

# A REVIEW ON HARMONIZATION OF INTERCULTURAL BARRIERS IN INTERNATIONAL BUSINESS IS IMPORTANT

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## ABSTRACT

*International trade has shortened the gap between countries and facilitated cross-cultural collaboration. Commercial partnerships bring people from all over the world together to pursue similar interests. In recent decades, cross-cultural management has been a popular topic, although it remains a source of cooperative failures. The significant accomplishments in cross-cultural research are discussed, as well as the economic effects of intercultural obstacles and ideas for overcoming them. The objective of this study is to analyse and evaluate cross-cultural barriers in the global market using case studies from Latvia and Norway in order to develop suggestions for harmonizing intercultural barriers. Based on the paper's purpose, the authors propose that multinational organisations develop a realistic cross-cultural hurdles harmonization instrument that provides them a better likelihood of intercultural success. Existing research has mostly focused on shared cultural initiatives, external intercultural stumbling blocks, and other related concerns. Inter-organizational international links, like those between such a parent and child, or other management units, are of interest to the writers of this study.*

**Keywords:** International Business, Management, Commercial Partnerships, Multinational, Harmonizing, Intercultural Barriers.

## INTRODUCTION

Economic or historical significance. Differences in customs, etiquette, traits, values, parenting methods, stereotypes, social breakdown, psyche of business processes, and other factors contribute to intercultural obstacles. All of these factors have an impact on collaboration between different culturally diverse representatives. Because of international events such as the growth of international trade, access to information, the weakening of national protectionism, the creation of different trade blocs, technological development, and many other processes in modern organisations require them to look beyond their national borders, intercultural obstacles has become one of the hottest topics in recent decades (Bass et al., 2003).

The success of collaboration is linked to the financial outcomes of the company, either directly or indirectly. The research paper's theme is differences in culture management, and the scope is the civilizations of the corporate environment in Latvia and Norway, because cross-

cultural differences are best identified through comparison. In the past year, more than 300 Latvian enterprises reported direct Norwegian capital spending (Klassen & Whybark, 1994).

Norwegian and Latvian managers' leadership and management approaches are influenced by cultural differences. The goal of this research is to look at and analyse numerous intercultural barriers in the global corporate environment in order to come up with ideas for harmonizing cross-cultural barriers. The writers see international barriers as a dynamic barrier, so the most appropriate strategies must be addressed (Torres et al., 2020).

The researchers also believe that the most significant technique for resolving international obstacles is open communication about cultural differences between the persons involved. The process of harmonization could be used as a model to help lessen the negative effects of cross-cultural diversity and increase communication efficiency. The qualitatively decision-making process is based on flow of information, and making the right decisions can help the company improve its competitive and profits in the global market. The harmonization model must be improved further as a technique for eliminating cross-cultural barriers (Resnik, 2009).

Communication between representatives of different cultures can be difficult. Communication failure is proportionally more likely between two people from diverse cultural backgrounds. Physical expression, culture, perspective, motivation to comprehend, equal lack of capabilities, expression of feelings, verbal and nonverbal barriers, and competition are all hurdles to communication, according to theory. All of these hurdles, according to the researchers of this research paper, are influenced by the culture. Climate, behaviour, ethnicity, languages, religions, rules, laws, stereotypes, views, business behavior, values, social media, and subcultures are all included in the term "*culture*" (Pauwels & Matthyssens, 2004).

## CONCLUSION

Culture has an impact on how people think and interpret the world around them, even in business. Every country has a distinct method of conducting business, managing it, and leading it, which is shaped by cultural influences. The authors recommend developing a methodology to reduce cross-cultural barriers based on the findings of their research. Model that is simple to apply and that firms may employ to remove the negative effects of intercultural barriers in their international intern workplace. The outcome distinguishes this model from any other intercultural instrument. The model should include a cooperative strategy, as well as realistic communication instructions and norms, for all parties involved.

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