

Cross-cultural conflicts: definition, types, ways of dealing with and avoiding.

- Intercultural Communication Ethics.
- Intercultural Communication and Consulting.

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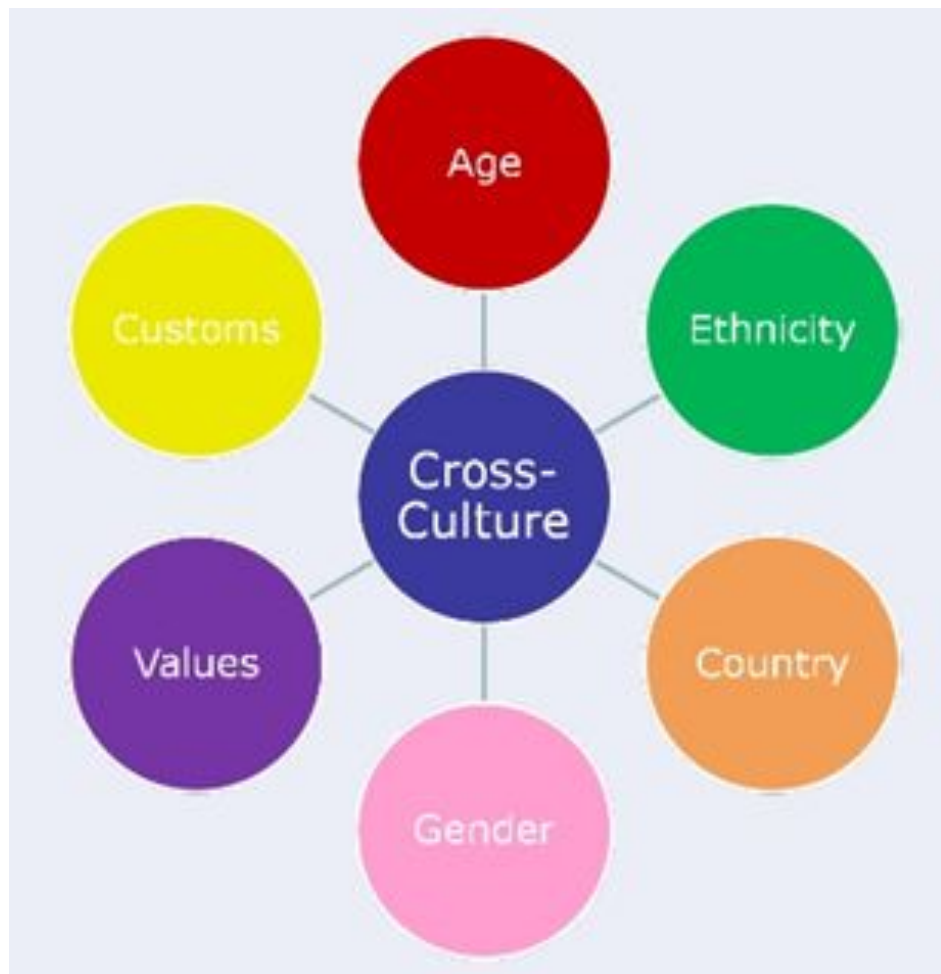
# Cross-cultural conflict

Cultural differences

Stereotypes



# The root causes of cross-cultural conflict



Cross-cultural conflicts come from the instinctive friend-or-foe identification of peoples belonging different groups



# Types of cross-cultural conflicts

A ***soft*** conflict is kept private and invisible



A ***hard*** conflict incites social reactions



# Intercultural Communication Ethics

*Intercultural communication ethics* incorporates learning about practices that enable constructive conversation in a world of cultural difference

Five-phase ethical decision-making model:

1. Problem recognition
2. Information search
3. Construction of alternatives
4. Decision making choice
5. Implementation



# Why do we need intercultural consultants?

A consultant is a professional who provides expert advice in a particular area such as security (electronic or physical), management, education, accountancy, law, human resources, marketing (and public relations), finance, engineering, science or any of many other specialized fields.



"My worst day was the last day of the quarter, I was measured for producing sales in Brazil, and at the same time, I had 6,000 global service delivery people with a different way of measuring. It was schizophrenic."

Oliviera, the Brazil country IBM's manager.



The difficulty of communicating by e-mail or even videoconferencing when programmers have never met one another

Strangers don't readily share knowledge

**A big problem is trust**



# The strategy of development of transnational company

"The challenge is to teach local workers to be as productive and exacting about quality as their counterparts in Brazil, China, and India. And [the Plant Manager] has to know enough about Romanian culture to create a workplace where skilled employees will want to stick around. Other multinationals are also building factories in the region, so there is sure to be competition for the best people. But if it all works, Nokia will extend its dominance of the global handset market."

*Andrew, the Romanian Nokia's plant manager.*

1. Create good workplaces



3. Crush competitors!



2. Teach highly skilled local workers

4. Prosperity





And isn't that what companies want? More profits? Conclusions.

**consultant**

