustworthiness, cooperation across cultures and factors that influence/impede that development
- Diagnosing cultural differences across populations in communication patterns and interaction styles



## Unique Qualifications and Capabilities:

- Led multidisciplinary NSF-sponsored project team exploring influence of globalization on cooperation and trust in Iran, Russia, South Africa, Argentina, Italy and USA
  - Developed individual level globalization index
  - Buchan, et al. PNAS March, 2009
- Conducted numerous trust/trustworthy economic experiments in multiple countries and across genders
  - Employed theory from sociology, psychology, political science, anthropology to understand behavior manifested (e.g. AER 1999; AJS 2001; JEBO 2008, etc.)
- Developed a scale to measure cultural differences in communication patterns and interaction styles
  - Scale is currently used by Fuqua Business School at Duke University in its Global Executive Education Program



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Seeking to Join:

- Interdisciplinary Group
- Internationally Oriented Group



## Contact Information

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