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INTERCULTURAL COMMUNICATION AND ITS PRINCIPLES BEHIND ALIBABA'S GLOBAL SUCCESS

Межкультурная коммуникация: принципы, лежащие в основе мирового успеха компании Alibaba

In today's globalized world cross-cultural communication plays a crucial role in international business relationships. Understanding and applying the principles of intercultural communication can help companies succeed on the international level.

Effective intercultural communication starts with simplifying language and avoiding metaphors and idioms that may confuse non-native speakers. Clear and simple messaging allows to bridge language barriers.

Intercultural communication requires ethical awareness and the potential sensitivity of certain topics. Respect and tolerance towards different worldviews, cultures and customs build trust and credibility.

Communication styles vary between cultures, especially in terms of directness. East Asian cultures are known to be high-context societies resulting in a very implicit or implied style of communication. In contrast, western cultures prefer low-context, explicit communication [1, p. 30]. Adapting one's style to different business contexts helps avoid misinterpretations.

It is believed that management styles must adapt to cultural differences. Flexible leadership that adjusts to local norms improves employee engagement and operational effectiveness in multinational settings.

Alibaba, as a multinational corporation originating in China, faces the challenge of intercultural communication. Nevertheless, the company successfully implements some great management practices. First of all, Alibaba invests heavily in language training programs to overcome linguistic barriers [2]. English serves as a lingua franca, but employees are encouraged to develop multilingual skills to improve communication efficiency and reduce misinterpretations in complex discussions. Secondly, Alibaba provides cultural sensitivity training to help employees to reduce misunderstanding. The use of the digital platform DingTalk enables real-time collaboration among multicultural teams, bridging geographical and cultural divides. Finally, Alibaba's management style integrates traditional Chinese hierarchical elements but adapts to culturally diverse contexts, especially in equality-oriented societies (e.g. Germany, US) where lower power distance prevails. Alibaba's approach emphasizes respect and inclusivity as core values in cross-cultural communication. The company fosters comfortable corporate communication atmosphere where cultural differences are respected.

Furthermore, research shows that Alibaba's emphasis on effective cross-cultural communication positively correlates with its international business success [2].

In conclusion, the principles of intercultural communication in business are based on adaptive communication strategies that consider language barriers, cultural contexts, and ethical sensitivities. Alibaba demonstrates the importance of efficient cross-cultural communication enabling it to enhance overall operational efficiency in overseas business performance.

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