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# A STUDY ON EFFECTS OF INTERCULTURAL COMMUNICATION BARRIER TOWARDS EMPLOYEE ENGAGEMENT IN IT COMPANIES

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## Abstract

Intercultural communication refers to communication between people of diverse cultures and social groups from diverse nations, as well as how culture influences communication. It discusses how employees from various religious, social, ethnic, and educational backgrounds communicate and see the world around them, as well as the challenges that inevitably arise inside an organisation with employees from various religious, social, ethnic, and educational backgrounds. Through this study, the researcher attempts to identify the major areas that need to be developed in order to overcome intercultural communication barriers among employees from Information Technology organisations by involving them in the evaluation process. This will assist IT company management in improving their organisational culture through better intercultural communication among their staff. The primary goal is to investigate the consequences of intercultural communication difficulties. The primary goal is to investigate the effects of intercultural communication obstacles on employee engagement in IT organisations. Teaching in intercultural communication, intercultural negotiation, intercultural dispute resolution, intercultural customer service, intercultural business, and intercultural organisational communication is extremely beneficial in raising cultural IQ. This research has aided in the resolution of issues in intercultural communication by lowering issues in information transmission and reception.

Keywords: *Intercultural communication barriers, Intercultural conflict resolution, Intercultural communication, non-verbal communication, Information Technology (IT).*

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## INTRODUCTION:

Intercultural communication is self-control that involves knowing how to communicate across diverse principles and social groups, as well as how principles effect communication. It refers to the vast range of measurements and complexities that inevitably arise within a relationship or social context composed of entities from various religious, socioeconomic, ethnic, and educational backgrounds. In this way, it aims to recognise how people from various kingdoms and principles act, communicate, and perceive their surroundings. Many people involved in intercultural work-related communication believe that art, music, and literature influence how beings encode signals, what medium they use to express them, and how communications are interpreted. In terms of intercultural communication, it investigates situations in which people from various conventional backgrounds communicate. Aside from language, an intercultural statement focuses on the social characteristics, mental patterns, and arts of many groups of people. It also entails comprehending the various cultures, dialects, and habits of individuals from other countries. In social sciences such as anthropology, cultural studies, linguistics, psychology, and communication studies, intercultural communication is crucial. Intercultural communication is often known as the foundation of global commerce. Various intercultural service providers can help you develop your intercultural communication abilities. Exploration is an important aspect of developing intercultural statement abilities. Intercultural communication can be defined as "interaction with speakers of other languages on equal terms while respecting their identities." Within the self-control of proclamation, identity and culture are also explored to analyse how globalisation encourages. Identity and culture are also researched within the self-control of proclamation to examine how

globalisation encourages ways of thinking, beliefs, values, and identity, both within and between cultural surroundings. Intercultural communication researchers approach theory with vigour and do not believe that culture can be quantified or that cultures share universal characteristics. Scholars acknowledge that culture and communication shift in tandem with societal changes, and notions should take into account society's ongoing changing and complexities.

## OBJECTIVES OF THE STUDY

### PRIMARY OBJECTIVE

To study the effects of intercultural communication barriers towards employee engagement with reference to IT companies.

### SECONDARY OBJECTIVES

1. To identify the most significant intercultural communication hurdles.
2. To measure the value of employee intercultural communication
3. Determine the most desired strategy and how it aids in increasing staff engagement in productivity.
4. Determine the level of satisfaction of IT company employee with their firm's intercultural communication treatments.

## REVIEW OF LITERATURE:

[1] Bruce W. Stening, Problems in Intercultural Contact: A Literature Review, December 1979. Literature on the subject of misunderstandings between people in intercultural relationships is being reviewed. The following subheadings explain the dimensions of the tough situation: Intercultural communication; typecasting, ethnocentrism, and prejudice; time element; cultural distance; and contact and attitudes.

[2] A Study of the Barriers to Intercultural Announcement in Electronic-Based Companies, Bibi Noraini Mohd Yusuf, Zurina Zulkifli, Intan Maizura Abd Rashid, and Syahida Kamil, September 2014. Rapid economic expansion and trade globalisation have compelled a number of companies to expand and extend their operations internationally. A sizable number of companies have opened new operations in other countries or hired people from other nations, resulting in a diverse workforce. A diverse workforce generates intercultural diversity, which leads to intercultural communication. The purpose of this study is to investigate the impediments to intercultural communication in electronic-based concerns.

[3] A phenomenological study of workplace diversity and intercultural dialogue, Sandy Nunn and Harika Suklun, August 2017. For many years, the United States has seen an increase in the number of immigrants, resulting in a major increase in cultural variety. This phenomenological teaching investigates the contextual history of specialised non-native English-speaking women in the United States in order to establish a basis for comparison with native English speakers. It compares their lived conversational experiences with non-native English speakers in the workplace.

[4] Intercultural Communication Barriers In Office, R. Delecta Jenifer, Dr. G. P. Raman, 2014 . In today's changing business scenario increasing number of firms extends their business in a foreign. Proper message with people of different cultures is especially challenging. Cultural awareness shapes how business firms behave in Interculturally reflected international markets. It is broadly authorized that cultural factors act as invisible barriers in international business communications.

[5] Barriers to Intercultural Business Communication, JUNE, 2016 , Bill

Rosenthal . Every culture has a DIVERSE set of values, corporate ethics, accepted behavior and decorum— even DIVERSE facial words and gestures. It is significant to understand these variances – to show genuine respect for other cultural mores – when communicating with professionals from other cultures. For example, in the US it is common for the narrator to share anecdotes to build audience rapport, but in other countries this is considered tiresome.

[6] Conversation is hampered by intercultural communication barriers. During their stay in Turkey, Erasmus students visited Mugla, 2013, and YenerKeles. We live in a multicultural world. As the world becomes a global village, people will encounter people from all races, faiths, and nationalities in their daily lives. The goal of this teaching is to assess the attitudes and opinions of some European university students towards Turkish people during their exchange programme in Turkey. The goal is to break down barriers that inhibit intercultural communication between European countries and Turkey, a country attempting to join the European Union.

[7] Jennifer Elze and Pauline Anna Podlesny, June 2014, Overcoming Intercultural Communication Barriers: Organisational Culture and Organisational Learning in a Swedish Textile Company. Globalisation gradually allows businesses to hire people from diverse cultural backgrounds, which promotes cultural diversity and, if not managed appropriately, can lead to intercultural announcement blunders. The main issues uncovered in the prior study were language difficulties and stereotypes.

[8] Differences in Intercultural Communication Between Western and Asian Perspectives, December 2016, Dang Linh Chi. International commercial activity are always accompanied with communication. As globalisation accelerates, all corporate tasks, such as information replacement, bargaining, and

so on, rely on the ability to interact with people from diverse cultures. That is why it is critical, especially for supervisors, to be aware of cultural differences in values and beliefs. The demand for announcement between people from diverse cultures has dramatically expanded in the field.

[9] The Most Common Obstacles to Effective Intercultural Communication, April 2016 in Bajzát Tünde. Globalisation, technological advancements, educational and labour mobility, and the internationalisation of higher education all necessitate people understanding cultural differences and communicating across cultural boundaries. Misunderstandings, issues, and even conflicts can emerge as a result of the differences that interlocutors face in intercultural communication. It can be a physically and spiritually painful and insufficient experience for someone who cannot function properly in another culture.

[10] Barriers to Multicultural Business Communication in Slovenia and Bosnia and Herzegovina, Nua Fain, Ana Baric, Dejan Jelovac, 2012. Companies that operate in multicultural settings encounter a number of problems in their daily operations. This essay focuses on the public element of working in global corporate environments. We investigate the hypothesis that organisations that work in multicultural workplaces have announcement hurdles as a result of the diverse cultural backgrounds of those involved in these types of announcements.

[11] Intercultural communication hurdles among employees in overseas-funded enterprises, as well as management strategies for overcoming them, Yajun Xie in April of 2012. Every manager faces a severe difficulty when it comes to employee management in overseas-funded firms. Many problems have arisen in these organisations as a result of varied people supervisory systems, structural systems, and supervision systems. As a result, a sound overseas-funded creativity should

establish an effective system to aid healthy advancement, such as language teaching, international knowledge acquisition, and the establishment of corporate culture. This study aims to promote the growth of overseas-funded firms in China by offering ways for overcoming intercultural barriers in such enterprises.

[12] Intercultural Communication Barriers Among Foreign Managers and Staff Interacting with Malaysian Counterparts, Shehda R.S AbuIsaac and Ahmad Arifin Bin Sapar, 2017. The primary goal of this course is to explore the language and cultural hurdles of intercultural announcements among foreign supervisors and employees (expatriates) dealing with Malaysian counterparts at the University of Malaya. Language and culture are major impediments to the flow of cross-cultural announcements between expats and Malaysian counterparts. The grounded theory research methodology was used in this work, along with deep qualitative analysis and data analysis techniques based on semi-structured interviews.

[13] Intercultural Announcement Obstacles to Intercultural Adaptation: Intercultural Announcement Experiences April 2016, Aysen Temel Eginli. Culture is one of the most important aspects of an employee's understanding and explanation of his or her surroundings. Principles convey all of the general public's morality, standards, meanings, and symbols. As a result, culture damages the heart of relationship communication. Culture is intimately tied to how an individual creates and maintains announcement. Culture-related information is critical for an announcement to be impactful. Individuals may run into brick walls in announcements in this setting because they are unaware of culture-specific features.

[14] Japanese announcement in intercultural encounters: the status-related behaviour barrier, Rotem Kowner, 2002. Many Japanese regard announcing with non-Japanese as a hostile event and shun

it. To account for this "foreigner-complex," experts have advanced a variety of explanations based on Japan's isolation, language barriers, and the private shyness of Japanese people. Using two inspections, this article tries to provide a supplement way to Japanese announcement problems with newcomers and Westerners in particular: that is, the delinquency of position infringement.

[15] Facilitators and Difficulties of Intercultural Business Announcement for American Concerns in China: Lessons Learned from the UPS Case, Hongmei Gao, 2010. This essay examines how the dual obstacles of collaborating in a distinct country culture and working in a changing economic climate impact business plan execution for global firms. The object creates a framework based on the UPS case in China to demonstrate the key workings of strategy for US corporations doing business in China.

[16] A German and American Comparison of Cross-Cultural Announcement and Multicultural Team Presentation, Congden, Steven W., Matveev, Alexei V., and Desplaces, David E., 2009. This programme is based on the findings of Matveev and Nelson (2004), who studied the relationship between cross-cultural communication ability and multicultural team performance using American and Russian managers. This programme examines the influence of national culture on German and American issues. While a link was discovered between cross-cultural announcement competency and multicultural team performance, it did not vary by total national nation. Only Social Empathy was shown to be significantly DIVERSE between Germans and Americans among the four categories of intercultural announcement ability. There were no variations in the levels of Interactive Skills, Team Effectiveness, and Old-style Uncertainty.

[17] Robin Bell and Carlos Fernandez Riol, 2017. The impact of cross-cultural

announcements on collective efficacy in NCAA basketball teams. This study adds to cross-cultural announcement knowledge and theory by evaluating the impact of cross-cultural announcement competence on the collective efficacy of multicultural National Collegiate Athletic Association basketball teams.

[18] What Are the Key Dimensions of Intercultural Competence Assessment Across Assessment Tools? Miwa Yamazaki Merz, Alexei V. Matveev, 2014. Prior research has identified various dimensions of intercultural competency. However, its emphasis remains variable across disciplines and circumstances. Existing debt tools do not take into account all aspects of Intercultural Competence. Instead, they each concentrate on a subset of the IC dimensions.

[19] Cross-Cultural Communication Barriers in Multinational Corporations, Jianchao Liu and Rufe He, 2010. In these times of fast expansion, both in terms of financial development and globalisation, an increasing number of businesses are expanding their operations into foreign countries. The management implications of cross-cultural supervision are a further problem of this development. This course takes a qualitative method in a single case study of a Swedish company and its Chinese affiliate.

[20] Managing Intercultural Differences in Thai Multinational Corporations, Irina V. Onyusheva and Shiva Rajpal, 2018. As businesses grow and their corporate activities expand, their attention shifts from the local geographic region to the entire globe. As a result, multinational corporations, sometimes known as global corporations or global firms, have emerged.

## LIMITATIONS OF THE STUDY

One of the study's limitations is the lack of data from diverse nations. The sample size



of 120 employees from IT firms was chosen. The analysis's reliability and accuracy are dependent on the respondents' honesty and openness to each item in the questionnaire.

### DATA COLLECTION

In this study, the quantitative research approach was used, and a survey was assigned by delivering the questionnaire to employees working in various IT organisations. An online structured

questionnaire including was used to obtain primary data. Google Forms was used to create direct questions, close end questions, dichotomous questions, and multiple choice questions.

### CONVENIENCE SAMPLING

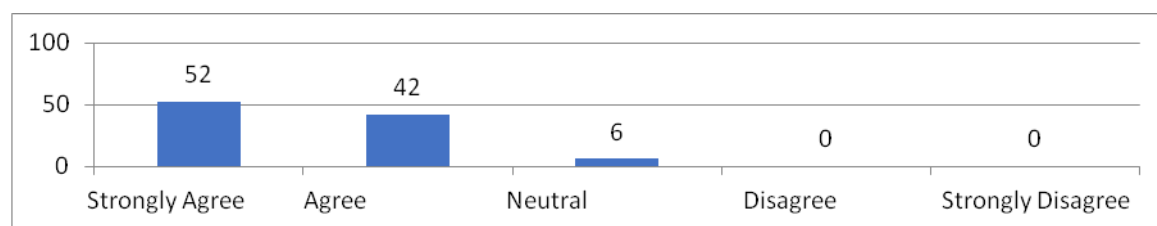
In this method, the sample units are chosen mainly on the basis of the convenience to the investigator.

### DATA ANALYSIS AND INTERPRETATION

#### ANXIETIES OCCUR WHEN A EMPLOYEE USUALLY COMES ACROSS THEIR FIRST INTERCULTURAL INTERACTION

PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
Strongly Agree	62	52
Agree	50	42
Neutral	8	6
Disagree	0	0
Strongly Disagree	0	0
Total	120	100

#### CHART:



#### INTERPRETATION:

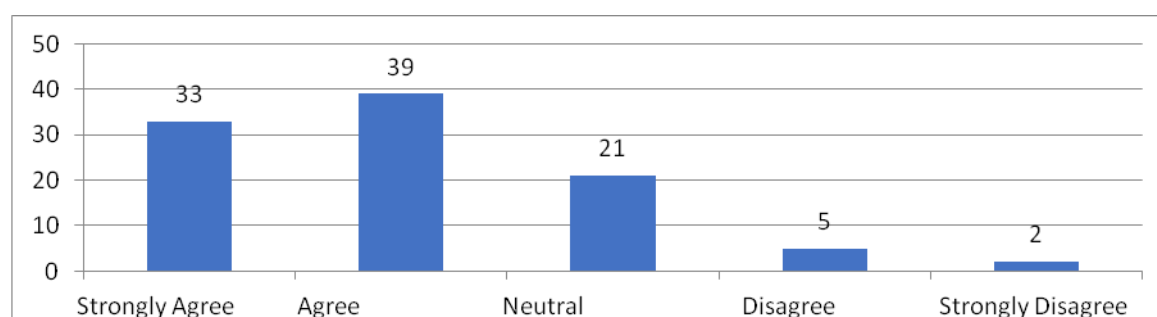
From the above table & chart it can be interpreted that 52percent of the surveyed employees strongly agree that the anxieties occur when an employee usually comes across their first intercultural interaction and 33percent of the surveyed employees

agree that the anxieties occur when a employee usually comes across their first intercultural interaction. Most of the surveyed employees strongly agree that the anxieties occur when a employee usually comes across their first intercultural interaction.

## ETHNOCENTRISM IS A MAJOR BARRIER FOR INTERCULTURAL COMMUNICATION

PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
Strongly Agree	40	33
Agree	47	39
Neutral	25	21
Disagree	6	5
Strongly Disagree	2	2
Total	120	100

### CHART:



### INTERPRETATION:

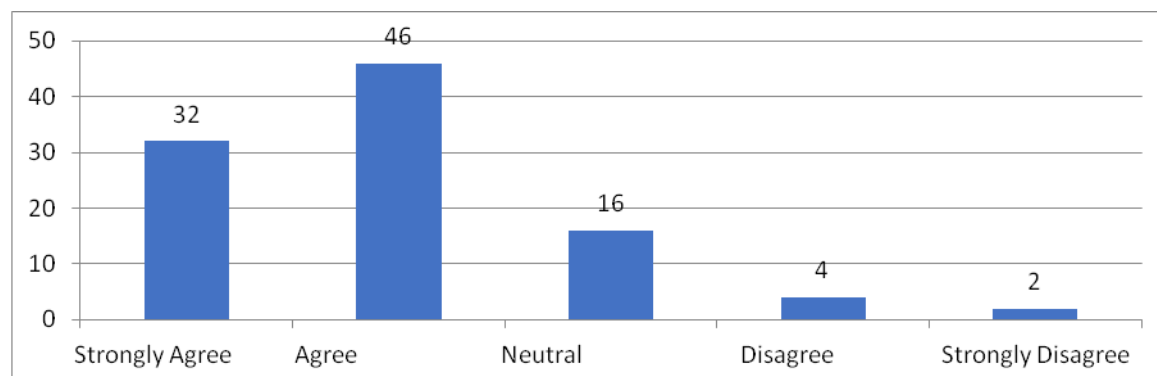
From the above table & chart it can be interpreted that 39percent of the surveyed employees agree that the ethnocentrism is a major barrier for intercultural communication and 33percent of the

surveyed employees strongly agree that the ethnocentrism is a major barrier for intercultural communication. Most of the surveyed employees agree that the ethnocentrism is a major barrier for intercultural communication.

## INTERCULTURAL TEACHING BUILDS EFFECTIVE COMMUNICATION LEADING TO EFFECTIVE LEADERSHIP

PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
Strongly Agree	38	32
Agree	55	46
Neutral	20	16
Disagree	5	4
Strongly Disagree	2	2
Total	120	100

## CHART:



## INTERPRETATION:

From the above table & chart it can be interpreted that 46percent of the surveyed employees agree that the intercultural teaching builds effective communication leading to effective leadership and 32percent of the surveyed employees strongly agree that the intercultural teaching builds effective communication leading to effective leadership. Most of the surveyed employees agree that the intercultural teaching builds effective communication leading to effective leadership.

## TOOLS USED FOR ANALYSIS

### 1. CHI-SQUARE TEST I – ( $\chi^2$ )

Chi-square is defined as the total of the squared difference between the observed (o) and expected (e) data (or the deviation, d), divided by the expected data in all possible categories.

### 2. ONE WAY ANALYSIS OF VARIANCE

It is a technique for determining whether the means of two samples differ considerably. This technique is only applicable to numerical response data, the "Y," which is usually one variable, and numerical or (mostly) categorical input data, the "X," which is always one variable, thus "one-way."

### 3. KARL PEARSON'S CORRELATION

Correlation analysis is a statistical tool used to determine how closely two variables are related linearly. The degree of relationship between two variables is measured by correlation.

### CHI-SQUARE TEST I – ( $\chi^2$ )

Chi-square is defined as the total of the squared difference between the observed (o) and expected (e) data (or the deviation, d), divided by the expected data in all possible categories.

### Null hypothesis (H<sub>0</sub>):

There is no relationship between different cultures having varied meanings of words, behaviours, and gestures is a big intercultural communication barrier in an organisation and anxiety emerges when a employee encounters their first intercultural engagement.

### Alternate hypothesis (H<sub>1</sub>):

There is relationship between different cultures have different meaning of words, behaviors and gestures is a major intercultural communication barrier in an FIRM and anxieties occurs when a employee usually comes across their first intercultural interaction.



Case Processing Summary						
	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
DIVERSE CULTURES HAVE DIVERSE MEANING OF WORDS, BEHAVIORS AND GESTURES IS A MAJOR INTERCULTURAL COMMUNICATION BARRIER IN AN FIRM * ANXIETIES OCCURS WHEN A EMPLOYEE USUALLY COMES ACROSS THEIR FIRST INTERCULTURAL INTERACTION	120	100.0 percent	0	0.0 percent	120	100.0 percent

**DIVERSE CULTURES HAVE DIFFERENT MEANINGS OF WORDS, BEHAVIOURS, AND GESTURES IS A MAJOR INTERCULTURAL COMMUNICATION BARRIER IN A FIRM \* ANXIETY OCCURS WHEN AN EMPLOYEE HAS THEIR FIRST INTERCULTURAL INTERACTION.**

**Crosstabulation**

			ANXIETIES OCCURS WHEN A EMPLOYEE USUALLY COMES ACROSS THEIR FIRST INTERCULTURAL INTERACTION			Total
			Strongly Agree	Agree	Neutral	
		Count	39	0	0	39
DIVERSE CULTURES HAVE DIVERSE MEANING OF WORDS, BEHAVIORS AND GESTURES IS A MAJOR INTERCULTURAL COMMUNICA	Strongly Agree	PERCENT WITHIN DIVERSE CULTURES HAVE DIVERSE MEANING OF WORDS, BEHAVIORS AND GESTURES IS A MAJOR INTERCULTURAL COMMUNICATION BARRIER IN AN FIRM	100.0percent	0.0percent	0.0percent	100.0percent

TION BARRIER IN AN FIRM		percent within ANXIETIES OCCURS WHEN A EMPLOYEE USUALLY COMES ACROSS THEIR FIRST INTERCULTURAL INTERACTION	62.9percent	0.0percent	0.0percent	32.5percent	
		percent of Total	32.5percent	0.0percent	0.0percent	32.5percent	
	Agree	Count		23	24	0	47
		percent within DIVERSE CULTURES HAVE DIVERSE MEANING OF WORDS, BEHAVIORS AND GESTURES IS A MAJOR INTERCULTURAL COMMUNICATION BARRIER IN AN FIRM	48.9percent	51.1percent	0.0percent	100.0percent	
		percent within ANXIETIES OCCURS WHEN A EMPLOYEE USUALLY COMES ACROSS THEIR FIRST INTERCULTURAL INTERACTION	37.1percent	48.0percent	0.0percent	39.2percent	
		percent of Total	19.2percent	20.0percent	0.0percent	39.2percent	
	Neutral	Count		0	26	4	30
		percent within DIVERSE CULTURES HAVE DIVERSE MEANING OF WORDS, BEHAVIORS AND GESTURES IS A MAJOR INTERCULTURAL COMMUNICATION BARRIER IN AN FIRM	0.0percent	86.7percent	13.3percent	100.0percent	

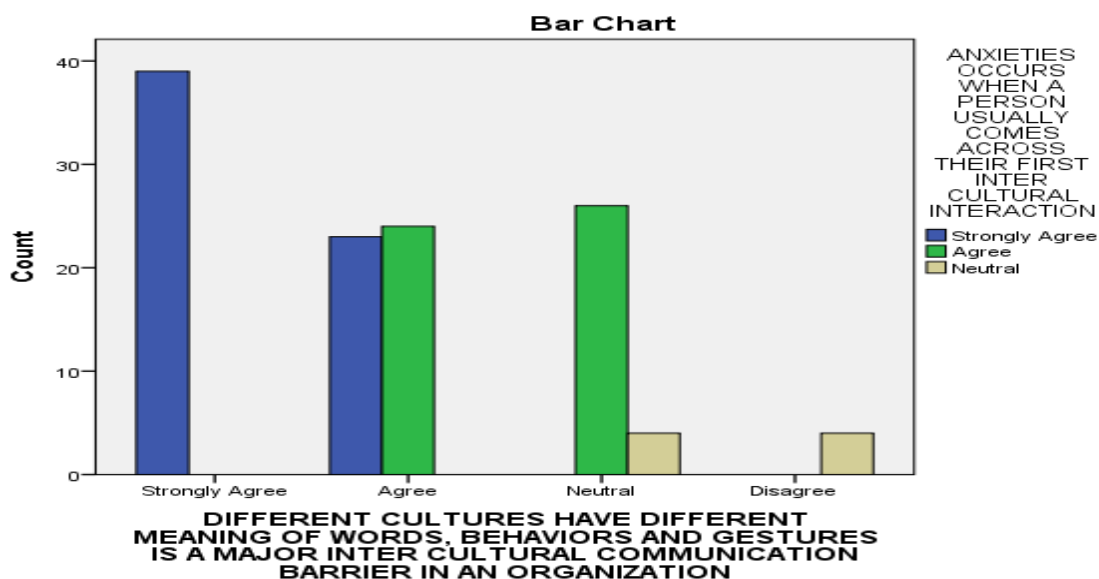
		percent within ANXIETIES OCCURS WHEN A EMPLOYEE USUALLY COMES ACROSS THEIR FIRST INTERCULTURAL INTERACTION	0.0percent	52.0per cent	50.0perce nt	25.0pe rcent
		percent of Total	0.0percent	21.7per cent	3.3percen t	25.0pe rcent
	Disagree	Count	0	0	4	4
		percent within DIVERSE CULTURES HAVE DIVERSE MEANING OF WORDS, BEHAVIORS AND GESTURES IS A MAJOR INTERCULTURAL COMMUNICATION BARRIER IN AN FIRM	0.0percent	0.0perc ent	100.0perc ent	100.0p ercent
		percent within ANXIETIES OCCURS WHEN A EMPLOYEE USUALLY COMES ACROSS THEIR FIRST INTERCULTURAL INTERACTION	0.0percent	0.0perc ent	50.0perce nt	3.3perc ent
		percent of Total	0.0percent	0.0perc ent	3.3percen t	3.3perc ent

Total	Count	62	50	8	120
	percent within DIVERSE CULTURES HAVE DIFFERENT MEANING OF WORDS, BEHAVIORS AND GESTURES IS A MAJOR INTERCULTURAL COMMUNICATION BARRIER IN AN FIRM	51.7percent	41.7percent	6.7percent	100.0percent
	percent within ANXIETIES OCCURS WHEN A PERSON USUALLY COMES ACROSS THEIR FIRST INTERCULTURAL INTERACTION	100.0percent	100.0percent	100.0percent	100.0percent
	percent of Total	51.7percent	41.7percent	6.7percent	100.0percent

### Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	128.761 <sup>a</sup>	6	.000
Likelihood Ratio	124.065	6	.000
Linear-by-Linear Association	78.288	1	.000
N of Valid Cases	120		

a. 6 cells (50.0percent) have expected count less than 5. The minimum expected count is .27.



$$\text{Degree of Freedom} = (r-1) * (c-1)$$

$$= 3 * 2 = 06$$

Calculated value = 128.761

Tabulated value = 12.592

$Z = Z_{cal} > Z_{tab}$

$Z = 128.761 > 21.026$

Hence, the Alternate hypothesis [H1] is accepted

### INFERENCE:

We accept the alternate hypothesis since the calculated value is bigger than the tabulated value, implying that there is a relationship between different cultures. Different meanings of words, behaviours, and gestures are important intercultural communication barriers in a FIRM, and worries arise when an employee encounters their first intercultural engagement.

### ONE-WAY ANOVA CLASSIFICATION

### Null hypothesis (Ho):

There is a significant gap between the most significant intercultural communication barrier and ethnocentrism is a substantial intercultural communication obstacle.

### Alternate hypothesis (H1):

There is no statistically significant difference between the most important intercultural communication obstacle and ethnocentrism is a substantial intercultural communication barrier.

### Descriptives

#### THE MOST IMPORTANT INTERCULTURAL COMMUNICATION BARRIER

	N	Mean	Std. Deviation	Std. Error	95percent Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Strongly Agree	40	1.23	.423	.067	1.09	1.36	1	2
Agree	47	2.57	.542	.079	2.42	2.73	2	4
Neutral	25	4.44	.507	.101	4.23	4.65	4	5
Disagree	6	5.83	.408	.167	5.40	6.26	5	6
Strongly Disagree	2	6.00	.000	.000	6.00	6.00	6	6
Total	120	2.73	1.510	.138	2.46	3.01	1	6

### Test of Homogeneity of Variances

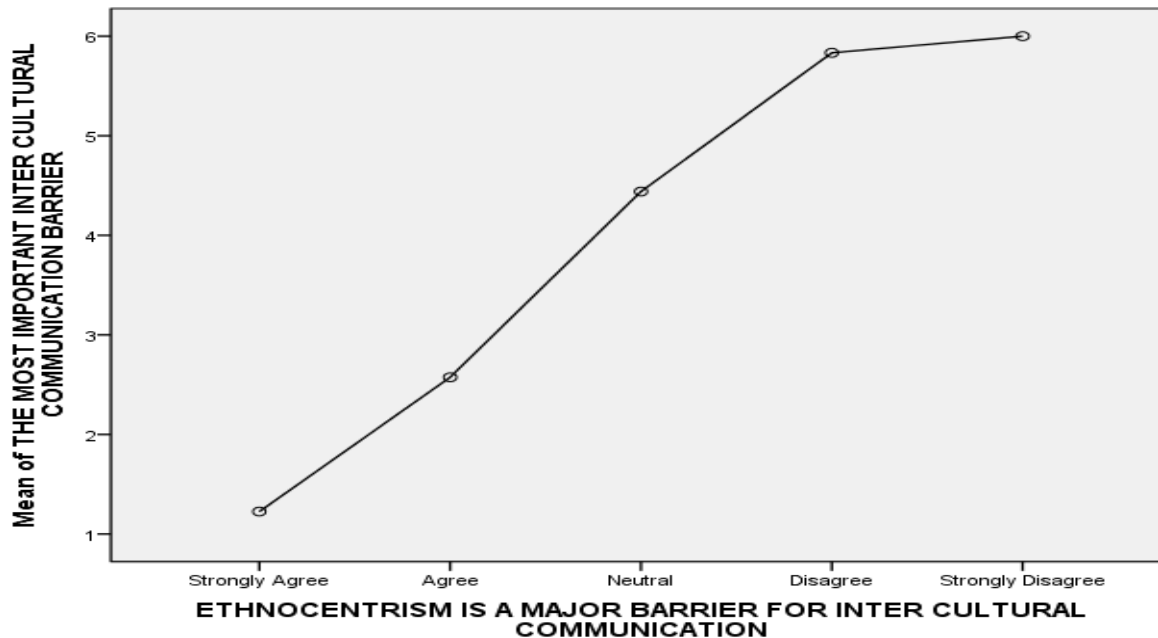
#### THE MOST IMPORTANT INTERCULTURAL COMMUNICATION BARRIER

Levene Statistic	df1	df2	Sig.
9.365	4	115	.000

### ANOVA

#### THE MOST IMPORTANT INTERCULTURAL COMMUNICATION BARRIER

	Sum Squares	df	Mean Square	F	Sig.
Between Groups	244.009	4	61.002	255.493	.000
Within Groups	27.458	115	.239		
Total	271.467	119			



Tabulated value = 2.46

Calculated value = 255.493

$$F = F_{cal} > F_{tab} \quad F = 255.493 > 2.46$$

Hence, the alternative hypothesis [H1] is accepted.



**INFERENCE:**

Since the calculated value is greater than the tabulated value, we accept the alternate hypothesis and hence there is a relationship between the most important intercultural communication barrier and ethnocentrism is a major barrier for intercultural communication.

**ANALYSIS USING KARL PEARSON'S CORRELATION**

Correlation analysis is a statistical tool used to determine how closely two variables are related linearly. The degree of relationship between two variables is measured by correlation.

**Null hypothesis (H0):  
CORRELATIONS**

There is positive relationship between special teaching agenda can be organized to develop their language frequency and overcome the intercultural communication barriers and intercultural teaching builds effective communication leading to effective leadership.

**Alternate hypothesis (H1):**

There is negative relationship between special teaching agenda can be organized to develop their language frequency and overcome the intercultural communication barriers and intercultural teaching builds effective communication leading to effective leadership.

	SPECIAL TEACHING AGENDA CAN BE ORGANIZED TO DEVELOP LANGUAGE FREQUENCY AND OVERCOME THE INTERCULTURAL COMMUNICATION BARRIERS	INTERCULTURAL TEACHING BUILDS EFFECTIVE COMMUNICATION LEADING TO EFFECTIVE LEADERSHIP
SPECIAL TEACHING AGENDA CAN BE ORGANIZED TO DEVELOP LANGUAGE FREQUENCY AND OVERCOME THE INTERCULTURAL COMMUNICATION BARRIERS	1 N 120	.910** .000 120
INTERCULTURAL TEACHING BUILDS EFFECTIVE COMMUNICATION LEADING TO EFFECTIVE LEADERSHIP	.910** .000 N 120	1 120

\*\* . Correlation is significant at the 0.01 level (2-tailed).

$$r = \frac{N\sum XY - \sum X\sum Y}{\sqrt{N\sum X^2 - (\sum X)^2}\sqrt{N\sum Y^2 - (\sum Y)^2}}$$

$$r = .910$$

### INFERENCE:

since r is positive, there is positive relationship between special teaching agenda can be organized to develop their language frequency and overcome the intercultural communication barriers and intercultural teaching builds effective communication leading to effective leadership.

### CONCLUSION

Few employees have effective communication skills, and even fewer people can get their point across when there is a cultural divide. Inter-cultural communication refers to the interaction of persons from various backgrounds and cultures. Employees with varied values, cultures, and circumstances must deal with intercultural communication challenges. There are several impediments to intercultural communication. Prejudice, anxiety, ethnocentrism, language, and the presumption of resemblance are the most important barriers to consider.

This research was conducted to investigate the intercultural obstacles that exist in IT firms. Responses from people working for IT organisations have been collected and analysed for this purpose. Based on the research findings, a few important solutions for overcoming intercultural communication hurdles among IT employees have been given.

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