

Communication in Contemporary Scenario

Its Multiple Dimensions



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ANAMIKA PUBLISHERS & DISTRIBUTORS (P) LTD.

4697/3, 21A, Ansari Road, Daryaganj, New Delhi 110 002

Phones: 011-2328 1655, 011-43708938

E-mail: anamikapublishers@yahoo.co.in

First Published 2017

© Editors

ISBN 978-81-7975-833-5

PRINTED IN INDIA

Published by Anamika Publishers & Distributors (P) Ltd., 4697/3, 21A, Ansari Road, Daryaganj, New Delhi 110002. Typeset by Shivani Computers, Delhi 110093 and Printed at Vikas Computer & Printers, Tronica City, Ghaziabad

Contents

<i>Introduction</i>	7
1. Privileging Communication in Entrepreneurial Leadership <i>Roshan Lal Sharma • Manpreet Arora</i>	17
2. Cultural Differences in Management Communication <i>Rita Devi</i>	34
3. Management Communications: Perspectives from Tourism and Hospitality Industry <i>Vikrant Kaushal • Suman Sharma</i>	44
4. Ethics: A Boon for Effective Communication Management <i>N.N. Sharma • Sahil Mahajan</i>	55
5. Ethics in Financial Reporting <i>Rupali Khanna</i>	68
6. Communicative Leadership <i>Manju Amla • Sheveta Aggarwal Bhatia</i>	84

Cultural Differences in Management Communication

Rita Devi

Abstract

The rapid increase in business in a globalized world has brought with it an increased need for effective working environment. Cultural awareness partnered with effective management communication is an essential component for ensuring the success of an organization. Our values, priorities, and practices are shaped by the culture in which we grow up. Understanding cultural differences thus is crucial for effective management communication. Therefore, intercultural communication is no longer an option, but a necessity for the survival of an organization. Against this background, this article seeks to examine cultural differences within organizations, pre-requisites of effective management communication with respect to diverse cultures, and intercultural barriers to management communication.

Key Words: *Cultural diversity, intercultural communication, management communication, cross-cultural awareness, globalization*

Introduction

There is no better arena for observing a culture in action than an organization. Cultures tend to reveal themselves in situations where much is at stake, because it is here that their resources are most needed. Management practices are shaped