**Risks of increasing Business and Cultural contacts between Nations**

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The world is now viewed as a global village on these globalization period. This is the result of easing limitations on trade, tourism, politics, movies, music, books, and the arts within a nation's borders. While there are undoubtedly numerous benefits to this global economic opportunity and cultural interchange, there are also drawbacks that should not be overlooked. Both points of view will be discussed in this discussion, as well as mine. People from all over the world may now buy and sell goods at competitive prices and have many more options than in the past because to global trade and business prospects. The availability of a global market for cash crops cultivated in remote villages or clothing made by rural laborers has contributed to the fight against world hunger.

The mindset and actions of consumers are greatly impacted by culture. Business models should be changed when a company enters a new market to take into account regional tastes, customs, and habits. For instance, adjustments should be made to the range of goods and services offered, the cost, and the marketing. Foreign enterprises have a significant likelihood of failure unless local cultures drive business strategies.

The ability of a company to recruit, retain, and utilize its worldwide talent pool may be threatened by cultural illiteracy. Human resource policies should be changed to reflect the cultural makeup of local employees when international corporations hire local labor. Cross-cultural differences exist in the factors that affect employee motivation, job satisfaction, and organizational commitment. Additionally, there are major cultural differences in how to resolve disputes and provide and receive feedback, which has a big impact on how performance is evaluated.

Cultural illiteracy may jeopardize a company's capacity to recruit, retain, and utilize its worldwide talent pool. Human resource policies should be changed to reflect the cultural makeup of local employees when international corporations hire local labor. Cross-cultural differences exist in the factors that affect employee motivation, job satisfaction, and organizational commitment. In addition, there are substantial cultural differences in how to resolve disputes and provide and receive criticism.

 Cultural barriers may be relevant both domestically and abroad. Although there are notable regional disparities in consumer preferences and market conditions inside emerging markets, intra-country variances are frequently ignored; four out of five multinationals claim that their offshore decision-making occurs at the country level rather than the city level.

Regional or ethnic differences are not the only types of subcultures. Cultural boundaries frequently become more pronounced inside a national context because it is considered that they don't matter. Social integration is a more difficult issue in local situations than it is in international contexts, according to research on mergers and acquisitions. Our own culture or heritage would be dependent on us, and our business relationships and cultural interactions with other countries would not destroy it. Citizens of a country who benefit from international business and cross-cultural relationships will also be able to showcase their own cultural component to the globe because national identities are represented by its citizens and heritage.

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