

# Virtual Collaboration With University of Cincinnati 2022/23

Maja Vučković

Faculty of Organization and Informatics

Pavlinska 2, Varaždin, Croatia

mvuckovic@student.foi.hr

**Abstract.** *Despite studying and working in different location and at different times professors from University of Zagreb, Faculty of Organization and Informatics, Croatia and University of Cincinnati, Clermont College, USA together with students have held virtual collaboration.*

*Students were participating in the realization of this project. Throughout the period of collaboration students were communicating through social network, various virtual tools for communication and through email. Weekly meetings were held mostly on the Zoom tool, which was the easiest for students to use. The main goal of this collaboration was to conclude the cultural differences in context in communication of each country. The question was if Ohio, USA and Croatian culture were countries with low-context or high-context communication. High-context and lowcontext cultures are two opposite ends of a continuum of how explicit the messages exchange in a communication channel and how important is the context in it.*

*The students came to conclusion that Ohio has a lowcontext culture with direct communication and easier to enter conversations. For Croatia was a little bit more difficult to determine, so all students agreed that Croatia is mix between the two, it has some characteristics of low-context like direct*

*communication and some of the high-context characteristics like constantly being mindful of the context.*

*As a conclusion of this research, I would like to state the benefits I gained through this collaboration with students that were foreign to me. I was amazed after I met them all in person, how much we were actually same in some views and different in others. I think that I gained a lot of new skills with this project like accepting differences, working in team, improving my communication skills, and I got out of my comfort zone, but that was the only way I could personally grow.*

**Keywords.** Virtual collaboration, cultural differences, low-context, high-context

## References

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