

# International Business Communications: Case study of a Croatian company from the secondary industry sector

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## Abstract

Nowadays, almost all companies are operating overseas and it is difficult to find a company that operates only on the domestic market. For this reason, the influence of culture has an ever increasing role in business operations.

Sikavica, Bahtijarević-Šiber, Pološki Vokić (2008) says that is culture an important element of every company business, because it cover many values, norms and assurances, that is an appropriate synthesis of beliefs, styles of behavior and operations. Also, Bahtijarević-Šiber (2014) says that globalization affects the ways in which businesses operate around the world and the creation of a single market where products are marketed from different parts of the world, affecting the changing cultures of countries.

The purpose is to explain the importance of culture and what impact it has on the business of the company. Also, the purpose is to highlight the importance of culture and cultural diversity in the world. Primary research was conducted through a questionnaire survey in one Croatian company. They asked me not to mention the name of the company. The company works with the storage, trade and transportation of petroleum and petroleum products and retail at its gas stations. The company employs over 500 highly motivated and educated employees. The survey was conducted among 61 employees working in the headquarters of the company.

The survey questionnaire consisted of 20 questions that were set up that one of the offered answers was chosen or more responses could be chosen. Several questions were of a free type, so it could be own opinion. And some of the questions are in the form of the Likert rankings from 1 to 5 where 1 - very weak influence, 2 - weak influence, 3 - neither weak nor good influence, - very good influence, 5 - excellent influence.

The study involved 61 people, of whom 36 were female and 25 were men. The highest percentage of respondents (72.1%) are aged between 26 and 40,

actually 44 respondents, 9 respondents aged 41 to 50, 7 respondents aged 18 to 25 and 1 person with 51 or more years. 48 respondents are employed or permanently employed, while 13 respondents are employed for a certain period of time. The highest number of surveyed persons (18) are in working relationship of 12 to 17 years, 17 respondents are in employment from 6 to 11 years, 11 respondents are in employment for 1 to 5 years, 11 respondents are employed less than 1 year and 4 respondents who are employed 18 years or more.

The main limitation in the research is the inability to carry out a more detailed research. Also, companies are not interested in research aid. It was difficult for companies that approved me to conduct the research and companies is still looking for to stay anonymous. Companies want that the name of the company is not mentioned anywhere. Future researches would be desirable to include a larger number of companies and make a comparison of how employees think in one and how in another company and why. Also, it would be interesting to conduct research in a company from another country and compare it with our domestic company.

The objectives of the research are to determine the level of language knowledge of participant, to collect data about types of communication technology used in Croatian companies and their effectiveness, to evaluate business communication with different business participants, to identify the causes of communication problems and to identify attitudes of participants about changes brought by globalization.

**Keywords:** culture, cultural competition, business environment, business communication, globalization

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