

Intercultural Communication and Etiquette in Business

Božica Srednoselec

Faculty of Organization and Informatics

University of Zagreb

Pavlinska 2, 42000 Varaždin, Croatia

bsrednose@foi.hr

Abstract

Intercultural communication and business etiquette are an irreplaceable part of today's business. External relations are considered common in today's world; therefore, a great deal of employers is aware of the opportunities provided by the external market. This is the reason behind the need for good communication and etiquette of employers and employees for successful business performance. Intercultural communication has gained great significance in business due to the globalization which enabled business activities between different countries across the world. Business etiquette is essential for all businesses, as the success of the business activity is subject to good manners and adhering to the rules of etiquette. Therefore, the research of a small Croatian business, which is involved in doing business outside of Croatia, has been conducted. The goal of the research is to discover, examine and analyse the frequency of communication with the foreigners and the degree to which the employees are actively communicating with the said group in the course of business. Moreover, the research aims to present the contentment of the employees regarding intercultural communication. To examine whether the employees consider the business etiquette important in business activities, the research seeks the opinions of employees about the usefulness of applying the business etiquette as well as showing which aspects of business etiquette the employees are more or less likely to adhere to.

Keywords: intercultural communication, business etiquette, business activities

Acknowledgments

This research is part of final paper at the Faculty of organization and informatics "Intercultural communication and business etiquette", whose mentor is Assoc. Prof. Violeta Vidaček-Hainš Ph.D.

References

- [1] Bašić M, **Intercultural component of communication competence**, available at <https://hrcak.srce.hr/137242>, Accessed 15th March 2020.
- [2] Bubić, A: **Fundamentals of statistics in social and educational significance**, (Review manual), / Jakir, Aleksandar; Brčić Kuljiš, Marita (editors), Faculty of Philosophy, Split, Croatia, 2015, pp. 10-28
- [3] Čokorilo, R., **Business communication as a social interaction**, School of Business, scientific-professional journal, 2015, pp. 136-139
- [4] De, Angela, **Etiquette Rules for Dress in a Business Environment**, available at <http://work.cron.com/etiquette-rules-dress-business-environment-4737.html>, Accessed 30th March 2020
- [5] Hercigonja, Z, **The impact of culture on international business**, available at <https://hrcak.srce.hr/184690>, Accessed: 20th March 2020
- [6] Osredečki, E, **Business Communication and Business Etiquette**, Edo Publishing House, Zagreb. (1995), pp. 43