

Research on cross-cultural communication as a factor of stress in multinational companies

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Candidate's background

Irina Leca graduated in 2013 from the Bucharest University of Economic Studies a Master in Quality Management, general average of 9,20.

After many years of working directly with people in diverse professional settings she gained additional experience being exposed to a multinational environment where she successfully utilize her experience in areas of customer relations, sales generation and reporting, problem solving.

Brief presentation of the research project

In today's dynamic global market place in which cultural diversity prevail and peoples seek opportunities across borders more and more, trying to succeed in culturally diverse, challenging environments, stress consequences of diversity are becoming a more pressing issue of the 21st century. Some authors state that managing diversity will lead and increase the competitive advantages, creativity, innovation and new management methods work, stress being embraced by employees (T. H. Cox; S. Blake), meanwhile others affirm that work stress might cause a variety of severe somatic and emotional disorders (Heins et al., 2003; Svensen et al., 2007). Others argue that it can affect the stability of organizations (Harris, 2001; Ball, 2004) and can be very costly in terms of workers' health compensation, absenteeism, lower performance and employee turnover (International Labour Organization, 1996-2007).

The academic research program "Research on cross-cultural communication as a factor of stress in multinational companies" aims to identify the current status of research in the area, both national and international and to present the provocations launched by cultural diversity in the context of the modern organizations. The research will investigate a real problem of multinationals, diversity related stress, and try to put this problems right in order to improve employee's morale and health which automatically will increase employee's performance and productivity, reduce the absenteeism and staff turnover.

From the initial literature survey no studies were found with the similar subject in the Romanian context and this research aims to fill the knowledge gap by gathering the new information's through empirical research.

Keywords: *culture, diversity, cross – cultural communication, bias / prejudices and stereotype, diversity related – stress*

Research methods

The literature review will be predominant in the first phase of research especially that academic journals are relatively easy to be obtained from the journal databases using the infrastructure of the university.

Due to market data which are relatively insufficient the main sources of information used refer to specialized journals, professional bodies, surveys, web pages of the companies etc.

In later stages of research, the methodology for primary data collection will be based on semi-structured interviews which cover perception of diversity and variables related to performance within the organisation, and questionnaires based on a literature review of the corresponding methodologies with key actors of multinational organisations: employees, HR managers, experts in different areas,

etc. For the analysis of the gather data specialised statistical instruments and software (e.g. SPSS) will be used.

Research outputs and their implementation

The thesis will be written with clear academic objectives in mind, but the researcher hopes the results will be of use for the business environment as well, especially to the participant companies of the survey. The scientific articles to be written during the research program and their anticipated journals of publication:

2015: 1 ISI article, 1 presentation at a ISI conference, and 1 B+ article

2016: 2 ISI articles, 1 presentation at a ISI conferences; and 2 B+ articles

I am interested to gather new information in an area in which there is a real deficit in Romanian labour market. The motivation is the potential impact that a thorough analysis could have on the involved actors: better business. Moreover, my previous professional experience in a multinational organization supports the practical aspects of the research in view.

Auxiliary elements that may support the research

Subjects from the training based on the Advanced University Studies programme: Strategic management, Econometrics, Organizational behaviour.

Scientific experience:

- a. University training in the methodology of student's scientific research and participation at activities of scientific creativity.
- b. The no. of scientific papers published in Romania: 18
- c. University courses (co-author): 3
- d. Applications trainee, as major author: 1

Others activities:

Participation at scientific meetings – scientific assistant at the meeting “Performing management and efficient marketing in the modern agro tourism”.

Experience obtained in government programmers of applied scientific research:

- **Biotech Programme** – “Researches regarding the development of some new laboratory technologies regarding the complex and computerized evaluation of the quality of gametes, zygots and embryos used in the biotechnologies of reproduction in the modern animal growing”.

MEC Contract by USAMV Bucharest – Government

Position: Executive

- **Agral Programme:** – “Complex interdisciplinary research regarding the zootechnization of the Romanian agriculture as a modern and efficient system of organizing, management and marketing in producing and valuing the agro alimentary products with scientific solution according with the principles of a long – lasting economic development of the national village habitats”.

MEC Contract by USAMV Bucharest – Government

Position: Executive

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