

Cultural Intelligence in Multinational Corporations: A Key to Success

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Abstract. In the context of globalization, cultural intelligence has emerged as a critical skill for managers in multinational corporations. This article explores the role of cultural intelligence in fostering effective communication and collaboration across diverse teams. By analyzing case studies and empirical data, we demonstrate how cultural intelligence can lead to improved organizational performance and competitive advantage. The findings underscore the need for targeted training programs to develop this essential managerial competence.

Keywords: Cultural Intelligence, Globalization, Multinational Corporations, Communication, Organizational Performance

Introduction

Globalization has brought about significant changes in the way organizations operate, particularly in multinational corporations. Cultural intelligence has emerged as a critical skill for managers, enabling effective communication and collaboration across diverse teams. This article explores the role of cultural intelligence in enhancing organizational performance and achieving a competitive advantage. Through an analysis of case studies and empirical data, we demonstrate how cultural intelligence can lead to improved outcomes for multinational corporations. The findings underscore the need for targeted training programs to develop this essential managerial competence.

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