

their scandal in China are examples. In 2020, the Swedish clothing brand H&M was at the center of a scandal involving the use of cotton from the Uygur Autonomous Region of Xinjiang (China). There were reports that the company collaborated with factories that used forced labor of Uyghurs. H&M faces an ethical dilemma: continue to cooperate with factories in Xinjiang, risking damage to its reputation and ethical principles, or stop cooperating, risking losing access to cheap cotton and the Chinese market. The consequences were serious: H&M decided to stop cooperating with factories in Xinjiang, which led to a boycott by Chinese consumers and the company's loss of a significant part of the Chinese market.

Conclusion: Ethical awareness is not just a set of rules, but also a conscious choice that every person involved in intercultural communications makes. This choice is based on respect for the individual, cultural diversity and universal values. Ethical awareness is the key to successful and constructive communication in a globalized world.

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## **CROSS-CULTURAL COMMUNICATIONS AS A MEANS OF INTERACTION IN THE GLOBAL BUSINESS ENVIRONMENT**

Effective cross-cultural communications in the global business environment is critical to the success of multinational companies and organizations operating in diverse markets. This requires an understanding of cultural differences in communication styles and relationships, norms, values and etiquette. What may be considered appropriate or effective communication in one culture may not be considered the same in another. Awareness of cultural nuances helps to avoid misunderstandings and misinterpretations. Cross-cultural communications foster trust and strengthen relationships with stakeholders, including customers, partners and employees from different cultural backgrounds. When people feel understood and respected, they are more likely to cooperate and enter into fruitful business relationships.

Effective cross-cultural communications promote cooperation and teamwork among employees from different backgrounds. Clear communication channels, open dialogue and mutual respect contribute to a more cohesive and productive team despite cultural differences. Quite often, language differences can be a significant obstacle to effective communication in the cross-cultural environment. In the process of

communication, the flexibility of communication styles is important when interacting with people from different cultural backgrounds. Being able to adapt your communication approach to the other party's preferences and norms demonstrates cultural sensitivity and promotes effective dialogue. Cultural differences can lead to misinterpretation and miscommunication, which can have significant consequences for business results. Clarifying messages, seeking feedback, and practicing active listening are strategies for minimizing misunderstandings and ensuring clear communication.

Conflict is inevitable in any business environment, but cultural differences can exacerbate tensions if not properly resolved. Effective cross-cultural communication skills enable people to respectfully resolve conflicts, consider diverse perspectives, and reach mutually beneficial solutions. Facilitating intercultural communication contributes to the development of a culture of diversity and inclusion in organizations. By valuing and respecting different cultural relationships, businesses can create an environment where everyone feels valued, which fosters innovation, creativity and employee satisfaction. Thus, cross-cultural communications in the global business environment are essential for building trust, fostering collaboration, overcoming language barriers, and promoting diversity and inclusion. By understanding and respecting cultural differences, companies can navigate the complexities of global markets and achieve their goals more successfully. Effective cross-cultural communications in different workplaces promote a sense of inclusion, belonging and engagement among workers from different backgrounds, foster positive relationships, stimulate innovation and growth, and mitigate risks.

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## **GLOBALIZATION AND CROSS CULTURAL COMMUNICATION**

**Introduction:** The article briefly introduces the topic of globalization and cross-cultural communication and states the purpose of the paper and outline the main points you will cover.