

**Patric Dettinger**

# Gender Orientation. German perception of different countries

**Scientific Study**

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## **Gender Orientation. German perception of different countries**

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FOM School for Economics & Management Essen, Based in Stuttgart  
Studies for the Bachelor of Science in European Business and Psychologies (B.S.)

Term Paper in the Module International Marketing and Sales

# **Gender Orientation**

A quantitative research

Date of submission: 12.12.2019

**Abstract**

This research deals with the topic of gender orientation and its preference for different countries from all regions of the world. The objective is to find out to what extent a difference between the attributed sexes is perceived with regard to the selected countries. This is a quantitative research that has been empirically collected.

In the first part, the theory and the state of research of the topic are explained. This is followed by a methodological explanation whereupon the results and the corresponding interpretations are presented. A summary of the results and an outlook into the future concludes the research work.

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