

INTERCULTURAL COMMUNICATION PERFECTING – HARMONIZING FACTOR WITHIN GLOBALIZATION

Ionuț BARBU¹, Cosmin Mihai BUCUR²

Abstract: *The economic globalization represents the free movement of the capital along with the increasing domination of the global financial markets and of multinational corporations upon the national economies. The globalization process determines an increasing mobility of the human capital, thus occurring an overlapping of different cultures within a certain space. The intercultural communication represents the relationships established between persons or groups belonging to different cultures. Each of us, either managers or employs has to know how to get along with persons coming from different cultures, how to deal with the problems resulting from this differentiation and, to know how to survive within a culture which is not identical to his own. In these situations, the manager's role is very important and especially determinant for the good management of the crises situations.*

Keywords: intercultural communication, organization, culture, globalization

1. Introduction

Globalization increases the integration and interdependence of international, national and local business and stakeholder communities across economic, political and cultural spheres.

In today's knowledge based economy, an increasing number of companies are much more aware of the importance of investing in human capital and its strategic role in companies' growth in the global economy. Employees are no longer regarded as unavoidable expenses but assets that can be leveraged to enhance the organization's capabilities and create competitive advantages in the marketplace.

In particular, investing in the communication skills of organizational staff at different levels can improve the organization's overall efficiency, lower the operation costs

¹ Ph.D. candidate, Sectorial Operational Programe – Human Resources Development, Management, Faculty of Economical Sciences, Field of Specialization-Management, Valahia University from Targoviste, Romania

² Ph.D. candidate, Sectorial Operational Programe – Human Resources Development, Management, Faculty of Economical Sciences, Field of Specialization-Management, Valahia University from Targoviste, Romania