

МІЖКУЛЬТУРНІ КОМУНІКАЦІЇ І СУЧАСНІ ТЕХНОЛОГІЇ У ДІЛОВОМУ СПІЛКУВАННІ

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GLOBAL TRENDS

For modern marketers Global Trends mean: to hit the ground running...

This contribution describes the advantages of using consumer trends over traditional marketing research. These days, communicating with numerous people in a world of globalization can require new ways of using human competencies. The modern marketer is confronted with accelerating Product Life Cycles, and possibly with disruptive marketing actions by competing suppliers of consumer goods. For the professional marketer the use of Global Trends seems unheard of, compared to the current use of traditional, rational consumer behavior analyses. Recent Dutch research however has indicated that Marketing students show a remarkable ‘feel’ for Global Trends.

The assignment given to over one hundred Dutch students Marketing or Small Business in the fall of 2015 was relatively simple: write an advisory essay for all Dutch companies in a certain area of Economics (e.g. cars, clothing) about one company that has been successfully working with, previously defined, Global Trends. Some suggestions were made to the students regarding well-known consumer trends. The suggestions were: Careers for Women, Be Your own Boss, Circular Economy, Energy Transition, the Internet of Things and so on.

To the astonishment of the researcher the students did not pick the ‘low hanging fruit’, i.e. they left out the obvious trends and highlighted some new trends. One example was: a student in his essay completely skipped the electric car as a Global Trend (is it?) and moved straight to the hydrogen car instead. These students proved to be able to gauge New Global Trends, shaping things to come.

And this is the main advantage of Global Trends vs. traditional marketing research: it is about the future,

whereas the latter is about the past. And there are the unwelcome psychological effects for the latter, like cognitive dissonance or giving desired answers which blur the results of traditional marketing research, be it qualitative or quantitative. The modern marketer molds real data into a pattern of real human need, which will have a lasting effect on consumer demand. In that way he acknowledges a global trend.

For who will buy a car without powered steering nowadays?

*‘A consumer trend is a new manifestation among consumers – in behavior, attitude, or expectation – of a fundamental human need, want or desire’
(trendwatching.com).*

The well-known psychologist Maslov helped us define fundamental human needs. Apparently students nowadays can help us gauge Global Trends, yet unknown.

It is of the essence to proceed with this research. *Who would not like to have the answers coming to him, without knowing how or why*, as Albert Einstein put it?

References:

1. www.Trendwatching.com/trends/consumertrendscanvas/.

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THE APPLICATION OF INTERPERSONAL COMMUNICATION SKILLS IN INTERCULTURAL BUSINESS COMMUNICATION HELD VIA E-MAIL

A phenomenon illustrated by a famous metaphor that we now live in the global village, presented by media expert Marshal McLuhan in 1967 [5, 2001], is now clearly manifested in the explosion of computer and communication technology. The Internet with high-speed broadband connection appears to be the most revolutionary advancement in this area since it provides an endless possibility of getting instantly connected, and sharing huge amounts of information, with people from around the world [4, 2010].

It is common knowledge that e-mail has become widely used as preferred medium in international business communication. E-mail has overwhelming advantages as it presents lesser time pressure in comparison to synchronous meetings being held via phone, videoconference, or face-to-face meetings [9, 1997]. This gives the receiver time to consider the meaning of the message and prepare an appropriate response. It also makes it easier to ask for clarification of a message without losing face, which could be the case when doing so in the course of phone or face-to-face communication (i.e. admitting that we cannot understand something can be embarrassing) [2, 2002]. Since English is used as *lingua franca* in business communication, the problems with lack of language skills may obviously be alleviated by using E-mail. In view of extensive global business communication being held via e-mail between people from distinctly different cultures, it is essential that failures be reduced to a minimum, as they may put an end to potentially prosperous business opportunities [7, 2012]. Regrettably, a significant number of business people fail to adequately deal with an intercultural assignment, has been indicated by a study showing that up to 20 percent of managers in the USA on temporary international assignments failed to follow the principles of intercultural communication [3, 2010]. Therefore, we should bear in mind that, when using this medium, we are bound to face several inevitable obstacles such as: cultural