



MAHARAJA AGRASEN INSTITUTE OF MANAGEMENT STUDIES
(A unit of Maharaja Agrasen Technical Education Society)

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SESSION ON “CROSS CULTURAL COMMUNICATION IN ORGANISATIONS”

December 20, 2017

Department of Journalism and Mass Communication, organized a “Session on Cross Cultural Communication in Organizations” in Maharaja Agrasen Institute of Management Studies, New Delhi on December 20, 2017. The session focused on the importance of cross-cultural communication in organization. There was a turnout of 29 students for the session.

The main speaker for the session was Mr. Vikas Chandwani, Lifeskill Coach. The session was exceptionally informative as how cross-cultural communication in the workplace allows businesses to work with people from a wide variety of backgrounds and cultures. As a result, overall communication improves, bonds between coworkers grow, and the company's performance reaches greater heights.

He described fundamentals of effective cross-cultural communication. He further explained Competence, Commitment, Contribution, and Character of cross-cultural communication in organizations. He then spoke about the core issues that are present like anxiety, assuming similarities instead of difference, ethnocentrism, language problems, prejudice and stereotyping, and misinterpretation of non-verbal. He ended the session by concluding the objective and his views on the topic.

On the behalf of Maharaja Agrasen Institute of Management Studies, Dr. Praveen Kumar extended gratitude for taking such a wonderful session.

