

## Abstracts

### Obstacles in Business Communication

**Maria-Cristina Gheorghe**

Communication is the most mentioned feature of our society, with increasingly easier technological ways of interacting. Still, we continue to face significant difficulties in establishing and maintaining good/efficient relationships, including in the business/organizational context. This happens because the communication (either verbal or nonverbal) process remains affected by the incidence of some factors. To overcome or minimize the effect of such obstacles, the business/organizational literature (referring to organizational behaviour or approaching the intercultural communication) provides an array of complex and heterogeneous approaches of the topic. This paper provides evidence that the theoretical solutions (identified by the consulted authors) apply with positive results to a situation in an organizational environment (by presenting a case study). Also, it offers a holistic and systemized view on the main reasons that lead to communication barriers and possible ways to prevent or overcome them.

**Keywords:** face-to-face communication, business communication, obstacles in communication

### Stereotypes in Business: Italy and Romania

**Ana Ruiu**

Stereotypes have always been one of the most important barriers in every day communication. Substantial concern has been raised in international business that stereotypes bias perceptions of employees, customers, business people, and others. The present paper outlines the importance of stereotypes in business, with a particular emphasis on the business communication between two countries: Italy and Romania.

**Keywords:** stereotypes, business communication, Italy, Romania

### Transactional Analysis Theory in Business Communication:

#### A Structural Analysis of IBM Project Officer Management (POM) Department

**Elena-Laura Rădulescu**

The aim of this paper is to offer an original investigation of Eric Berne's Transactional Analysis theory in the context of group dynamics and work environment. The research question purpose is to test if Adult ego state identified by Eric Berne as the ideal state can be easily accessed by a group of employees working at IBM Romania. If the hypothesis is true the researcher wants to make use of her critical thinking skills and decide whether having executive power over the Adult is enough to have a successful management team. This initiative is based on the underlying assumption that executive power is not fixed and ego states are rather re-elected depending on the various social contexts and triggers.

**Keywords:** face-to-face communication, business communication, Transactional Analysis

## **The Use of Neuro-Linguistic Programming in Business Public Speaking**

**Andreea Valentina Ilisei**

The article deals with the use of NLP in training for public speaking. Its main part consists of a case study showing how the use of NLP can help improve public speaking skills. After a brief presentation of the specific NLP techniques, the author explains how the use thereof can improve a public speaker performance and well being.

**Keywords:** business communication, public speaking, Neuro-Linguistic Programming, communication skills

## **The Importance of Neuro-Linguistic Programming in Training Business Negotiators**

**Ionuț Dobrovici**

In a world where the use of persuasion techniques is in a constant increasing trend, in different domains, such as marketing, advertising, media, politics, education and even more in business, it is considered that these skills of persuasion should be continuously improved.

This paper aims at capturing the relationship between Neuro Linguistic Programming techniques and abilities needed, in order to succeed, in the field of business negotiation interactions.

More specifically, the questions that this paper will answer regard to the abilities that a negotiator has to have, how Neuro Linguistic Programming can improve these abilities, how the negotiator's behavior impacts the outcomes and how behavior can be modeled.

Based on a questionnaire, some negotiators' opinions upon the importance of verbal, paraverbal and also nonverbal communication abilities will be identified. Besides these opinions, a number of needs, in terms of developing interpersonal skills will be found.

**Keywords:** Neuro-Linguistic Programming, business negotiation, verbal communication, non verbal communication, interpersonal skills

## **Basic Requirements for Global Business Success:**

### **Cultural Awareness, Sensitivity and Competence**

**Anca Elena Zamfirescu**

**Virginia Mihaela Dumitrescu**

As the impact of globalization is growing, the need for intercultural communication competence increases. In the present-day multicultural context, cross-cultural interactions are encountered on a daily basis, so, business people, like everyone else, are forced to escape the comfort of their culture-specific habits of mind and patterns of behaviour and thus be able to engage in effective cross-cultural communication with their business partners and clients. This article is based on a more extensive research study analysing the interaction between Romanian, French and Indian employees inside of a multinational company located in Romania. In order to gauge the level of cultural awareness and competence at corporate level, a 29-item questionnaire has been used, and conclusions have been drawn based on the respondents' answers to the questions, the most relevant of

which are discussed here. The article aims to determine the extent to which the empirical data of this research coincides with the theoretical information that has constituted the basis for the questionnaire design.

**Keywords:** cross-cultural communication; cultural awareness, sensitivity, competence; occupational culture.

**Le management de la communication conflictuelle avec le client dans une société de type Centre d'Appel  
(Managing controversial communication with the customer in a call center)**

**Nicoleta Mădălina Mihai**

The article examines confrontational communication in a Romanian call centre with customers from four different countries: France, Italy, Spain and UK. The author offers an explanation for the customers' reaction, as well as solutions to improve intercultural communication in this call centre.

**Keywords:** intercultural communication, conflict, customer service, France, Italy, Spain, UK

**Managing Cultural Diversity within an Organization:  
Carestream Health**

**Andreea Podeanu**

The paper researches cultural diversity in a multinational company. It starts by defining cultural diversity and by pointing out its advantages and disadvantages. It then presents a survey on 35 employees of the Canadian company Carestream Health aiming at revealing their opinion on cultural diversity and their company's policy in this respect.

**Keywords:** cultural diversity, leadership, management, organizational culture, multicultural work environment

**Business communication for Romanian Millennials in Great Britain**

**Mădălina Pruteanu**

The paper discusses the professional communication between the British and the Romanian Millennials working in the United Kingdom. The author conducts a survey aiming at proving that better communication requires awareness and adaptation to the local culture and that it also depends on the gender of the Millennials and on the period of time spent in the United Kingdom.

**Keywords:** business communication, intercultural communication, Millennials, migrants, Romanians, Great Britain