

Capitolul 9 - ROLUL PROCESULUI COMUNICATIV ÎN AFACERILE INTERNATIONALE PRIN PRISMA MEDIULUI CULTURAL

Chapter 9 - THE ROLE OF THE COMMUNICATION PROCESS IN INTERNATIONAL BUSINESS THROUGH THE LENS OF THE CULTURAL ENVIRONMENT

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Abstract

This article presents the evolution and identification of the cultural environment that plays an important role in international marketing and on the consumer, respectively, the impact of the cultural environment on the national market. The cultural environment in international marketing plays an important role in the case of internationalization of the company that generates openness in an environment marked by markets, especially for emerging economies. Increasingly, transnational companies seek to collaborate and communicate as much as possible with their subsidiaries in different countries. To make the need for communication in an international context more efficient, common production, management and marketing strategies are being developed. Communication at the international level must take into account cultural differences between countries, differences regarding behavioral standards that local partners consider familiar and, in general, naturally applicable in their business environment.

Keywords: Cultural Environment, International Business, International Marketing, Communication, Internationalization

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Introduction

There is no business if there is no communication. Therefore, business communication is indispensable for the conduct of business on a national and international level. It is known that in communication we express what we want to say, but also what we do not intend. We face a so-called game of the conscious with the unconscious, which unfolds according to the communication situation, the psychological state we are in and in accordance with the desires we have. It is incredibly important to be able to establish a correspondence, metaphorically speaking to be like a key and a lock, where the lock would be the communication situation, and the key - the psycho-emotional state in which we are as the interlocutor.

Effective communication ensures the smooth running of an enterprise's activities, and the functions of the enterprise are exercised in tandem and ensures, in our view, the maximization of the results of its activity. In his daily work, a manager has the difficult task of making decisions, and these decisions are made following the analysis of information, which must be valuable, timely and complete. Most of the time, this information is obtained directly in the communication process, whether it is communication with subordinates, with superiors or with partners or even with the company's customers. Following the decision made, which, in turn, is also communicated, action is taken to transform resources into results. If the decision was well argued, the results will be the planned ones.

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Literature review and arguments

The research tradition in international communication has evolved significantly in recent years. From a tradition stemming from the end of the Second World War marked by the importance of communication for development, today we witness a fragmented field of research dealing with several objects (media, information and communication technologies, cultural diversity etc.) and different geographical areas. Similarly, if the field of international communication has been associated with theory and research, it remains a field of practice. Recently, Tunisia announced the creation of an international communication cell within the government presidency with the aim of “promoting a new image of Tunisia, its developing democracy, its investment opportunities and its openness to the world economy and peoples. Beyond the theoretical debates, this example reflects the connections between the research tradition in international communication and the current issues that mark the world.

The growing importance of international business is reflected by the hundreds of multinational companies existing in most countries. These companies are looking for a new type of manager - one who possesses the capacity and ability to “orchestrate the productive combination of culturally distinct individuals and to function effectively in different cultures.” (Daniels and Radebaugh, 2004, p. 23). Even in the happiest cases, communication is no longer just a simple process and even more so in an international environment, where communication is much more complex than we could imagine. Understanding elements such as race, nationalism, history, territory, religion, language and other distinct cultural characteristics is necessary for correct and effective communication in international environments. Increasingly, transnational companies seek to collaborate and communicate as much as possible with their subsidiaries in different countries. To make the need for communication in an international context more efficient, common production, management and marketing strategies are being developed. Communication at the international level must take into account the cultural differences between countries, differences that aim at behavioral standards that the local partners consider known and, in general, naturally applicable in their business environment (Czinkota and Ronkainen 2001, p. 8).

Methodology

The first step in the communication process is to understand the situation that requires the triggering of a communication, any communication expressing a necessity. For example, the product of a certain company is strongly competed on the domestic market, and the profit recorded is low. That is why the company wants to expand its sales on the international market where the lack of the respective product is felt. In this situation, the motivation for communication is precisely the anticipated profit. In addition, since the sender of the message determines the desired form of the message, the process of determining the motivation in the case of international communication is identical to that of internal communication.

Any message, as an object of intentional communication, has an objective. It actually represents the content of the message and should be the answer to the question “why do we communicate? In other words, if the motivation for sending a message is the fact that the domestic market is highly competitive and at the same time much higher profits are expected abroad, then the content of the message should be that which convinces the receiver to market the respective product, by highlighting the advantages for both the trader and the buyers. The difference between the international and the national receiver influences the content of the message to a small extent.

The way in which the receiver will interpret the message must be foreseen, as a consequence, a structuring of the content is necessary to ensure obtaining a positive response. For this, it is necessary to understand the process and the way the receiver thinks. In addition, when communication involves the participation of people belonging to different cultures, it is necessary to take into account how their reasoning differs. Trusting only in personal feelings and attitudes, as is normal in the case of addressing internal receivers, cannot be sufficient in the case of international or intercultural communication. Instead of this trust, imagination should be used to the full, trying to anticipate the response from the international receivers, anticipation based on their value systems, behavioral models and cultural attitudes.

Possible barriers in international communication

Normally, communication barriers arise when individuals misunderstand the intended meaning in a message conveyed by someone from another culture. The purpose of studying intercultural communication is to reduce those differences that can cause misunderstandings and, since messages are constructed by individuals, using words, a first step would be to identify the factors that lead to the emergence of the misunderstandings mentioned earlier (Hodjetts and Lutheus, p. 53). Although there is no complete list of these factors, the following areas that influence the accuracy of international communication can be suggested:

- Misunderstandings due to the language used - the inability to accurately interpret the message. This is considered as one of the main barriers in a faulty communication. Translation errors, vocabulary, punctuation, pronunciation plus the inability to communicate in the respective language deepen intercultural differences.

- Culture shock - the inability to understand or accept people with different sets of values, standards and lifestyles different from our own. This is as important as the first factor, moreover, it acts even within the same culture [3, p. 63]. It is about the lack of recognition of what other individuals consider important to them.

- Reduced listening capacity - lack of concentration required for critical listening. The result is the misunderstanding of the received message or messages. People who speak English as a foreign language tend most of the time to ignore words they don't understand when listening to someone speaking English. It could also be mentioned the influence that the accent has in the case of using a foreign language.

- Ethnocentrism - the belief that one's own culture is superior to others. This barrier occurs when oral or written communication leads to an attitude of superiority. People usually don't like to be humiliated or to feel that their ideas are interesting but wrong.

- Insensitivity - lack of interest in the needs and feelings of others. For many of the receivers, the senders appear as insensitive when the communication is abrupt and expresses an aggressive or selfish attitude of the sender.

- Lack of openness or sincerity - the feeling that exists when the climate is too formal and people do not feel free to express their opinions openly. This type of communication causes distrust, people may even believe that the information is hidden from them. To avoid or overcome this barrier, it is necessary to create a feeling of mutual acceptance by ensuring a relaxed environment for intercultural exchanges.

Conclusions

The cultural environment in international marketing plays an important role in the case of internationalization of the company that generates openness in an environment marked by markets, especially for emerging economies. The company's exit to international markets, in a cultural diversity, in an environment where different company and national cultures meet, with other company and national cultures, all formed over time, under the impact of the business environment. The manager therefore has, in addition to other important roles, the role of negotiator, he must organize and maintain a network of contacts with the organization's partners and sources of information that serve as support in the direction of the company. In this context, we can state that the concern for better communication with subordinates, but also with the company's partners, has become a current issue for the modern manager, aware of the effects that constructive or faulty communication can have.

A first conclusion refers to the role of the cultural environment in relation to a new world economic order. Although the current technological revolution has had a positive influence on the cultural environment, this is, first of all, the consequence of the worldwide use of a certain social and economic philosophy. Culture at the economic level has a favorable impact in the field of sustainable development of small and medium enterprises.

It goes without saying that, considering the multiple connections between both the macroeconomic and the microeconomic levels, the effects of culture will have an impact on sustainable development at the national and global level.

Managerial decisions, unlike general decisions, refer to the company's mission, strategies and long-term policy, coordinating the main areas of activity, achieving the desired efficiency, resolving and mediating conflicts, measures of utmost importance for the future of the company.

In approaching the process of the cultural environment, it must be taken into account that the way it unfolds is influenced by a series of environmental factors, which is why culture should not be seen as an isolated and uncomplicated phenomenon. Currently, culture has an essential role in business, and it is indispensable to the development of business on a national and international level. Doing business means communicating in a favorable environment.

Following the conclusions, we can recommend:

1. The hypothesis that the cultural environment plays an important role in international marketing is a significant one, and the collaboration process should not be neglected, but on the contrary, studied, analyzed, so that this process is efficient and contributes to their development.

2. The analysis of the cultural phenomenon must be carried out in an integrative vision, which will reveal a series of essential dimensions such as: the economic dimension, the dimension related to the environment and the social one.

3. Implementing modern methods of marketing with employers and clients and informative and stylistic marking of the services provided.

In this context, we consider that culture is a way of life, a behavior created by a group of people that is transmitted from one generation to another. Each country or region is characterized by a specific cultural tradition, a different cultural level and its own cultural structure. Economic relations based on human relations and taking place in a certain historical, cultural and social context bear important influences from this point of view.

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