



“TECHNOLOGY’S ROLE IN CROSS-CULTURAL COMMUNICATION”

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ABSTRACT

Technology has revolutionized the way people interact with one another in a world without borders. It has enabled people to maintain communication across cultures with ease and to share experiences, thoughts, and ideas with others throughout the world. Technology has played an integral role in promoting cross-cultural communication and enabling people to overcome language and cultural barriers.

The internet and various telecommunication technologies have made it possible to communicate

with people in different countries with minimal effort. With the advance of the internet and social media, people have been able to connect with others from different countries in the world, share experiences, and exchange ideas. Social media platforms, such as Facebook, Twitter, WhatsApp, and Skype, have made it easier to maintain relationships with people from all over the world, allowing people to stay in touch and keep up to date with news and events in other countries.

KEYWORDS: Cross-cultural communication, Technology, Different culture.

1. Introduction

Nowadays, technology plays a pivotal role in facilitating cross-cultural dialogue and understanding. Technological advances such as the internet, mobile devices, and social media have enabled people from all over the world to communicate and connect in

Cross-cultural communication has been influenced by a variety of academic disciplines. It is necessary to avoid misunderstandings that can lead to conflicts between individuals or groups. Cross-cultural communication creates a feeling of trust and enables cooperation. The focus is on providing the right response rather than providing the right message.

When two people of different cultures encounter each other, they not only have different cultural backgrounds but their systems of turn-taking are also different. Cross-cultural communication will be more effective and easier if both speakers have knowledge of the turn-taking system being used in the conversation

2. Why is cross-cultural communication important?

In a multicultural environment, developing solid cross-cultural communication skills is vital. This will enable you to create a positive work culture, bringing out the best in all team members. Diversity is an asset and a core value that all companies should hold. According to data, companies with racially and ethnically diverse leadership and executive teams have a 36% higher likelihood of financially outperforming companies with little or no diversity. Examining this in greater detail can unearth many opportunities that

ways that were once impossible. This has not only revolutionized the way people communicate but has also allowed them to gain insight into cultures they may have never experienced or even heard of before. In this essay, I will explore technology's role in cross-cultural communication and discuss its implications for the future.

Cross-cultural communication in the workplace deals with understanding different business customs, beliefs, and communication strategies. It occurs when people from different cultural backgrounds communicate with each other. Since we live in the age of globalization, it is only natural that employers are not exclusively confined to hiring people in proximity.

As more and more people are working remotely, there are plenty of opportunities to work for companies from all around the world. When doing so, we should keep in mind that there are some cultural barriers to effective team communication.

managers can harness to increase a business's growth potential. For example, hiring employees across different age ranges can provide valuable insights into a generation's habits and consumer preferences. This can be extremely useful when considering the best ways to reach various target groups when conducting marketing initiatives. The better a company understands its target audience, the greater the success it will have. This rule applies without exception, regardless of an organization's activity range or

industry. Equally, the example and statement above remain applicable, whether related to age, gender, socio-economic background, etc. With diversity in the workplace also comes the call to develop better cross-

cultural communication skills. For more prosperous personal and business relationships we must be open and adaptable, nurturing constructive communication with people from all backgrounds

3. Advantages and limitation

The use of technology for cross-cultural communication has a range of advantages and limitations. Firstly, the use of technology has enabled people from different backgrounds to interact in ways that were not possible before. This has created opportunities for people to gain insight into different cultures, beliefs, and customs, which can lead to greater understanding and acceptance of others.

In addition, technology has provided a platform for users to express themselves in ways that would have been difficult or even impossible before. This has allowed people from all over the world to share their

thoughts and experiences, enabling them to build relationships based on mutual understanding and respect.

However, there are also limitations to using technology for cross-cultural communication. It is important to note that technology can sometimes be less effective in developing meaningful relationships, as it can be easy to misinterpret messages and intentions. Additionally, technology can be a barrier to developing an understanding of culture, as it is difficult to truly experience it without being physically present.

4. Literature Review

Amel B. Zakour conducted research on Cultural Differences and Information Technology Acceptance

Today, the definition of Information and Communication Technology (ICT) is much broader, encompassing nearly every type of business. From manufacturers, retailers, banks, and publishers to research firms, medical institutions, law enforcement agencies, government companies, and libraries everywhere rely on Information and Communication Technology workers to run their daily businesses. Dictionaries consistently define ICT as: managing a network of computers, creating original web pages,

producing videos digitally, designing computer systems as a consultant, selling products on the Internet, 3-D artwork, administering a company's database, coding software, providing technical support, managing projects, and budgets, writing technical documentation.

Denys Lifintsev&WanjaWellbrock conducted research on Cross-cultural communication in the digital age

This study explores the impact of digitalization on cross-cultural communication processes. A sample consists of 393 young adults (aged under 30 years)

from seven countries (Bulgaria, Egypt, Germany, Morocco, Portugal, Romania, and Ukraine) representing different regions in Europe and Africa. The results indicate that new generations (Millennials and Generation “Z”) are highly interested in cross-cultural communication; they believe that digitalization significantly simplifies cross-cultural communication processes including facilitating language barriers problems. The discussion of the findings includes the analyses of opportunities provided by new technologies in the era of digital globalization.

Alyssa J. O’Brien, Christine Alfano, and Eva Magnusson conducted research on Improving Cross-Cultural Communication through Collaborative Technologies

The paper discusses an original research project in the area of education and cross-cultural rhetoric on the use of persuasive digital technologies to enable intercultural competencies among students and teachers across globally distributed teams. The paper outlines the methodology for the research, including the use of video conferences, collaborative blogs, a project wiki, web forums, and Google documents, and presents the findings 21 on how such information and

communication technologies can influence people to approach cross-cultural communication with greater political understanding, ethical awareness, and intercultural competencies in order to bring about improved international and social relations.

R. Delecta Jenifer and Dr. G. P. Raman conducted research on CROSS CULTURAL COMMUNICATION BARRIERS IN THE WORKPLACE

In today’s changing business scenario increasing number of firms extends their business abroad. Effective communication with people of different cultures is especially challenging. Cultural awareness shapes how business firms behave in cross-culturally reflected international markets. It is broadly recognized that cultural factors act as invisible barriers in international business communications. Understanding cultural differences is one of the most significant skills for firms to develop in order to have a competitive advantage in international business. Organizations should focus on eliminating cross-cultural communication barriers. 23 Understanding cultural diversity is the key to effective cross-cultural communications.

5. Problem of the study

- Different Communications Styles
- Different Attitudes toward Conflict
- Different Approaches to Completing Tasks
- Different Decision-Making Styles
- Different Attitudes toward Disclosure
- Different Approaches to Knowing

6. Research Design

Here, for this research, we have used the Quantitative Approach.

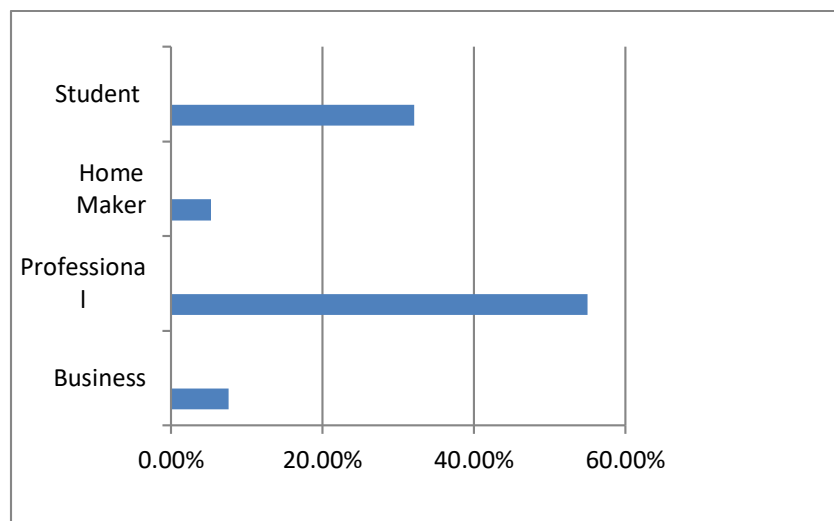
- Experimental, designs allow us to test cause-and-effect relationships
 - Used to test causal relationships
 - Involves manipulating an independent variable and measuring its effect on a dependent variable
- Correlation, designs allow us to measure variables and describe relationships between them.
 - Used to test whether (and how strongly) variables are related
 - Variables are measured without influencing them.

7. Findings and Discussion

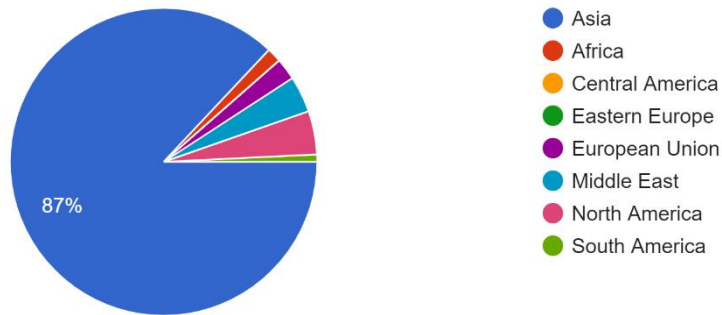
Age Group

Category	Percentage	No. of people
Below 18	7.6%	10
Between 19 to 25	35.9%	47
Between 25 to 35	30.5%	40
Between 35 to 45	16.8%	22
Above 45	9.2%	12

Occupation



Region of Residency



1) Cross-cultural communication...



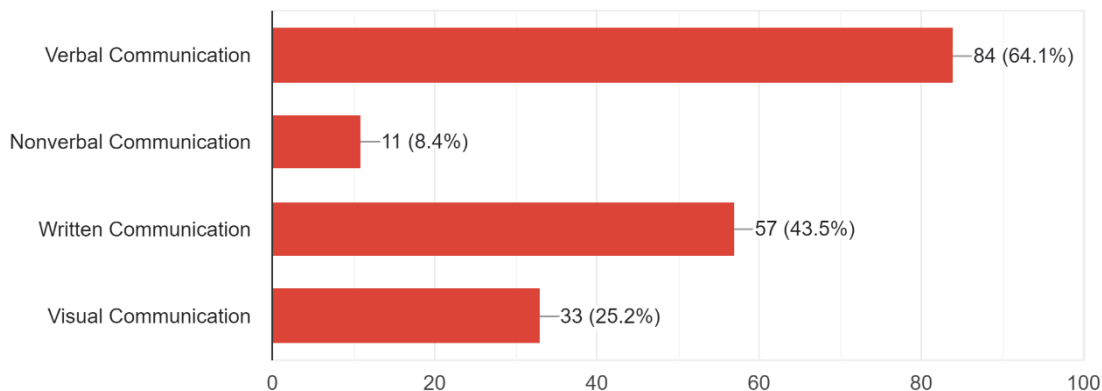
INTERPRETATION: -

From the above Pie chart, it can be inferred that 87% of people understand that Cross Cultural-Communication can help us understand the differences that separate people from other cultures,

Whereas 7.6% of people understand it can help us understand only the people from our country,

The rest 3.1% & 2.3% people tells it can't help us very much & can't avoid culture shocks respectively.

2) In what ways do you usually communicate with people from different countries during a normal daily conversation?

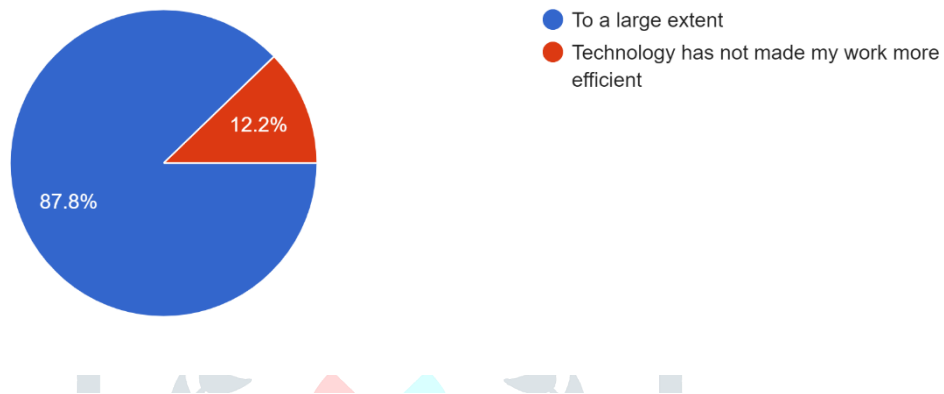


INTERPRETATION: -

As per the bar graph, it shows that people usually communicate verbally with people from the different countries during a normal daily conversation,

Less preference is given to written communication, followed by visual communication and nonverbal communication.

3) To what extent has technology made your communication more efficient?

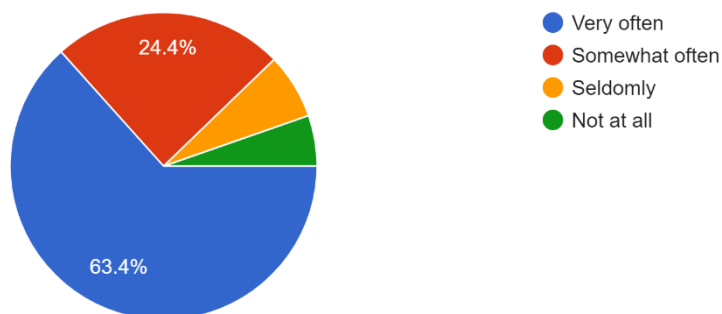


INTERPRETATION: -

From the above Pie chart, it can be inferred that 87.8% of people think that to a large extent technology made communication more efficient,

Whereas 12.2% of people think that technology has not made communication more efficient.

4) How often you used technology to improve communication within your team?



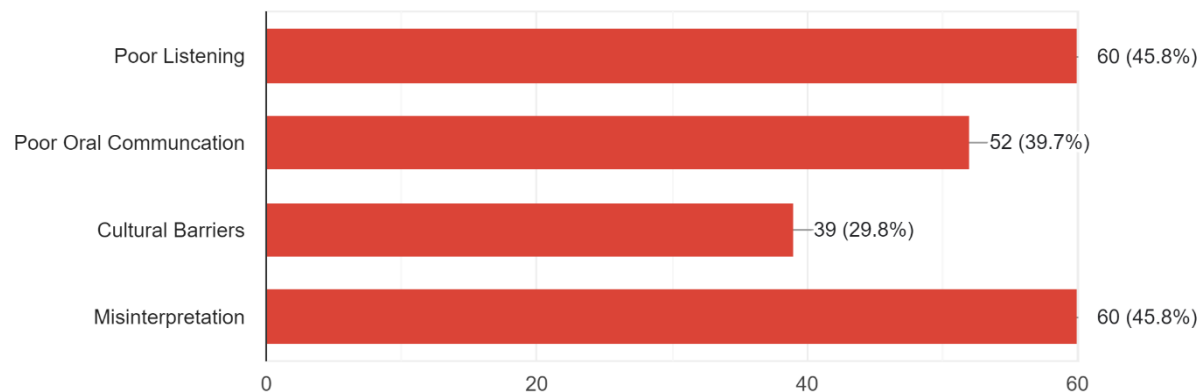
INTERPRETATION: -

From the above Pie chart, it can be inferred that 63.4% of people very often use technology to improve communication within their team,

Whereas 24.4% of people somewhat often use technology to improve communication within their team.

The rest 6.9% & 5.3% of people seldomly and not at all use technology to improve communication within their team.

5) Most communication problems are caused by which factor



INTERPRETATION: -

As per the bar graph, it shows that people think most communication problems are caused by misinterpretation and poor listening,

The least factor by which communication problem is caused is cultural barrier followed by poor oral communication.

8. **Conclusion**

In conclusion, technology has revolutionized the way people from different cultures and backgrounds interact and communicate. It has enabled users to connect more easily and share their thoughts and experiences on a global scale. This has opened up opportunities for people to gain insight into cultures they may have never encountered before, leading to greater understanding and acceptance of others. Despite some limitations, the use of technology for cross-cultural communication has led to a more connected and accepting world.

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