

COMUNICARE, CULTURĂ, AFACERI. ABORDARE INTERDISCIPLINARĂ

COMMUNICATION, CULTURE, BUSINESS. AN INTERDISCIPLINARY APPROACH

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Abstract: In a society defined by globalization, the concepts of culture and communication are constantly reinterpreted, reformulated, closely connected to the social and economic practices. Their integration in the wide range of approaches is natural and legitimate, in line with the variety of perspectives within the management field. The purpose of this qualitative research is represented by the identification and the description of the perceptions and stereotypes existing between the Romanian, Italian and German business partners, by knowing the Italian and German businessmen satisfaction degree with the business environment in Romania, in relation to the results achieved, as well as by knowing the evolution of the Italian and German respondent's opinion, following their professional experience in Romania. The starting assumption is that "The stereotypes and prejudice, the perceptions of the Romanian business environment are different depending on the culture of origin of the people involved". Understating the culture of the host country, where an organization operates, will lead to the articulation and management of certain efficient and profitable practices for both parties involved.

Keywords: culture, communication, management, stereotypes, prejudice