

CERCETĂRI INTERCULTURALE - LIMITE, PERSPECTIVE ȘI PROVOCĂRI

INTERCULTURAL RESEARCH - LIMITS, PERSPECTIVES AND CHALLENGES

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Abstract: The importance of understanding cultural reality lies at the heart of any research in the sphere of intercultural management. A research on intercultural issues calls for special attention to the cultural, social and linguistic elements. In contemporary society, defined by globalization, the concept of culture is constantly redefined, in close connection with the changing social and economic practices. As an individual identity to be assumed, culture is for each of us the strategy to live by and adapt to society. Positioned in a managerial context, culture is perceived as a possible reading key in decoding behaviors and identifying values.

Keywords: intercultural management, interdisciplinary, paraverbal elements, communication