

Cultural Intelligence as a Strategic Asset in Multinational Corporations

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Abstract. This research examines the role of cultural intelligence in multinational corporations, highlighting its importance as a strategic asset. Cultural intelligence enables organizations to navigate diverse cultural landscapes effectively, enhancing cross-cultural communication and collaboration. The study provides a framework for developing cultural intelligence within organizations, drawing on case studies from successful multinationals. The findings emphasize the strategic value of cultural intelligence in driving global business success.

Keywords: Cultural Intelligence, Multinational Corporations, Cross-Cultural Communication, Global Business, Strategic Asset

Introduction

In an increasingly globalized world, cultural intelligence has emerged as a vital strategic asset for multinational corporations. This paper investigates the role of cultural intelligence in enhancing cross-cultural communication and collaboration within multinational organizations. By analyzing case studies of successful global businesses, the research highlights the importance of developing cultural intelligence to navigate diverse cultural landscapes effectively. The study provides a comprehensive framework for organizations seeking to enhance their cultural capabilities, emphasizing the strategic value of cultural intelligence in achieving global business success.

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