

# Chapter 3

## Culture, Cross–Cultural Communication, and International Business Communication in the Global Context: A Critical Approach

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### **ABSTRACT**

*International business communication concerns the reconciliation of businesses and products which strive to embrace both the private and government sectors of numerous countries to conduct business transactions. Yet, inter-cultural communication is used when delivering different messages among different societies while doing international business. Thus, the aim of this chapter is to define the concepts of culture, international business communication and inter-cultural communication as well as integrate them on a global scale.*

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## **INTRODUCTION**

Culture has been in the scholars' attention for a long period of time. Over the decades, management and scholars have focused on culture and cross-cultural subjects, especially in the field of international management. The effect of culture in the international management literature is mostly focused on, namely researching to understand and explain the effect of national and international culture as well as cultural differences in international management decisions, additionally on a variety of international management-related decisions as the choice of foreign cultural understandings. The manner in which businesses respond to cultural differences could help explain why businesses differ and why they perform in the field of different cultures (Reis et al., 2013).

Understanding the impact of culture on international management and international business operations and mostly business applications and managerial decision-making compels explaining the difference on cross-cultural issues. Culture impacts managers' ethical behaviors and could bring about to intercultural business conflicts. For instance, international negotiations' success is based on executives' capacity to adapt to cultural differences at the business and national level. Business' organizations structure also affected by culture for it legitimizes both business' existence and the way that they operate. Some cultural features are found to have strong impact on business commitment are culturally coordinated. Moreover, culture also impacts marketing-related search and, for instance, cultural properties are posited on to affect the evaluation of advertising campaigns and trust in advertising brands. Henceforth, culture seems to affect the international strategic options when operating internationally and has a strong effect on the entry mode choice in foreign markets. On the other hand, entrepreneurial activity is affected by domestic culture and for example, the rate of innovation is noted to be higher in countries with higher levels of uncertainty acceptance and individualism (Reis et al., 2013; Luthans & Doh, 126-130, 2021; Hill & Hult, 2019, 93).

Another important issue in culture is communication. Communication is one of the significant functions to master in order for any firm to be accomplished in today's increasingly competitive markets, especially, for firms doing business internationally. A business' profitability is in part determined by its intercultural communication strategies and capacities. Yet, top managers in companies working internationally sometimes disregard the importance which invisible barriers and cultural differences create in cross-cultural communication. As the world has been becoming globalized, various countries enjoy increasingly voiced their claim to a right culture in international management. It is envisaged that national culture is going to be critical tool to impact on demographic behavior, economic development and general managerial policies to protect international property rights as well as obtaining

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