**ABSTRACT**

The paper is a preliminary analysis of the processes of cultural convergence and divergence leading to the diagnosis of co-existence of these phenomena in the modern world. We are dealing with at least two integration trends in contemporary culture, which may result in different variants in the future, based on the scenario of both convergence and divergence. The key role of cultural integrator in most societies plays a growing culture of postmodern consumerism, which also affects the sphere of management.