

CHINA CROSSROADS

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Cross-Cultural Communication for Managers: Navigating the Minefield

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Despite the widespread globalisation of business and the cross-cultural nature of relationships between managers and employees, communicating across different cultures, whether using a mother tongue or a second language, is still strewn with difficulty. This talk will examine the existing research on cross-cultural communication in management, shedding light on the existing challenges and highlighting potential solutions that can help to overcome them.

[Nuno Da Camara](#) is Senior Associate Professor of Business at Xi'an Jiaotong-Liverpool University (XJTLU), specializing in organizational psychology, employee engagement, and corporate reputation. Prior to XJTLU, he was MBA Director and Associate Professor at the University of Southampton, where he taught courses on managing people in organizations, change management, as well as corporate reputation. He also worked in industry for twelve years, initially as a corporate communications professional in the financial services sector, and later as a consultant on reputation management. He is also a qualified executive coach and has a strong interest in leadership development. He holds a PhD in Management from the Henley Business School and a Masters in European Studies from the London School of Economics and Political Science (LSE).

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