PRI-AIN727

by Plagi Check

MAR 030-3: SPECIALIST PROJECT: ASSESSMENT 2: ESSAY: PREPARATION FOR THE SPECIALIST PROJECT

Table of Contents

1. Introduction

a. The scope of the question

The study considers the ambit of international businesses and the inclusion of their employees to propagate their functioning smoothly. The study further aims at finding out the theoretical, analytical and logical concepts of cultures of both high and low end backgrounds. It also intends to navigate the focus on the communication challenges faced by the employees in articulating their work and voice in the work environment of the organisation. The aim also considers overcoming these diversified ethnic and cultural challenges of the employees. The study will contribute to the eradication of the cross cultural differences to make the work environment in international businesses fluent and healthy.

b. Brief contextual or background information

International Communication caters to the working environment of any company or organisation by strengthening the contextual relevance and coordination between the working employees of different levels and strata. Business organisations with constructive and productive communication are prone to have a low employee rate of replacement by almost 50% (businessnewsdaily.com, 2023). This communication leads to both high context and low context cultures. The term high context refers to a situation where the listener is already put in context and briefed. This allows less information to be ambiguous and loose in the background. Therefore, the existence of such communication is verified to be more collective, organised and inherent. Countries that incorporate high context cultures are primarily the Middle Eastern countries and East Asian countries like Japan and China. More perspective and attention to details allow interpersonal relationships and expressions that are not verbal to grow making the work environment easy (Child *et al*, 2022). The low context culture of communication takes a more pragmatic and direct approach instead of being intuitive. This allows context to the information to outgrow and focus more on the background. This makes the communication more analytical and is followed by countries like UK.

c. Key authors/works/academic frameworks for the research

The academic framework and research pattern would focus on data and analysis of various journals, academicians, scholars and theorists. The research would focus on the sources from

Google scholar and also intend to be pivotal to the understanding of the subject in context. The cultural analysis of researches to be included would focus on the critical evaluation of the background of employees and also their understanding of interpersonal spaces and relationships. This would be reflected mostly in the understanding of the context and also paving a way to navigate a proper chain of communication.

d. Direction for the essay

The essay is directed towards taking an analytical approach in addressing the aforementioned questions and to solve the disparities within the issues prevalent in them. The direction is to further understand the critical evaluation of the scope of the study and also coordinate with the findings of the research. The findings will further help in the portrayal of the analysis presented to erase such differences. The implications of the findings will aid the academic research to place the policies and base the challenges involved within them. The demonstration is to highlight the learning from the study therefore, inserting references and materials relevant to the research in context.

2. Major Themes (Literature Review part 1)

a. Introduce your major themes

Theme 1: Concept of communication in improving cultural factors

Communication is a vital factor for the improvement process of cultural factors as it helps to enhance the cross cultural aspects. As mentioned by Fatma *et al*. (2019), cultural aspects are created by using the leanings from effective communication as it helps to explain the aspects of different cultural backgrounds. The usage of effective communicative language for cross cultural aspects helps to carry out the activities that help to maintain the inclusivity. Moreover, communication has a vital role in the improvement process of cultural factors as it helps to identify the issues regarding cross cultures. Similarly, Bhaduri (2019) has mentioned that, communication is an important factor that enhances the cultural factors by explaining the difference between multiple cultures. The process of enhancing understanding regarding cross cultures becomes easier with the implication of effective communications. On the contrary, Larsen *et al*. (2021) have mentioned that, the usage of different communicative language creates conflicts regarding multiple cultures that increase the chances of miscommunication. However, the usage of official language is effective to mitigate the issues

regarding multiple communication languages that enhance the cross cultural aspects. Therefore, the usage of communication is helpful to mitigate the issues regarding multiple cultural factors that enhance the understanding among individuals.

The concept of communication in improving cultural factors refers to the usage of effective communication to filter the multiple thoughts of individuals regarding different cultures. Furthermore, communication is an effective system that helps to reduce the misconceptions and stereotypes regarding different cultures. According to the views of Litam (2020), communication is helpful to enhance the cultural identity that is helpful to reduce the chances of racism. Therefore, the usage of effective communication is helpful to improve cultural factors that are helpful to enhance the sociological structure. Furthermore, communication helps to enhance the understanding regarding cross cultural aspects of the society to enhance ethnic identity and gender role.

Theme 2: Importance of communication in improving cultural factors

Communication to run a business organisation or set up is imperative to structure and build employees to strengthen and structure their interpersonal relationships among them but also with their employer. It also establishes the flow of ethical understanding and interpretation of agendas of the business organisation giving both the parties scope of reducing errors. Based on Almeida and Coelho (2019), a successful working environment has always been sourced to a positive communication chain. This increases and establishes corporate reputation, image, and culture, which stabilises the corporate social responsibility of any company or organisation. However, communication alone is not the only standing factor that aids a company to derive its growth. The other factors include its policy making or the articles of association that contribute to the reputation, image and relevance of the company.

The communication aspect is pivotal in establishing communication strategy and assessing the communication to direct technological, social and managerial communication to flow swiftly within the organisation. Based on the research by Nash, (2019), companies have also seen a preferential variety of communication by using external and internal sources and behavioural patterns of employees. Employee productivity has seen an upward shift by 25% by engaging communication means through social media and other online domains. Although the strength of social media and online communication is dominating the ethical structure of the present work system, it is important to understand that an upfront conversation is also essential to build trust among the employees and also with the employer. Face to face

communication normally resorts to both high text and low text means of communication. The analogy is that in both the contexts of communication, the language plays a key part (businessculture.org, 2023). This includes intuition, language and a professional approach to understand the company's agenda and growth.

Theme 3: Communication barriers articulated within high and low-context cultures employees

The communication aspect among employees and their employer requires a wide array of aspects to be considered. It is essential to understand that the profiles of every employee cater to a certain background, ethnicity and cultural upbringing. Therefore, it is important to understand the backgrounds to potentially make such communication effective. The businesses are on a global scale at the moment hence it poses a demand for people of diverse backgrounds to come together and communicate for the organisation or business to thrive (core.ac.uk, 2023). The word culture especially has an effective understanding with communication in general, as it also reflects on the language used to communicate or put requirements verbally. This highlights the importance of empathetic communication to exist between the organisation heads and the employees. The problem arises when such empathy or understanding is generalised. It is necessary to note that generalisation of public communication is dangerous to any organisation if they are dealing on a global level.

A gesture shown may have multiple different effects in different countries. Gestural integrity cannot be assumed to avoid miscommunication or misinterpretation. The language spoken is also to understand, integrate and establish the chain of ethical and behavioural communication. According to the research by Moega (2023) the languages spoken among nations in the European Union (EU) and ASEAN Economic Community (AEC) are multiple as both those collectives have different sets of cultural backdrops and languages to offer. Unifying these myriad of cultures to bring a specific uniform skill is pivotal for the international business organisations.

The skill to tie in these gaps and eradicate the barriers requires prejudices and preconceived notions harboured by the companies while recruiting to not exist (eurac.com, 2023). The incomprehensible damage done otherwise cannot be escaped. Sensitive conversations and subjects should also be catered to with empathy and belief. Non-verbal communication also includes the incorporation of signs and symbols that justify both the company's agenda as

well as the employee's interests. The balance between the both is important and thus, needs to be maintained.

Theme 4: Mitigating Strategies for high and low-context cultures employees

Implication of effective official language

The implication of effective official language is effective to mitigate the issues regarding the language barrier in cross cultural aspects. According to the views of De Moissac and Bowen (2019), the implication of effective official language helps to mitigate the barriers regarding language gap among individuals. Furthermore, the implication of official language is helpful to ensure the effective flow of communication between cross cultural individuals. On the contrary, Dawadi *et al*. (2020) have mentioned that the implication of official language requires effective training to ensure proper implications. However, the training for official language can be arranged by using an effective structural process. Besides, the process of communication among individuals from different cultural backgrounds is effective to enhance the cross cultural aspects. Moreover, the usage of official language helps to avoid miscommunications due to different cultural aspects. In the views of Ghazzoul (2019), the usage of official language is helpful to mitigate the issues regarding multiple language usage among individuals from cross cultural aspects. Therefore, the usage of official language is effective to ensure the success of cross-cultural communication that is important to enhance cultural well-being.

In the communication system for cross cultural aspects the usage of official language is effective to enhance the understanding among individuals. According to the views of Hwang (2021), the official language system is helpful to reduce stereotypes regarding cross cultures that is effective to enhance the cultural well being. The usage of official language is effective to enhance the understanding regarding the cross cultural aspects of the individuals. Furthermore, the usage of official language is effective to enhance the usage of cross cultural aspects. The usage of official language is helpful to reduce the chances of miscommunications reading cross cultural aspects.

Effective feedback sessions

The effective feedback session plays a vital role to mitigate the issues regarding miscommunication by providing a space to share the appropriate ideas regarding the

6

communication process. According to Löhr *et al.* (2020), the usage of effective feedback sessions helps to identify the drawbacks regarding the communication process that is helpful to enhance the ideas regarding cross cultures. The usage of effective feedback sessions is helpful to ensure proper understanding among individuals from different cultural backgrounds regarding the communication system. Similarly, Asatiani *et al.* (2021) have mentioned that, the effective feedback session for the individuals from different cultural aspects helps to ensure the cross cultural aspects of the organisation. Therefore, the feedback sessions need to be arranged to ensure effective understanding among the individuals from different cultural backgrounds. The usage of effective feedback sessions helps to get an effective guidance for the issues regarding the communication system. Furthermore, the effective feedback sessions are relevant for mitigating the issues regarding the communication process for cross cultural aspects.

The effective feedback sessions are helpful to identify the major issues regarding the communication process to ensure the effectiveness of information sharing process. As mentioned by Calonge *et al.* (2023), the usage of feedback sessions is helpful to identify the factors that are responsible for the up gradation and downgrading of the understanding regarding the communication system. Besides, the usage of effective feedback sessions is essential to enhance the cross cultural aspects of the individuals regarding the communication system. Furthermore, the usage of effective feedback sessions is helpful to make the implicit and explicit of the communication process that helps to enhance the understanding regarding cross-cultural aspects of individuals.

Training on effective writing skills

The training on effective writing skill is helpful to mitigate the issues regarding nonverbal communication that helps to reduce the rate of miscommunication and misunderstanding. According to the views of Handayani and Aminatun (2020), the training on effective writing skill is helpful to enhance the understanding regarding the purpose of the message. The usage of training for writing skill is effective to ensure the flow of communication among the cross cultural individuals. Furthermore, the training on effective writing skills is helpful to express the ideas regarding the communication process that is helpful to ensure the success of the communication process. On the contrary, Alawamleh *et al.* (2020) have mentioned that, the training for writing skills requires a lot of time that impacts the time effectiveness factor of the communication system. The training on effective writing skills is helpful to make the

communication process simple to reduce miscommunication. The usage of training on effective writing skills helps to mitigate the issues regarding the miscommunication due to lack of an effective language system.

The usage of training on effective writing skills is helpful to edit the mistakes effectively and is helpful to enhance the communication process. According to the views of Shadiev *et al.* (2021), training on effective writing skills is helpful to make the communication effective and that is helpful to enhance the cross-cultural aspects. Furthermore, the usage of training for writing skills is effective to help the communicator regarding the process of sharing information. The usage of effective training for enhancing writing skills is effective to enhance the understanding regarding cross cultural aspects. The training reading effective writing skill is essential to enhance the communication process. Moreover, the writing skills are effective to reduce miscommunication due to the lack of an effective verbal communication system. Therefore, the usage of writing skill needs to be enhanced for the communication system to ensure the effectiveness of the communications.

Theme 5: Theoretical concepts on high and low-context cultures

The cultural dimensions theory by Geert Hofstede provides the structure to establish cross cultural communication by emphasising on the effectiveness of culture that is prevalent in a society to another. It establishes how such difference in culture helps to build the integrity of communication for different societies. Hofstede laid down his principles dividing them in six factors or dimensions in national cultures. Power Distance Index (PDI), Individualism vs Collectivism (IVC), Uncertainty Avoidance (UAI), Masculinity vs. Feminity (MAS), Long Term Orientation vs. Short Term Orientation (LTO), Indulgence vs. Restraint (IND) are the differential factors that drive the theory in context (accounting.binus.ac, 2023). This relates to how the power is unevenly distributed in an organisation and is yet acceptable by the other members not in power. The theory also reflects on how different groups are segregated in a society and these groups are often oblivious to the power play and facts that exist. It also reflects on the attributes of modesty and how it is often countered against being assertive.

The study talks about the theories that Hofstede proposed to understand, contemplate and integrate cultural appropriation back into running a business organisation on global scale. The study also addressed the issues prevalent in the modern day to day communication and how it can cause a setback primarily to hamper the organisational efforts. Based on the research by Jackson, (2020) the study focused on eradicating these setbacks and demerits in questions by

evolving the skills of communications and gestures. The high text and low text structural format in accordance to the Hofstede gained relevance by introducing critical discipline, modes of instructions and exemplary gestures to aid organisational communications. This gave the international businesses room to grow and incorporate diversified culturally appropriate instructions to end the issues relating to communications on a global scale.

Theme 6: Intercultural Relational Communication Model

The model of intercultural relational communication is a symbolic and interpretive process that is helpful for the people from different cultures to express their cultural meanings. According to the views of Walther and Whitty (2021), the intercultural relational communication model is helpful to exchange information through different processes such as feedback, message, context and interference. The intercultural relational communication model has three variants such as cross cultural approach, cultural approach and indigenous approach which are effective to enhance the communication regarding different cultural aspects. This model is helpful to discuss the relevant factors that are effective to enhance different cultural aspects. On the contrary Kwame and Petrucka (2021) have mentioned that, the model of intercultural relational communication is effective to enhance the understanding between individuals by ensuring effective transaction between source and receiver of the communication system. Therefore, the usages of intercultural relational communication models need to be enhanced to ensure proper maintenance of cross cultural aspects.

b. Explain the connection to your research question and how each theme helps address the task

The theme theoretical concepts on high and low-context cultures in literature review are effective to address the research question regarding the theoretical concepts on high and low-context cultures. Besides, the theme communication barriers articulated within high and low-context cultures employees have evaluated the answers of the question regarding communication challenges that have articulated within high and low-context cultures employees. Furthermore, the mitigating strategies for high and low-context cultures employees are the appropriate theme that has underpinned the process of mitigating the challenges reading cross cultural aspects. However, the other themes of the literature review chapter such as the concept and importance of communication in improving cultural factors are effective to evaluate the essential factors that are relevant to enhance the cross cultural practices.

9

c. Evidence to support the arguments

The arguments regarding the importance of communication have been addressed in theme one by underpinning the concepts of communication in cross cultural aspects. Besides the arguments regarding the challenges of communication have been addressed in theme three and four by explaining the challenging and mitigating factors of the communication process. Furthermore, the arguments regarding the effective themes and models have been addressed in theme five and six that is helpful to mitigate the issues of communication process in a systematic way. The relevant arguments of this project have been conducted with information from relevant articles and journals that contain information regarding the communication process for cross cultural aspects.

3. Critical Reflection (Literature Review part 2)

a. Findings from the major themes

I have derived from this study that communication plays a pivotal role in creating a successful work environment. I have used Kolb's cycle to analyse the research findings. Kolb's cycle is a four step process which helps in clarifying the concrete learning outcomes of a research. As stated by Kempen and Kruger (2019), the four steps of Kolb's cycle are concrete experimenting, reflective observation, abstract conceptualisation and active experimentation. I have used this method to ensure that the research provides effective learning through each sequential stage. As stated by Morris (2020), the concrete experience is the process which takes place when each learner is actively engaging in the learning process. I have learned through this research that the key to learning is direct involvement. Communicating with workers directly can always provide more results than giving out indirect order. I have established an experimental environment which replicates a diverse work environment and learned the ways in which lack of communication can create commotion. On the other hand, the reflective observation allows the learner to enquire more thoroughly about the topic, thus, I have focused on the research questions and derived solutions to analyse the issue in depth. I have then proceeded with the third step of the theory to reflect on the research topic in order to generate a more advanced perspective on the initial experimentation. I have used this abstract method to learn the outcomes through the theories and logics which have come up in this research.

I have relied on the systematic strategy of this theory to learn about the impacts lack of communication has on a diverse work environment. Furthermore, I have actively experimented with the topic and tested the theories by observing diverse workplaces. I have explored the behaviours of employees and that those behaviours have positive and negative impacts on each employee. I have concluded through this research that the employee-employer communication is as critically essential as the communication between the employees. I have also researched the cultural dimensions theory by Geert Hofstede in order to gain perspective. As stated by Kamales and Knorr (2019), the cultural customs affect the difference in communication as each tradition has various greeting styles. I have also concluded from this research that the above mentioned cultural gap can be reduced by giving more effort to communication.

b. Challenges based on project outcome

I have identified multiple relevant challenges regarding communication among high and low-context cultures employees that have impacted the communication process. I have observed that the cross cultural aspects include issues regarding different languages. Kolb's learning cycle has helped me to identify the barriers that are helpful to ensure the success of the communication process among high and low-context culture employees. In the views of Morris (2020), concrete experience is a stage of Kolb's learning cycle that is helpful to analyse the gathered experience to ensure the depth of the learning outcomes. I have analysed that language barrier is a major issue for enhancing the communication process among employees from different cultural backgrounds. Furthermore, the cross cultural communication includes the barrier regarding misunderstanding due to miscommunication. The misunderstanding regarding the work process is responsible for the dissatisfaction among employees. Moreover, the misunderstanding and miscommunication impact the growth of the cross cultural aspects that decrease employee engagement. On the other hand, I have identified that the cross cultural communication includes the barrier regarding non-verbal communication that creates miss conception regarding the information that has been shared. I have realised that the communication issues have created major issues regarding the cross cultural aspects that increase the chances of miss conceptions regarding different cultures.

I have identified that the communication gap among the employees from different cultural backgrounds face the issues regarding miscommunication due to the lack of knowledge regarding different cultures. According to the views of Ioannou (2022), the reflective

observation stage is helpful to identify the mitigation strategies for the issues regarding the communication process in cross cultures. This stage has helped me to identify the strategies that are relevant for the issues regarding cross cultural communication. I have realised that the language barrier issues can be mitigated by using an effective official language. I have identified the importance of official language in the process of mitigating the issues regarding cross cultures and employees from different cultural backgrounds. Besides, I have identified that the issues regarding miscommunication among the employees from different cultural backgrounds can be mitigated by using effective training and feedback seasons. It has been noticed by me that the implication of training and feedback sessions is helpful to ensure open discussion regarding the issues of communication. According to the views of Ben-Eliyahu (2019), the abstract conceptualisation is a stage of the learning cycle that is effective to identify processes of strategic implication. This stage has helped to realise that the implication of official language requires proper training to ensure the mitigation of relevant issues.

c. Learning from the overall task

The overall task regarding the specialist project on the communication process in cross-cultural aspects has helped me to identify the importance of communication for employees from different cultural backgrounds. In the views of Handrianto and Rahman (2019), the active experiments stage of Kolb's learning cycle is helpful to analyse the learning from the overall task to enhance the communication process. I have identified that the cross cultural aspects increase the chances of racial discrimination due to the wrong perceptions regarding different cultures. The common stereotypes regarding different cultures create issues regarding the work process as it impacts the relation between employees from different cultural backgrounds. Therefore, the implication of effective mitigation strategies is essential to enhance the relationship between employees from different cultural backgrounds. This project has helped me to identify the major issues regarding the communication process between employees from different cultural backgrounds. That is helpful to enhance the communication process by mitigating the issues with the help of effective strategies. Furthermore, this project is helpful for me to get a clear vision regarding the concept of communication in improving cultural factors. I have identified that the issues regarding cross cultural practices can be mitigated by using an effective communication process. This project has underpinned the factor that effective communication is helpful to enhance the ideas

regarding different cultures. I have realised that the common stereotypes regarding different cultures can be mitigated by using effective communication.

I have realised that the implication of an effective communication process is helpful to enhance the knowledge of the employees regarding other cultures. On the other hand, this project has helped me to identify the issues regarding different languages that impact the communication process among the employees. The language issues create a barrier regarding the process of expressing ideas and concepts regarding different cultures. Moreover, this project has highlighted that the communication process of employees from different cultural backgrounds can get impacted due to the usage of different languages. I have noticed that the strategy of using official language is helpful to mitigate the language barrier regarding the communication process. Furthermore, this project has helped me to identify the importance of training and feedback sessions to mitigate issues regarding the miscommunication and misunderstanding among the employees from different cultural backgrounds. Besides, I have noticed that the implication of effective training and feedback sessions is helpful to identify the issues of the employees regarding the communication process.

This project has helped me to identify the relevant theories that are effective to enhance the process of communication in cross cultural background. I have identified the importance of cultural dimensions theory by Geert Hofstede. This theory is helpful to provide effective structures for the communication process in cross cultural situations. I have realised that this theory is helpful to emphasise the effectiveness of cultures that is essential to ensure the success of the communication process. Additionally, this project has highlighted the relevance of intercultural relational communication models to enhance the communication process among the employees from different cultural backgrounds. I have identified that this model is helpful to ensure the identification of different cultural meanings among the employees. Therefore, this model is helpful to enhance the communication process by enhancing the understanding regarding different cultures.

4. Conclusion

a. Key points of the project

The project on the communication process among the employees from different cultural backgrounds includes points regarding the challenges of the communication process. The usage of effective communication includes barriers regarding different languages. Moreover,

this project contains the key points such as miscommunication and misunderstanding that are related to the challenges regarding the communication process. Additionally, the key points such as training and feedback sessions are present in this project that is related to the mitigating strategies for the communication barriers. Besides, the key points such as official language and training for writing skill has been included in this project to identify the mitigation process for the communication barriers regarding cross cultural aspects.

The cultural dimensions theory by Geert Hofstede is a vital key point in this project as it is helpful to provide effective structures for the communication process in cross cultural background. Besides, the intercultural relational communication model is a key point for this project as it helps to enhance the communication process. Furthermore, this project includes the key points of non-verbal communication processes that impact the process of communication among the employees from cross cultural backgrounds. The key points of this project focus on the challenges and mitigation process of the communications system in the cross cultural background.

b. Overall argument

This project contains the argumentative structure regarding the communication process for cross cultural aspects. Moreover, the project regarding the communication process for cross cultural background includes the arguments regarding the communication process for the employees from different cultural aspects. Furthermore, this project has included the argumentative structure for the mitigation strategies regarding the communication process amongst the employees from cross cultural aspects. The project regarding the communication process contains the arguments regarding the theoretical aspects that are relevant to enhance the communication process in a systematic method. The overall arguments of this project are helpful to enhance the communication among the employees from different cultural backgrounds. Learning from the arguments related to this project helps to identify the effective mitigation process for the challenges of the communication process.

The argumentative structure of this project is helpful to enhance the communication process of the employees from different cultural backgrounds. On the other hand, the arguments regarding the importance of communication for the cross cultural aspects are helpful to identify the role of communication for the cross cultural aspects of the employees. This project includes effective arguments regarding the importance of training and feedback sessions for mitigation of the issues regarding the communications process. This

argument shows that the feedback and training sessions are effective to identify the issues of the employees regarding the communication process.

c. Central point of focus

The project focuses on the issues regarding the communication system among employees from different cultural backgrounds. Besides, this project has provided relevant information regarding the process of mitigating the challenges regarding the communication system for employees from different cultural backgrounds. Additionally, the project has focused on the relevant theories and models that are effective to maintain the communication process in a systematic way.

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